



AGENDA ITEM COMMENTARY

MEETING NAME:	City Council
MEETING DATE:	August 4, 2025
ITEM TITLE:	Consider and take appropriate action on request for Hotel Occupancy Tax funds in the amount of \$2,100 for fall events at Evie Mae's and Goodline Public House.
STAFF INITIATOR:	Terri Robinette, City Secretary

BACKGROUND:

Council previously approved \$2,500 in HOT funds to support portable restrooms for the Texas Tech Going Band from Raiderland registration event, which will be hosted by Evie Mae's and Goodline Public House.

Staff has now received an additional request on behalf of the hosts for \$600 to assist with the cost of security for the event, which will be held on August 29, 2025. The Going Band will perform live, and more event details are forthcoming. With an estimated 500 attendees, including out-of-town students and their families, the event is expected to bring a significant number of visitors to our community. After additional consideration and guidance from the WolfForth Police Department, it is recommended that event organizers have dedicated security in place.

In addition to the Going Band event, Goodline Public House and Evie Mae's will also host a regional Oktoberfest celebration on October 4, 2025. This event will feature live music, food, and family-friendly activities. Goodline is requesting \$1,500 to help cover the cost of those activities, such as a bounce house or obstacle course. As part of their request, they have agreed to include the City's "W" logo in promotional materials, recognizing the City as a sponsor.

Under Texas law, local Hotel Occupancy Tax (HOT) revenue may be used to directly promote tourism, the arts, and the convention/hotel industry. With the expected attendance and regional draw of both events, the requested funds are eligible for HOT funding.

As of July 3, 2025, the current HOT fund balance is \$692,697.00, with average monthly revenue of approximately \$8,000.

EXHIBITS:

None

COUNCIL ACTION/STAFF RECOMMENDATION:

Approve donation of HOT funds in the amount of \$2,100 to pay for security for the Going Band event, and family friendly activities for Oktoberfest.