

City of Tomball Application for Use of Hotel Occupancy Tax

Application Date: 6/24/2024
Name of Organization/Business: Tomball Sister City
Street Address: PO Box 1131
City: Tomball State: TX Zip Code: 77377
Contact Name: Craig Bogner
Phone Number: 832-715-6291 Email: Craig@tomballgermanfest.org
Type of Organization/Business: Private/For-Profit Non-Profit

Purpose of organization/business: TO KEEP THE GERMAN CULTURE AND HERITAGE OF TOMBALL PAST
SUPPORT EXCHANGE STUDENTS FROM TELGTE GERMANY TOMBALL'S SISTER CITY.

Does your event/expenditure pass Part One of the statutory Hotel Occupancy Tax test listed below?

Defined specifically as directly enhancing and promoting tourism in Tomball and directly promoting the overnight accommodation industry in Tomball by increasing overnight stays.

Yes No

Does your event/expenditure pass Part Two of the statutory Hotel Occupancy Tax test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one of more of the following categories?

Select all categories that apply.

- Establishment, improvement or maintenance of a convention or visitor center
- Administrative cost for facilitating convention registration
- Advertising, solicitations, and promotions that attracts tourists and delegates
- Encouragement, promotion, improvement, and application of the arts
- Historical restoration or preservation programs
- Signage directing tourists to attractions visited by hotel guests
- None of the above

Is this a new event/expenditure? Yes No

Name of the event/expenditure: Tomball German Christmas Market

Website address of event/expenditure: Tomballgermanfest.org

Date(s) of event/expenditure: Dec. 13,14,15 2024

Location of event/expenditure: 100,200,300,400 Blocks of Market

Description of event/expenditure: To keep the German culture and heritage.

Support exchange student program from our sister city in Telgte Germany

Estimated local attendees: 40K Estimated out of town attendees: 20K

If approved, how will the grant funds be used? _____

ADVERTISING, TENTS & CHAIRS GENERATORS & LIGHT TOWERS

How will you measure the impact of your event on local overnight accommodations? _____

ALL HOTELS FILL UP DURING FESTIVAL ACCORDING TO THE HOTEL AT THE CITY HOTEL MEETING,

Amount of funding requested: \$ 80K

Current operating budget for the event/expenditure: \$ 220K

Total funding dedicated to advertising/promotion of event/expenditure: \$ 30K

Organization's direct contribution to the operating and advertising budget: \$ 166K

Please indicate all promotion efforts your organization will utilize to alert visitors of the event/expenditure:

Paid Advertising

Radio

Television

Brochures

Social Media

Newspaper

Online/Digital


Press Release

How do you intend to advertise or promote your event to gain overnight stays in Tomball? _____

During Application process a link is set up for Vendors to stay in Tomball Hotels.

Website has links to Hotels.

1. I have read the entire information in this application packet and understand and will comply with all provisions therein; and that I intend to use the grant for the event/expenditure to directly enhance and promote the tourism and hotel industry by attracting visitors from outside of Tomball to stay overnight in one of Tomball's lodging facilities.
2. I will abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.
3. I understand that all grant funds are provided on a reimbursement basis and only proven eligible expenses will be reimbursed.
4. Applicant acknowledges that if grant funds are awarded, the event organizers agree to allow the financials of this event to be viewed at any time by the City of Tomball prior to receiving reimbursement for the event.

Applicant Signature:  _____

Applicant Name: Craig Bogner _____

Required Documents:

- Itemized budget of expenditures for grant funds
- Organization's most recent annual budget
- Organization's most recent financial statements – must be audited for grants exceeding \$100,000
- List of Board of Directors/Event Committee with contact information
- IRS Form W-9 – required if not currently on file with the City of Tomball
- Any other information that supports the request for funding

Please submit applications by email to finance@tomballtx.gov or mail/deliver to:

City of Tomball
Attn: Finance Dept.
501 James Street
Tomball, Texas 77375