



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	City Council
<b>MEETING DATE:</b>	May 18, 2026
<b>ITEM TITLE:</b>	Consider and take appropriate action on the use of Hotel Occupancy Tax funds to support the arts and festivals events associated with the City of WolfForth.
<b>STAFF INITIATOR:</b>	Tara Tomlinson, Director of Development Services

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### BACKGROUND:

The event staff committee is requesting the use of \$85,000.00 from Hotel Occupancy Tax funds to help with the upcoming 4<sup>th</sup> on the 5<sup>th</sup> Celebration on July 5, 2026. These funds will help with needs such as Port-A-Potties, music, security for the event, and children's entertainment activities. Under Texas law, local HOT revenue can be used to promote tourism and the convention/hotel industry. This means the proceeds should be spent on projects or events that result in visitors to our community and enhance the visitors' experience in a measurable way.

This community event will bring in visitors from Lubbock County, Hale County, Hockley County, and Lamb County. Last year, over 30,000 attended the event, with over 20,000 from outside of the city limits.

The City of WolfForth currently has more than \$700,000 available in HOT funds. To date, this event has generated \$31,000 in sponsorship donations and \$7,425 in vendor fees.

Vendor fees for this year were set at:

- \$300 for food vendors
- \$200 for drink vendors
- \$150 for retail vendors
- \$100 for other vendors

These rates reflect increases of \$150 for food vendors, \$50 for both drink and retail vendors, and \$25 for all other vendors.

Event expenses this year included increased drone show costs, security services provided through both internal and external sources, city staff support (including public works and event helpers), music and sound services, restroom rentals, supplies, photography, and signage. The total cost of the event is approximately \$120,000.

### EXHIBITS:

1. Sponsorship and Vendor Breakdown

### COUNCIL ACTION/STAFF RECOMMENDATION:

Approve HOT funds for the Harvest Festival in the amount of \$85,000.