

**CITY OF ALPINE  
HOTEL OCCUPANCY TAX COMMITTEE MEETING  
WEDNESDAY, JUNE 7, 2023 - 5:30 P.M.**

NOTICE IS HEREBY GIVEN THAT THE HOTEL OCCUPANCY TAX COMMITTEE OF THE CITY OF ALPINE, TEXAS WILL HOLD A SPECIAL MEETING AT 5:30 P.M. ON WEDNESDAY, JUNE 7, 2023 AT CITY COUNCIL CHAMBERS LOCATED AT 803 WEST HOLLAND AVENUE AND VIA ZOOM FOR THE PURPOSE OF CONSIDERING THE ATTACHED AGENDA. THIS NOTICE IS POSTED PURSUANT TO THE TEXAS OPEN MEETINGS ACT. ACTION ITEMS APPROVED AT THIS MEETING WILL BE CONSIDERED BY THE CITY COUNCIL FOR FINAL ACTION.

**AGENDA**

1. **Call to Order.**
2. **Determination of Quorum.**
3. **Public Comments.**
4. **Approval of minutes of previous Board Meeting – None.**
5. **Public Hearings – None.**
6. **Information or Discussion Items –**
  - a) Preliminary review of 2023-2024 Hotel Occupancy Tax Grant Applications.
7. **Action Items – None.**
8. **Board Member Comments.**
9. **Adjourn.**

**CERTIFICATION**

I, Geoffrey R. Calderon, hereby certify that this notice was posted at City Hall, a convenient and readily accessible place to the general public, and to the City website at [www.cityofalpine.com](http://www.cityofalpine.com) pursuant to Section 551.043, Texas Government Code. The said notice was posted at 5:00 P.M. on June 2, 2023, and remained so posted for at least 72 hours preceding the scheduled time of the said meeting. This facility is wheelchair accessible and accessible parking space is available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Office of the City Secretary at (432) 837-3301, option 1, or email [city.secretary@cityofalpine.com](mailto:city.secretary@cityofalpine.com) for further information.

  
Geoffrey R. Calderon, City Secretary



# 2023-2024 HOT GRANT REQUESTS

NO.	DATE	ORGANIZATION	NAME OF EVENT	REQUESTED	NOTES
1	4/12/2023	Ole Crystal Bar, LLC	Crystal Art Show	\$15,000	
2	4/12/2023	Ole Crystal Bar, LLC	Big Bend Music Festival	\$20,000	
3	4/12/2023	Ole Crystal Bar, LLC	4th Annual Motorcycle Rally	\$20,000	
4	4/21/2023	Family Crisis Center of Big Bend	Cowboy Dance	\$2,000	
5	4/21/2023	Kiwanis	July 4th Celebration	\$6,600	
6	5/1/2023	Viva Big Bend	Viva Big Bend	\$35,000	
7	5/3/2023	Alpine's Gallery Night	Spirits of the West Wine & Beef Festival	\$27,500	
8	5/3/2023	Alpine's Gallery Night	Alpine's Artwalk 2023	\$45,000	
9	5/3/2023	Museum of the Big Bend	Museum of the Big Bend	\$25,000	
10	5/3/2023	Museum of the Big Bend	MoBB Renovation and Expansion Project	\$25,000	
11	5/3/2023	Museum of the Big Bend	38th Trapping of Texas	\$25,000	
12	5/3/2023	Sul Ross State University Rodeo Team	Sul Ross College Rodeo	\$15,000	
13	5/4/2023	Our Lady of Peace Catholic Church	Fall Festival 2023	\$30,000	
14	5/4/2023	Big Bend Ranch Rodeo	Big Bend Ranch Rodeo	\$20,000	
15	5/5/2023	Alpine Independent School District	Kokernot Field Restorations	\$45,000	
16	5/5/2023	Big Bend Blue Grass Association	2nd Annual Big Bend Bluegrass Festival	\$25,000	
17	5/5/2023	Go Ghana LLC	Afrofest	\$370,795	
18	5/5/2023	Big Bend Community Baseball & Softball	Alpine Cowboys Baseball	\$34,000	
19	5/5/2023	Big Bend Film Commission	Big Bend Film Commission	\$26,000	
20	5/5/2023	Sul Ross State University	Kokernot Lodge Activities	\$25,000	
21	5/5/2023	Sul Ross State University	Jackson Field Improvements	\$25,000	
22	5/5/2023	Granada	Granada Sign Restoration	\$20,000	
23	5/5/2023	Alcove	Work Out West	\$12,000	
24	5/5/2023	La Sala	Alpine Yoga Retreat	\$4,000	
25	5/5/2023	Big Bend Collective LLC Transpecos Junction	Alpine Circular Van	\$35,000	
26	5/5/2023	Historic Alpine	Third Annual Historic Alpine Christmas Stroll	\$135,000	
27	5/5/2023	Start Local LLC	Alpine Events	\$25,000	
28	5/5/2023	Historic Alpine	Alpine Ghost Tours	\$12,000	
29	5/5/2023	The John C. Innote Foundation	Big Bend Balloon Festival	\$33,300	Withdrawn
30	5/5/2023	Lone Star Cowboy Poetry Gathering	Lone Star Cowboy Poetry Gathering, Rodeo, Stream	\$72,400	
31	5/5/2023	Theatre of the Big Bend	Kokernot Outdoor Theatre	\$40,000	
32	5/5/2023	Alcove	Granada Presents	\$13,500	

RECEIVED  
City of Alpine, Texas

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 14 2023 5:00pm

OFFICE OF THE CITY SECRETARY

BY: 

Date: April 12th, 2023

Name of Organization: Ole Crystal Bar, LLC

Address: 410 E Holland Ave

City, State, Zip: Alpine, Texas

Contact Name: Amy Hardy

Contact Email Address: ajcavness@yahoo.com

Contact Phone Number: 915-491-8610

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: X

Tax ID#: 81-387765 Entity's Creation Date: 2016

Name of Event or Project: Crystal Art Show

Date of Event or Project: Nov. 2023

Primary Location of Event or Project: 410 E Holland Ave Alpine, Texas

Amount Requested: \$15,000

How will the funds be used: The funds will be used for live music and advertising

Brief Description of Funded Activity/Facility: The event will bring in music lovers from all around the state. The bands will play live on our outdoor stage.

How many nights will they stay: 2 to 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Big Bend Biker Hotel and Hotel Parker

How will you measure the impact of your event on area hotel activity? I will contact each hotel to check their occupancy amount.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☐ Total Paid Advertising: \$ 5000
- ☒ Newspaper \$ 2500 ☐ Radio \$ 1000 ☐ TV \$ \_\_\_\_\_
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ 1500 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

El Paso, Texas, San Antonio, Texas, South Texas, DFW area and Midland/Odessa

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 5000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Event Name: Crystal Art Show

Fiscal Year

Revenue	Amount
Retained Revenue	-
Sponsorships and Donations	-
Ticket sales	-
Booth sales	-
Beverage Sales	-
Food Sales	-
Merchandise Sales	-
Volunteer Time	-
<b>Total</b>	<b>\$ -</b>

Event Expenses	Cost
Civic Center Rental	-
Advertising	-
Arts	10,000.00
Restoration or Preservation	-
Sporting Event	-
Transportation	-
Labor	-
Supplies	-
Equipment	-
Sanitation	-
Utilities	-
Beverages	-
Food	-
Merchandise	-
Security	-
Closing of Street/Barricades	-
Lighting	-
Police Escort	-
Trash Receptacles/Disposal	500.00
Utilities	-
Labor	-
Other (Ice Rink)	-
<b>Total</b>	<b>\$ 10,500.00</b>

## Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	-	Provide detail info.
Advertising	5,000.00	for the specific use of
Arts	10,000.00	the funds being requested.
Restoration or Preservation	-	
Sporting Event	-	
Transportation	-	
<b>Total HOT fund request</b>	<b>\$ 15,000.00</b>	

## Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	Cost	Description
Police Escort	-	Provide detail info.
Trash receptacles	-	for the specific services
Utilities	-	or equipment
Labor	-	being requested.
Other	-	
	-	
	-	
	-	
	-	
	-	
	-	
	-	
<b>Total In-Kind request</b>	<b>\$ -</b>	

<b>Summary</b>	
Total Event Expenses	\$ 10,500.00
Event Revenue	-
HOT Fund Total	-
In-Kind Total	-
<b>Total Revenue</b>	<b>\$ -</b>

% of HOT Funds to Total Event Expenses (TEE)	1.428571429
% of In-Kind to TEE	%
Total % of HOT & In Kind to TEE	%

DATE 04/12/23



410 E HOLLAND AVE  
ALPINE, TEXAS 79830

**WHAT IS THE DESIRED OUTCOME?**

To bring in out of town people that have never been to area and enjoy our town along with returning visitors.

**WHAT IS THE PULL-THROUGH OFFER?**

Define your pull-through offer.

**PROCESS**

**LIST DEVELOPMENT**

Facebook, Newspapers, Radio and other social media

**PROSPECTING MECHANISM**

Social Media

**PRE-EVENT FOLLOW-UP**

Social Media and Interactive Social Media

**POST-EVENT FOLLOW-UP**

Poll on improvements

**BUDGET**

See attached



### Crystal Art Show

#### Schedule of Events

**Thursday:** Meet and Greet with art displayed from local artists (open to anyone wanting to display their art work)

**Friday:** Dj starts at 2 pm. Bands will start at 8 until close (2 different bands)

**Saturday:** Open mic with a DJ starting at 2 pm

8 pm to close live bands (two different bands)

May 10, 2023

To Whom It May Concern:

In regards to our Crystal Art Show grant application, this is a new event so we do not have attendance estimates or an economic impact report available.

Amy Hardy

RECEIVED

City of Alpine, Texas

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 14 2023 5:40 pm

OFFICE OF THE CITY SECRETARY

BY: 

Date: April 12th, 2023

Name of Organization: Ole Crystal Bar, LLC

Address: 410 E Holland Ave

City, State, Zip: Alpine, Texas

Contact Name: Amy Hardy

Contact Email Address: ajcavness@yahoo.com

Contact Phone Number: 915-491-8610

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization:    Non-Profit: \_\_\_\_\_    Private/For Profit: X

Tax ID#: 81-387765    Entity's Creation Date: 2016

Name of Event or Project: Big Bend Music Festival

Date of Event or Project: July 2024

Primary Location of Event or Project: 410 E Holland Ave Alpine, Texas

Amount Requested: \$20,000

How will the funds be used: The funds will be used for live music and advertising

Brief Description of Funded Activity/Facility: The event will bring in music lovers from all around the state. The bands will play live on our outdoor stage.

How many nights will they stay: 2 to 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Big Bend Biker Hotel and Hotel Parker

How will you measure the impact of your event on area hotel activity? I will contact each hotel to check their occupancy amount.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☐ Total Paid Advertising: \$ 5000

☒ Newspaper \$ 2500 ☐ Radio \$ 1000 ☐ TV \$ \_\_\_\_\_

☐ Press Releases to Media \$ \_\_\_\_\_

☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_

☒ Digital or Social Media \$ 1500 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

El Paso, Texas, San Antonio, Texas, South Texas, DFW area and Midland/Odessa

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 5000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Event Name: Big Bend Music Fe Fiscal Year

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ -
Ticket sales	\$ -
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
<b>Total</b>	\$ -

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ -
Arts	\$ 15,000.00
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ 500.00
Utilities	\$ -
Labor	\$ -
Other (ice Rink)	\$ -
<b>Total</b>	\$ 15,500.00

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ 5,000.00	for the specific use of
Arts	\$ 15,000.00	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	\$ 20,000.00	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	\$ -	

<b>Summary</b>	
Total Event Expenses	\$ 15,500.00
Event Revenue	\$ -
HOT Fund Total	\$ -
In-Kind Total	\$ -
<b>Total Revenue</b>	\$ -

% of HOT Funds to Total Event Expenses (TEE)	1.290322581
% of In-Kind to TEE	%
Total % of HOT & In Kind to TEE	%

DATE 04/12/23



410 E HOLLAND AVE  
ALPINE, TEXAS 79830

## TACTICAL MARKETING PLAN

*Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.*

### PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Big Bend Music Festival
Campaign Manager:	Amy Hardy
Subject Matter Expert:	Levi Hardy

### OBJECTIVE

Our objective is to bring in music and art lovers from all over Texas to enjoy live music, open roads and beautiful scenery.

### TARGET MARKET

#### PRODUCT DEMOGRAPHICS

Anyone that's loves great music.

#### TARGET CONTACT DEMOGRAPHICS

Anyone that enjoys live music.

### MESSAGE SUMMARY

To get building this event into a large well known event.

**WHAT IS THE DESIRED OUTCOME?**

To bring in out of town people that have never been to area and enjoy our town along with returning visitors.

**WHAT IS THE PULL-THROUGH OFFER?**

Define your pull-through offer.

**PROCESS**

**LIST DEVELOPMENT**

Facebook, Newspapers, Radio and other social media

**PROSPECTING MECHANISM**

Social Media

**PRE-EVENT FOLLOW-UP**

Social Media and Interactive Social Media

**POST-EVENT FOLLOW-UP**

Poll on improvements

**BUDGET**

See attached



## Big Bend Music Festival

### Schedule of Events

**Thursday:** Meet and Greet

**Friday:** Dj starts at 2 pm. Bands will start at 8 until close (2 different bands)

**Saturday:** Any high school student that wants to play or has a band can perform from 2 to 7 pm  
8 pm to close live bands (two different bands)

May 10, 2023

To Whom It May Concern:

In regards to our Big Bend Music Festival grant application, this is a new event so we do not have attendance estimates or an economic impact report available.

Amy Hardy

RECEIVED  
City of Alpine, Texas

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 14 2023 5:00pm

OFFICE OF THE CITY SECRETARY

Date: April 12th, 2023

BY: 

Name of Organization: Ole Crystal Bar, LLC

Address: 410 E Holland Ave

City, State, Zip: Alpine, Texas

Contact Name: Amy Hardy

Contact Email Address: ajcavness@yahoo.com

Contact Phone Number: 915-491-8610

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization:      Non-Profit: \_\_\_\_\_      Private/For Profit: X

Tax ID#: 81-387765      Entity's Creation Date: 2016

Name of Event or Project: 4th Annual Ole Crystal Bar Motorcycle Rally

Date of Event or Project: April 2024

Primary Location of Event or Project: 410 E Holland Ave Alpine, Texas

Amount Requested: \$20,000

How will the funds be used: The funds will be used for live music and advertising

Brief Description of Funded Activity/Facility: The event will bring in music lovers from all around the state. The bands will play live on our outdoor stage.

Percentage of Hotel Tax Support of Related Costs:

\_\_\_\_\_ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 5000

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 15,000

☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 4 years

Expected Attendance: 250

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 200

How many nights will they stay: 2 to 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Big Bend Biker Hotel and Hotel Parker

How will you measure the impact of your event on area hotel activity? I will contact each hotel to check their occupancy amount.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☐ Total Paid Advertising: \$ 5000  
☒ Newspaper \$ 2500 ☐ Radio \$ 1000 ☐ TV \$ \_\_\_\_\_  
☐ Press Releases to Media \$ \_\_\_\_\_  
☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_  
☒ Digital or Social Media \$ 1500 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

El Paso, Texas, San Antonio, Texas, South Texas, DFW area and Midland/Odessa

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 5000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Event Name: 4th Annual Motori Fiscal Year

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ -
Ticket sales	\$ -
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
<b>Total</b>	<b>\$ -</b>

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ -
Arts	\$ 15,000.00
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ 500.00
Utilities	\$ -
Labor	\$ -
Other (ice Rink)	\$ -
<b>Total</b>	<b>\$ 15,500.00</b>

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ 5,000.00	for the specific use of
Arts	\$ 15,000.00	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 20,000.00</b>	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 15,500.00
Event Revenue	\$ -
HOT Fund Total	\$ -
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ -</b>

% of HOT Funds to Total Event Expenses (TEE)	1.290322581
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

DATE 04/12/23



410 E HOLLAND AVE  
ALPINE, TEXAS 79830

## TACTICAL MARKETING PLAN

*Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.*

### PLAN OVERVIEW

Practice:	Name
Name of Campaign:	4 <sup>th</sup> Annual Motorcycle Rally
Campaign Manager:	Amy Hardy
Subject Matter Expert:	Levi Hardy

### OBJECTIVE

Our objective is to bring in bikes from all over Texas to enjoy live music, open roads and beautiful scenery.

### TARGET MARKET

#### PRODUCT DEMOGRAPHICS

Anyone that's loves great music.

#### TARGET CONTACT DEMOGRAPHICS

Anyone that enjoys live music.

### MESSAGE SUMMARY

To get building this event into a large well known event.

**WHAT IS THE DESIRED OUTCOME?**

To bring in out of town people that have never been to area and enjoy our town along with returning visitors.

**WHAT IS THE PULL-THROUGH OFFER?**

Define your pull-through offer.

---

**PROCESS**

**LIST DEVELOPMENT**

Facebook, Newspapers, Radio and other social media

**PROSPECTING MECHANISM**

Social Media

**PRE-EVENT FOLLOW-UP**

Social Media and Interactive Social Media

**POST-EVENT FOLLOW-UP**

Poll on improvements

---

**BUDGET**

See attached



#### **4<sup>th</sup> Annual Motorcycle Rally**

##### **Schedule of Events**

**Thursday: Meet and Greet**

**Friday: Live Music starting at 7 pm to close (two different bands will play) a dj plays in between bands**

**Saturday: DJ from 2-7 live music from 8 to close**

May 10, 2023

To Whom It May Concern:

In regards to Our Annual Bike Rally grant application, the numbers are from 2022 and 2023, I no longer have access from the first Rally but I can guarantee the attendance has increased.

2022- We sold 181 for a one day pass and 30 to 3 day pass to customers

2023- We sold 200 for a one day pass and 58 for the 3 day pass to customers

\*\*\* Locals do pay for wristbands if they have left the bar before 9 pm.\*\*\*

Amy Hardy

April 21, 2023

Mr. Chris Ruggia  
Director of Tourism  
City of Alpine

Re: 2022 Hot Funds Report  
Family Crisis Center of the Big Bend Inc

Dear Chris:

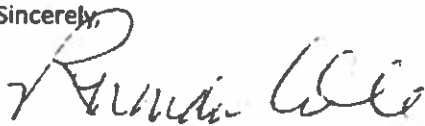
The Family Crisis Center held the Cowboy Dance on May 6, 2022, at the Ole Crystal Bar. We had originally planned to have it in February, but the Civic Center had been reserved for that date, so we had to change our plans.

The event brought many visitors to town and we estimate that 140 hotel rooms were rented for the night of the dance. We had approximately 300 people attend the dance. Craig Carter and his band played for the event at a discounted rate.

The Ole Crystal Bar took care of the advertising, so we had no expense for this year.

We appreciate the assistance provided by the City of Alpine. Please let me know if you need additional information.

Sincerely,



Rhonda Cole  
President of the Board  
432-294-0956

RECEIVED  
City of Alpine, Texas

April 21, 2023

APR 21 2023 1:30pm

City of Alpine  
HOT Funds Application

OFFICE OF THE CITY SECRETARY

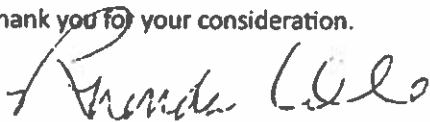
BY: 

Dear Committee:

The Family Crisis Center requests \$2,000.00 from the City of Alpine to support the Cowboy Dance. The Family Crisis Center and the City of Alpine have been partners in coordinating and financially supporting this event for years. Specific details about the event, including the budget, can be found in the attachments.

- Total event budget including HOT funds (see attached)
- Proposed Marketing Plan for Funded Event  
We plan to advertise on Facebook. The Ole Crystal Bar pays for advertising in local newspapers and radio as well as on their website; therefore, fewer advertising funds are needed.
- Schedule of Activities or Events Relating to the Funded Project  
We will host a dance at the Ole Crystal Bar on May 10, 2024, from 9:00 pm to 1:00 am. We will hire a band and expect to bring many visitors to our area.
- Surveys and tabulations from prior event, if available  
No written surveys are available, but over half of the attendees are from out of town.
- Event/Program Permit Application, if applicable  
No permits are necessary.

Thank you for your consideration.



Rhonda Cole  
July 4<sup>th</sup> Chairman  
432-294-0956

## APPLICATION

Date: April 21, 2023

Name of Organization: Family Crisis Center of the Big Bend Inc

Address: PO Box 1470

City, State, Zip: Alpine, TX 79831

Contact Name: Rhonda Cole

Contact Phone Number: 432-294-0956

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 75-1897981 Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: Assist Victims of Family Violence

Name of Event or Project: Cowboy Dance

Date of Event or Project: May 10, 2024

Primary Location of Event or Project: Ole Crystal Bar

Amount Requested: \$2,000

How will the funds be used: Band \$1,500; Advertising \$500;

Primary Purpose of Funded Activity/Facility: \_\_\_\_\_

Provide an event for the purpose of promoting instrumental and vocal music for our area.

**Percentage of Hotel Tax Support of Related Costs:**

57.14% Percentage of Total Event Costs covered by Hotel Occupancy Tax  
0% Percentage of Total Facility Costs covered by Hotel Occupancy Tax for the Funded Event.

**The following categories will be funded through this process. Check which categories apply to funding request and amount requested under each category:**

- ☐ 1. Civic Center Rental: use of civic center facility; \$ \_\_\_\_\_
- ☒ 3. Advertising, Solicitations and Promotions: actual cost of advertising space, design is not allowable; \$ 500.00
- ☒ 4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 1,500.00
- ☐ 5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_
- ☐ 6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- ☐ 7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

**Questions for All Funding Requests:**

How many years have you held this Event or Project: 8

Expected Attendance: 400

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 350

How many nights will they stay: 2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
February 2017	2,000	250
February 2018	2,000	240
February 2019	1,500	263
February 2020	-0-	-0-
May 2022	2000	140

How will you measure the impact of your event on area hotel activity? Check with hotels

Please list other organizations, government entities and grants that have offered financial support to your project: Some local businesses also help sponsor the event.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$500
- ☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☐ TV \$ \_\_\_\_\_
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$500 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

We hope that Chris Ruggia will assist with the advertising. It will primarily be on Facebook, so it should reach all of the

surrounding areas and include large metropolitan areas as well. The Ole Crystal Bar will also help with advertising our event.

What number of individuals will your proposed marketing reach who are located in another city or county? 1,000 (e)

# Cowboy Dance

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 1,000.00
Ticket sales	\$ 500.00
Booth sales	
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	
<b>Total</b>	<b>\$ 1,400.00</b>

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 500.00
Arts	\$ 2,500.00
Restoration or Preservation	\$ -
Sporting Event	
Transportation	\$ -
Labor (Volunteer 100 hrs)	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ 200.00
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor (Volunteer 40 hrs)	\$ -
Other Tables & Chairs	\$ 300.00
<b>Total</b>	<b>\$ 3,500.00</b>

2024

## Support Requested: HOT Funds

Category	Cost
Civic Center Rental	\$ -
Advertising	\$ 500.00
Arts	\$ 1,500.00
Restoration or Preservation	\$ -
Sporting Event	
Transportation	\$ -
<b>Total HOT fund request</b>	<b>\$ 2,000.00</b>

## Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	
Police Escort	
Trash receptacles	
Utilities	
Labor	\$ -
Other	\$ -
	\$ -
<b>Total In-Kind request</b>	<b>\$ -</b>

<b>Summary</b>	
Total Event Expenses	\$ 3,500.00
Event Revenue	\$ 1,500.00
HOT Fund Total	\$ 2,000.00
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ 3,500.00</b>

% of HOT Funds to Total Event Expenses (TEE)	57.14%
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

April 21, 2023

Mr. Chris Ruggia  
Director of Tourism  
City of Alpine

Re: 2022 Hot Funds Report  
Kiwanis Club July 4<sup>th</sup> Celebration

Dear Chris:

The Kiwanis Club of Alpine held it's annual July 4<sup>th</sup> Celebration on July 4, 2022, at the Kokernot Park.

The event brought many visitors to town, and we estimate that 205 hotel rooms were rented for the weekend of the event. We estimate approximately 1,000 people watched the parade. It did rain the entire evening, so we had fewer people at the park, but the weather cleared, and we had a big turnout for the fireworks.

We started off the event with a huge parade starting the Porter's on 5<sup>th</sup> Street and ending at the park. We enjoyed DJ Russ Money, the Alpine Community Band, the TRAD Folk Dance Group throughout the evening. We had many vendors and two bounce houses for the kids. We also had a car show and a hot dog eating contest.

We only spent \$500.00 on Facebook advertising plus some local advertising. We have been hosting this event for 26 years, so we have built a reputation and many visitors come for our event. We plan to advertise on a larger scale in 2024.

We appreciate the assistance provided by the City of Alpine. Please let me know if you need additional information.

Sincerely,



Rhonda Cole  
Chairman  
432-294-0956

RECEIVED  
City of Alpine, Texas

April 21, 2023

APR 21 2023 1:30pm

City of Alpine  
HOT Funds Application

OFFICE OF THE CITY SECRETARY

BY: 

Dear Committee:

The Kiwanis Club of Alpine requests \$6,600.00 from the City of Alpine to support the 2024 July 4th Celebration. The Kiwanis Club and the City of Alpine have been partners in coordinating and financially supporting this event for years. Specific details about the event, including the budget, can be found in the attachments.

- Total event budget including HOT funds (see attached)
- Proposed Marketing Plan for Funded Event
  - We plan to advertise on Facebook, area radio stations and area TV stations, so it should reach all of the surrounding areas and include large metropolitan areas as well.
  - Hopefully, with the help of Chris Ruggia, will we advertise on Facebook for a couple of weeks prior to the event. We plan to have an ad on one of the Odessa-Midland area TV Stations and one of the Odessa-Midland radio stations; duration to be determined based on funds.
- Schedule of Activities or Events Relating to the Funded Project
  - We will have a parade for Alpine at 5:00 p.m. starting at Sul Ross Ave and 5<sup>th</sup> Street going north to Fort Davis Street and turning right to end at the Kokernot Park. The event will kick off at that time with music and vendors. The Alpine Community Band will play at 7:30 p.m. A car show will be held with trophies to be awarded, and a Hot Dog Eating Contest will be held at 7:00 pm with a trophy and cash prize to be awarded to the winner. We will end the event with Fireworks at Dark.
- Surveys and tabulations from prior event, if available
  - No written surveys are available, but I can state honestly that there are many visitors from out of town that join us for the evening. Many have told me they look forward to coming and enjoying our small-town celebration.
- Event/Program Permit Application, if applicable
  - The necessary permits will be obtained from the City and the Police Department.

Thank you for your consideration.



Rhonda Cole  
July 4<sup>th</sup> Chairman  
432-294-0956

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## APPLICATION

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Date: April 21, 2023

Name of Organization: Kiwanis Club

Address: PO Box 968

City, State, Zip: Alpine, TX 79831

Contact Name: Rhonda Cole

Contact Phone Number: 432-294-0956

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 74-1672865 Entity's Creation Date: 1970

Purpose of your organization: Provide leadership and funding  
for youth and their organizations in our area

Name of Event or Project: July 4th Celebration

Date of Event or Project: July 4, 2024

Primary Location of Event or Project: Kokernot Park

Amount Requested: \$6,600

How will the funds be used: Band \$2,000; Advertising \$4,000;  
Youth Activities \$250; Sporting Event \$350

Primary Purpose of Funded Activity/Facility: Provide a venue for Arts  
& Crafts, sporting event and activities for the youth of the area.

**Percentage of Hotel Tax Support of Related Costs:**

69.11% Percentage of Total Event Costs covered by Hotel Occupancy Tax  
0% Percentage of Total Facility Costs covered by Hotel Occupancy Tax for the Funded Event.

**The following categories will be funded through this process. Check which categories apply to funding request and amount requested under each category:**

- ☐ 1. Civic Center Rental: use of civic center facility; \$ \_\_\_\_\_
- ☒ 3. Advertising, Solicitations and Promotions: actual cost of advertising space, design is not allowable; \$ 4,000.00
- ☒ 4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 2,250.00
- ☐ 5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_
- ☒ 6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 350.00

How many individuals are expected to participate? 2000

How many of the participants are expected to be from another city or county? 1000

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 500

- ☐ 7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

**Questions for All Funding Requests:**

How many years have you held this Event or Project: 58

Expected Attendance: 2,000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 500

How many nights will they stay: 2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
July, 2018	3,000	120
July 2017	3,000	110
July 2019	3,000	243
July 2021	3,000	256
July 2022	3,000	205

How will you measure the impact of your event on area hotel activity? Check with hotels

Please list other organizations, government entities and grants that have offered financial support to your project: Some local businesses also help sponsor the event.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 4,000
- ☒ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ 500 ☐ TV \$ 3,000
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ 500 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

We plan to advertise on Facebook, area radio stations and area TV stations, so it should reach all of the

surrounding areas and include large metropolitan areas as well.

What number of individuals will your proposed marketing reach who are located in another city or county? 10,000

Kiwanis July 4th Celebration

2024

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 3,000.00
Ticket sales	\$ -
Booth sales	\$ 450.00
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	
<b>Total</b>	<b>\$ 3,450.00</b>

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 4,000.00
Arts	\$ 2,250.00
Restoration or Preservation	\$ -
Sporting Event	\$ 350.00
Transportation	\$ -
Labor (Volunteer 100 hrs)	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ 450.00
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other Fireworks	\$ 2,500.00
<b>Total</b>	<b>\$ 9,550.00</b>

Support Requested: HOT Funds

Category	Cost
Civic Center Rental	\$ -
Advertising	\$ 4,000.00
Arts	\$ 2,250.00
Restoration or Preservation	\$ -
Sporting Event (Hot Dog Eating and Car Show)	\$ 350.00
Transportation	\$ -
<b>Total HOT fund request</b>	<b>\$ 6,600.00</b>

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	yes
Police Escort	yes
Trash receptacles	yes
Utilities	yes
Labor	-
Other	-
	-
<b>Total In-Kind request</b>	<b>\$ -</b>

<b>Summary</b>	
Total Event Expenses	\$ 9,550.00
Event Revenue	\$ 3,450.00
HOT Fund Total	\$ 6,600.00
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ 9,550.00</b>

% of HOT Funds to Total Event Expenses (TEE)	69.11%
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%



April 20, 2023

Megan Antrim, City of Alpine, City Manager  
Chris Ruggia, City of Alpine, Tourism Director  
HOT Grants Committee  
100 N. 13<sup>th</sup> Street  
Alpine, TX 79830

**RECEIVED**  
City of Alpine, Texas

MAY 01 2023 3:45 pm

OFFICE OF THE CITY SECRETARY

BY: 

Dear Megan, Chris and Committee Members,

I'm including the requested information in order to be considered for HOT funds for a 2024 event (Viva Big Bend).

Viva Big Bend will have its 13th event in 2024. There are a couple events which also fill rooms to capacity, but Viva Big Bend happens over four days and nights (twice as long as Alpine's other major events) and should have the largest positive impact for an event to Alpine's HOT fund each year. Attendees come from across the country and even from foreign countries to experience the premier music festival in far West Texas. We showcase musicians from many music genres including rock, blues, Latin, country, soul, Americana and more, and have brought in more than 500 acts in our first 11 years (up-and-comers, local bands and Grammy-award winners).

Alpine is key to the success of Viva Big Bend and is always promoted extensively with our efforts. Alpine offers important infrastructure (hotels, restaurants, music venues) to support an event of this size. We are asking for \$35,000 total (comprised of a few categories).

**Event/Program Permit Application**

See attachment. (Exhibit A)

**Total event budget**

See Exhibit B

**Proposed Marketing Plan for Funded Event**

With the event approximately a year away, the marketing plan could be adjusted. However, we typically:

- Deliver email and print mailings to prior attendees
- Print an official program
- Promote extensively online through Viva's website and social media (Facebook, Instagram and Twitter)

- Partner with the performing artists, venues and city tourism entities for additional social media promotion
- Radio promotion through Marfa Public Radio and KALP
- Send press release to media outlets, particularly Midland/Odessa and statewide outlets
- Run ads in several regional/statewide publications
- Promote through *Texas Music* magazine, particularly online
- Distribute posters, postcards and additional signage in area hotels and events statewide
- Work with a PR representative who has helped us receive numerous editorial stories (TV and print)
- Put up street banner in Alpine two weeks before the event

#### **New marketing for 2024**

We have a lot of repeat visitors for Viva Big Bend, however next year would be an optimal time to push for more (and new) attendees. New venues have come on board so we have extra capacity for ticket holders. Plus, lodging options are increasing, so more visitors can come in town. We want to aggressively increase our advertising to reach potential new attendees. Therefore, our budget shows a substantial increase in digital advertising (social media, sponsored content, SEO, ad targeting via searches, etc.). We have a wide variety of images and video that would be ideal for this kind of push. We're planning to rebrand the event in 2024 with a new logo and website and this would be an ideal time to have additional marketing dollars.

#### **Schedule of Activities or Events Relating to the Funded Project**

See attachment for the schedule from 2022 (**Exhibit C**) – the 2023 schedule isn't ready yet, so this is the most recent schedule we have available. The Official Program is printed on a very large sheet of paper, which folds up to a pocket-sized guide. As you'll see there are many music-related activities happening at various venues. Over the years, we've had events at the following Alpine locations: Holland Hotel (the festival's headquarters), Railroad Blues, Reata Restaurant, Murphy Street, Spicewood Restaurant, Old Gringo, Galeria Sibley, Come and Take It BBQ, Ole Crystal Bar, Kokernot Field, Granada Theatre, Ritchie Wine Saloon & Beer Garden, TransPecos Guitars and Plaine. Because of its central location in the region and venue/hotel capacity, a large number of shows (and hotel visitors) are expected to be based in Alpine.

#### **Surveys and tabulations from prior event**

I've put the results of our survey in an attachment to this application (**Exhibit D**).

I've also included a sheet showing the impact of Viva Big Bend (**Exhibit E**).

And a page showing some of the media outlets which have covered the festival (**Exhibit F**).

Thank you for your time and consideration.

Sincerely,



Stewart C. Ramser, Viva Big Bend

PO Box 390, Alpine, TX 79831

[stewart@vivabigbend.com](mailto:stewart@vivabigbend.com), 432-538-7034

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: 4/20/2023

Name of Organization: Viva Big Bend

Address: PO Box 390

City, State, Zip: Alpine, TX 79831

Contact Name: Stewart Ramser

Contact Email Address: stewart@vivabigbend.com

Contact Phone Number: 512-626-7324

Web Site Address for Event or Sponsoring Entity: www.vivabigbend.com

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: X

Tax ID#: 52-237 6771 Entity's Creation Date: 2012

Name of Event or Project: Viva Big Bend

Date of Event or Project: July 24-28, 2024

Primary Location of Event or Project: multiple locations in Alpine and throughout region

Amount Requested: \$35,000

How will the funds be used: artist fees/lodging, sound production, advertising, shuttle buses

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Promote approximately 60 concerts, kids' show, and other events. See attached schedule

for the scope of the festival in 2022 (the 2023 schedule isn't set yet).

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Percentage of Hotel Tax Support of Related Costs:

20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 19,250

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 15,000

☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☒ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ 750

Questions for All Funding Requests:

How many years have you held this Event or Project: 2023 will be the 13th event

Expected Attendance: 10,000 over 5 days

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1300 x 3.5 nights (approximately 625+ rooms with approximately 2+ people per room)

How many nights will they stay: 3 to 4 nights on average

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We don't reserve room blocks, but rather let them fill up on their own at full rate.

Hotels are at full capacity. The festival secured rooms at four Alpine hotels in 2022 and offered room packages.

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_

We monitor hotel occupancy (by calling) throughout the time leading up to the event. Due to the incredibly high demand, attendees can have trouble finding lodging, and we want to route them to hotels with availability.

By the time of the event, rooms are very scarce. The visitor center also keeps us up to date on any available rooms they are aware of. We aim for 100% occupancy during Viva Big Bend.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Fort Davis Chamber of Commerce, Visit Big Bend, City of Marfa,

City of Presidio, Visit Big Bend, BBT, Big Bend Regional Medical Center, Porter's, Gage Hotel and more

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☒ Total Paid Advertising: \$ 27,500

☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☐ TV \$ \_\_\_\_\_

☒ Press Releases to Media \$ 500

☒ Direct Mailing to out of town recipients \$ 500

☒ Digital or Social Media \$ 12,000\* ☒ Other \$ 14,500

\* This amount would be a significant increase over prior years, which would go toward digital advertising, social media, etc. Especially promoting the video content we have access to.

What cities/regions/demographics do you reach with your advertising and promotions?

Although we focus on Texas with our promotions, especially the major markets, we also reach across

the United States and beyond with our digital presence. We would like to expand that for 2024. In particular,

ads that reach beyond the major markets in Texas, where we've traditionally be strong. We're adding capacity with new venues, plus there are more lodging options available, so we would like to increase attendance!

What estimated number of individuals will your proposed marketing reach who are located in another city or county? approx. 1 million+ with all our promotions

#### Required Attachments:

- Total event budget including HOT funds (sample budget format available) [refer to Exhibit B](#)
- Proposed Marketing Plan for Funded Event [refer to intro letter](#)
- Schedule of Activities or Events Relating to the Funded Project [refer to Exhibit C](#)
- Estimated attendance and economic impact (primarily hotel stays) from prior event [refer to application and Exhibit E](#)

## EXHIBIT B

### Revenue

Sponsorships and donations	\$60,000
Ticket sales	\$74,000 **
Booth sales	\$0
Beverage sales	\$0
Food sales	\$0
Merchandise sales	\$7,000
<b>Total (not including Alpine)</b>	<b>\$141,000</b>

### Event Expenses

Civic Center Rental	\$0
Advertising	\$27,500
<i>print, radio, social, website, etc</i>	
Arts (music talent)	\$110,000
Restoration and preservation	\$0
Sporting event	\$0
Transportation	\$1,500
Labor (production/staff)	\$25,000
Supplies	\$800
Equipment (rental)	\$3,500
Sanitation	\$0
Utilities	\$0
Beverages	\$2,000
Food	\$2,200
Merchandise	\$3,500
Security	\$0
Closing of street/barricades	\$0
Lighting	\$0
Police escort	\$0
Trash receptacles	\$0
Other	\$0
<b>Total</b>	<b>\$176,000</b>

### Support requested:

Civic center rental	\$0
Advertising	\$19,250
Arts	\$15,000 <i>(if we're not awarded the full amount in this category part of it could be moved to advertising)</i>
Restoration or preservation	\$0
Sporting event	\$0
Transportation	\$750
<b>Total HOT fund request</b>	<b>\$35,000</b>

### Support request: In-kind by CoA Employees/Equipment

Closing of street/barricades	\$0
Police escort	\$0
Trash receptacles	\$0
Utilities	\$0
Labor	\$0
Other	\$0
<b>Total in-kind request</b>	<b>\$0</b>

### Summary

<b>Total event expenses</b>	<b>\$176,000</b>
-----------------------------	------------------

Event revenue	\$141,000
HOT fund total	\$35,000
In-kind total	\$0
<b>Total revenue</b>	<b>\$176,000</b>

<b>% of HOT funds to Total Event Expenses</b>	<b>19.9%</b>
<b>% of In-kind to TEE</b>	<b>0</b>
<b>Total % of HOT &amp; In-kind to TEE</b>	<b>19.9%</b>

Ticket sales fluctuate quite a bit from year to year, so this is a rough estimate, but it is the number that we use to set our budget.



## MARFA



**1 LOST HORSE SALOON**  
101 E. Star Avenue St.  
losthorse.com



**2 PLANET MARFA**  
200 E. Main St.  
planetmarfa.com

## MARATHON



**3 GAGE HOTEL**  
100 N. 1st St. Hwy 49  
gagehotel.com



**4 THE FRENCH CO GROCER**  
200 N. 1st St.  
thefrenchcogrocer.com

## FORT DAVIS



**5 CIBOLA CREEK RANCH**  
47120 49th Hwy 49  
cibolacreek.com



**6 KELLY PAVILION**  
Address for event from the  
Marathon and behind the library

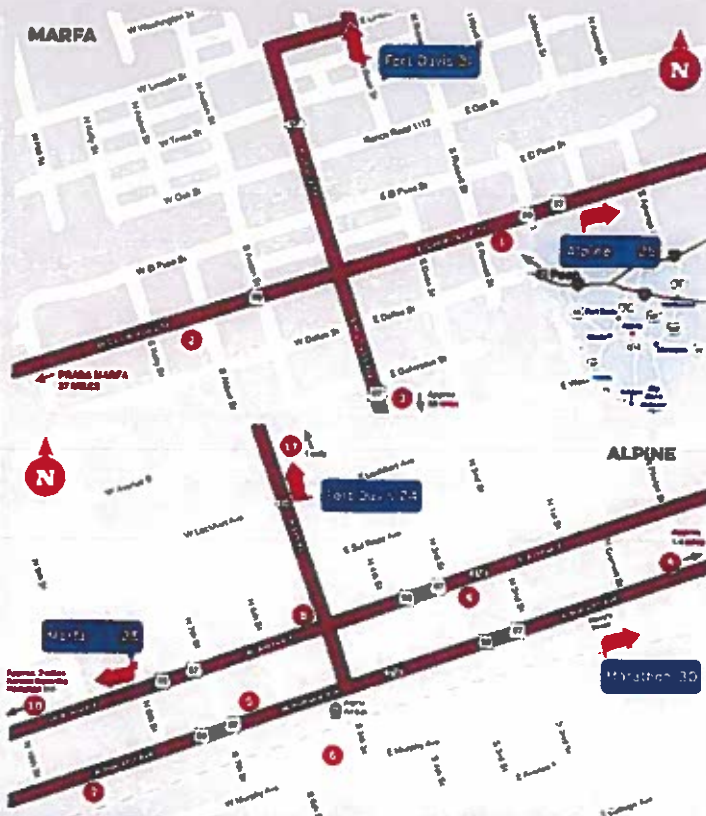


**7 CHATEAU WRIGHT**  
100 West Mountain Blvd  
chateauwright.com

Viva Big Bend  
production support  
provided by Mashed Up  
Productions



## MARFA



## ALPINE



**8 ALPINE VISITOR CENTER**  
100 N. 1st St.  
alpinevisitorcenter.com



**9 MURPHY STREET**  
Murphy Street Garage  
100 N. 1st St.  
murphystreet.com



**10 OLD GRINGO COFFEE & COCKTAILS**  
100 N. 1st St.  
oldgringo.com



**11 SPICEWOOD RESTAURANT**  
100 N. Highway 49  
spicewood.com



**12 HOLLAND HOTEL/CENTURY BAR & GRILL**  
100 N. 1st St.  
hollandhotel.com



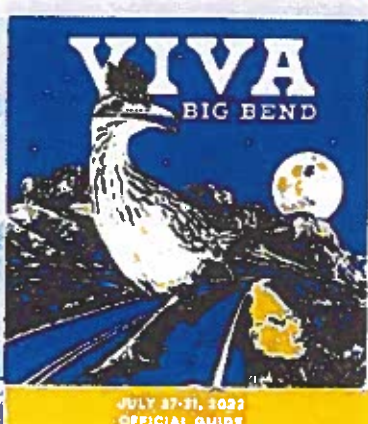
**13 RAILROAD BLUES**  
100 N. 1st St.  
railroadblues.com



**14 OUT WEST FEED & SUPPLY**  
100 N. 1st St.  
outwestfeed.com



**15 KOKERNOT FIELD**  
400 Loop Road  
alpineproduction.com



## VIVA BIG BEND MERCHANDISE



AVAILABLE AT THE HOLLAND HOTEL  
BOX OFFICE DURING THE EVENT

## FREQUENTLY ASKED QUESTIONS

**HOW CAN I ATTEND?**  
Four-day passes (open for all registrants) are available at  
the Holland Hotel box office during the event.  
All ticket purchases must be made in person at the box  
office. No online purchases.

**WHAT ARE THE BOX OFFICE HOURS AND LOCATIONS?**  
Thursday, July 27 at Holland Hotel (Alpine) 10:00 a.m. - 7 p.m.  
Friday, July 28 at Planet Marfa (Marfa) 10:00 a.m. - 11 p.m.  
Saturday, July 29 at Planet Marfa (Marfa) 10:00 a.m. - 11 p.m.  
Sunday, July 30 at Planet Marfa (Marfa) 10:00 a.m. - 11 p.m.

**DOES MY TICKET GUARANTEE ADMISSION TO ALL SHOWS?**  
Yes, your ticket guarantees admission to all shows. We should like to  
accommodate your needs, but if you cannot attend a show, it is your loss.

**HOW CAN I LEARN MORE ABOUT THE ARTIST?**  
Go to [www.vivabigbend.com](http://www.vivabigbend.com), [www.marfa.com](http://www.marfa.com), [www.alpineproduction.com](http://www.alpineproduction.com),  
[www.hollandhotel.com](http://www.hollandhotel.com), [www.planetmarfa.com](http://www.planetmarfa.com), [www.outwestfeed.com](http://www.outwestfeed.com),  
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## EXHIBIT D

# Attendee Information

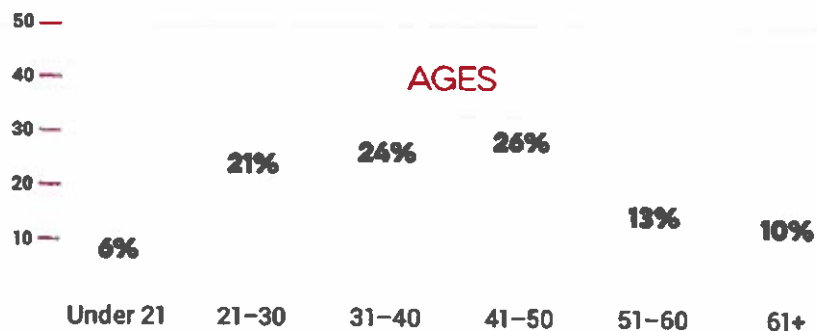
Based on more than 350 surveys conducted at 2021 and 2022 festivals  
(paper and email surveys)

### KEY MARKETS INSIDE TEXAS

Austin  
D/FW  
Houston  
Midland/Odessa  
El Paso

### OUT-OF-STATE VISITORS 2022 (PARTIAL LIST)

Arizona  
California  
Colorado  
Illinois  
Louisiana  
Minnesota  
New Jersey  
New Mexico  
Oklahoma  
Tennessee  
Washington



OUT-OF-TOWNERS  
WHO STAYED  
IN ALPINE  
**72%**

FIRST-TIMERS  
TO THE AREA  
**23%**

PLAN ON  
RETURNING  
**96%**



## EXHIBIT E

# Impact

### HOTEL OCCUPANCY

- Approximately 675 rooms in Alpine
- Average cost per room, per night: \$140
- 7% hotel occupancy tax
- Average stay per attendee: 3.6 nights
- 100% occupancy yields \$23,814
- 90% occupancy yields \$21,433

VISITOR EXPENDITURE: \$1025\*

ESTIMATED DIRECT ECONOMIC  
IMPACT: APPROX. \$1.8 MILLION

### BENEFITS

- Long-term sustainability of VBB venues/businesses
- New business development
- Indirect expenditures

DIRECT, INDIRECT, INDUCED:  
OVER \$2.85 MILLION (ESTIMATE)

CITY OF ALPINE H.O.T.  
CONTRIBUTION: \$35,000

\* Based on survey of 2021 and 2022 festival attendees



## EXHIBIT F

# Media Coverage

TEXAS MUSIC MAGAZINE  
TEXAS HIGHWAYS  
AUSTIN AMERICAN-STATESMAN  
ODESSA AMERICAN  
MIDLAND REPORTER-TELEGRAM  
EL PASO TIMES

KOSA (CBS 7)  
KWES (NEWSWEST 9)  
KMID (LOCAL 2 NEWS)  
ALPINE AVALANCHE  
BIG BEND GAZETTE  
BIG BEND SENTINEL

### KMID (Midland TV)



### Odessa American

## ticket!

BYRON BENTON/STUDIO CITY

**COUNTRY MUSIC**  
Kara Goss (left) and her band, Kara Goss & the Band, will perform at the Viva Big Bend event on July 26. Tickets are \$10. For more information, visit [www.vivabigbend.com](http://www.vivabigbend.com).

**MOVIES IN THE PARK**  
The city of Odessa is sponsoring a movie in the park event on July 26. The movie is "The Untouchables" and it will be shown at 7 p.m. For more information, visit [www.odessatexas.gov](http://www.odessatexas.gov).

## TEXAS MUSIC



### Texas Music magazine



## music lights up West Texas sky



RECEIVED  
City of Alpine, Texas

MAY 03 2023 2:15pm

HOTEL OCCUPANCY TAX GRANT APPLICATION OFFICE OF THE CITY SECRETARY

BY: [Signature]

Date: May 2, 2023

Name of Organization: Alpine's Gallery Nights, Inc.

Address: P.O. Box 788

City, State, Zip: Alpine, Tx 79831

Contact Name: Kerri Blackman

Contact Email Address: Kerri.Blackman@kw.com

Contact Phone Number: 432-294-1071

Web Site Address for Event or Sponsoring Entity: SpiritsFestWtx.com

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 20-2972434 Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Spirits of the West Wine & Beer Festival

Date of Event or Project: April 19 & 20, 2024

Primary Location of Event or Project: 10th Street & TBA

Amount Requested: \$ 27,500

How will the funds be used: \$16,000 towards out of town promotions & \$11,500 towards live music for the 2 day event

Brief Description of Funded Activity/Facility: A two day mid westband Wine, Spirits, Beers, Arts, Beer & music festival. To be held on 6th Street & maybe beyond as we have out grown the Street.

Percentage of Hotel Tax Support of Related Costs:

39% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☒ 1. Civic Center Rental: use of civic center facility; \$ 0

☒ 3. Advertising, Solicitations and Promotions: funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 16,000

☒ 4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 11,500

☒ 5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 0

☒ 6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 0

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☒ 7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 2 yrs

Expected Attendance: 1500 - 3000

How many people attending the Event or Project will use Alpine hotels, motels or bed &

We hope 38-45%

How many nights will they stay: 2 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We Block 16 rooms at Highland Inn

10 Rooms at Holiday Inn Express & Hampton Inn

How will you measure the impact of your event on area hotel activity? Surveying 4 to  
Hotels

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Portees, Manito & Odessa, OutWest FEED,

Twin Peaks Liquors, Flying W Ranch, Bart Ranch, Far Flung Adventures  
& Many Local businesses

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Total Paid Advertising: \$ <u>24,000</u> | <input checked="" type="checkbox"/> \$ Billboards <u>4,000</u>              |  |
| <input checked="" type="checkbox"/> Newspaper \$ <u>1,200</u>                | <input checked="" type="checkbox"/> Radio \$ <u>1300</u>                    | <input checked="" type="checkbox"/> TV \$ <u>4,000</u>       |
| <input checked="" type="checkbox"/> Press Releases to Media \$ <u>1,000</u>  | <input checked="" type="checkbox"/> Publications \$ <u>5,000</u>            | <input checked="" type="checkbox"/> Printing \$ <u>3,500</u> |
| <input type="checkbox"/> Direct Mailing to out of town recipients \$ _____   | <input checked="" type="checkbox"/> Other \$ <u>Razor Productions 2,000</u> |  |
| <input checked="" type="checkbox"/> Digital or Social Media \$ <u>2,000</u>  |   |  |

What cities/regions/demographics do you reach with your advertising and promotions?

Midland/Odessa, San Antonio, San Angelo, Hill Country,

Tex-Country Region, Monahans, Andrews, Dallas

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 40-50%

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

**Spirits of the West Wine & Beef Fest**  
is brought you by Alpine's Gallery Night, 501(c)(3)



Underwritten, and in partnership with, Alpine's Gallery Night, **Spirits of the West Wine & Beef Fest** advocates community growth and development through the arts and education in Alpine, and across the Big Bend region of West Texas.

The first of its kind in the region, Spirits of the West was created to celebrate Texas wine growers and makers, spirits distillers, beef producers, and regional artists, in order to support Alpine and Big Bend regional **art education scholarships**, **community art project funding**, and to shine a light on our great state's most innovative wine and beef producers.

We aim to bring together three components that we believe the Lone Star State does better than any other state...  
**wine + beef + education!**

#### More Information

**Alpine's Gallery Night:** [artwalkalpine.com/about-us](http://artwalkalpine.com/about-us)  
**Spirits of the West Fest:** [artwalkalpine.com/spirits-of-the-west](http://artwalkalpine.com/spirits-of-the-west)  
**Contact Us:** [info@spiritsofthewest.com](mailto:info@spiritsofthewest.com) | 432-294-1071

## **SPIRITS OF THE WEST BUDGET 2024**

### **ALPINE'S GALLERY NIGHT, INC.**

P.O. BOX 788

ALPINE, TX. 79831

#### **SPIRITS EXPENSES**

EXECUTIVE DIRECTOR	12,000
EVENT INSURANCE	1,600
WEB DESIGN	1,000
WEB HOSTING	\$250
BOOKKEEPING	\$400
BOARD MEETINGS	\$400
PORTAPOTTIES	\$800
TABC LICENSE	\$150
BEER/WINE/ICE	\$1,200
TDS TRASH	\$400
SECURITY	\$900
GRAPHIC DESIGN	\$2,000
MERCHANDISE	\$3,000
STRIKE/REMOVE	\$1,600
TENTS	0
BUCKETS/ROPES/HOOKS	0
RIDERS FOR BANDS	\$500
MUSIC	\$20,000
SOUND	\$1,500
LOCAL PUBLICATIONS	\$1,200
PUBLICATIONS	\$5,000
LOCAL RADIO	\$500
OUT OF TOWN RADIO	\$800
BILLBOARDS	\$4,000
TV	\$4,000
DIGITAL/SOCIAL	\$2,000
PRINTING	\$3,500
POSTAGE	\$400
RENTAL	\$600
BARTENDERS	\$600
<b>TOTAL</b>	<b>70,300</b>

#### **SPIRITS INCOME**

GA WRISTBANDS	\$15,000
VIP WRISTBANDS	\$10,000
WINE CLASS	\$3,500
TASTING LOUNGE	\$1,200
VENDORS	\$9,600
TIP JARS	\$1,000
MERCH SALES	\$2,500
HOT FUNDS PROMO	\$16,000
HOT FUNDS MUSIC	\$11,500.00

<b>TOTAL</b>	<b>\$70,300</b>
--------------	-----------------

## **2024 SPIRITS FEST**

### **Marketing Plan**

- **MAY:** Wrap up meeting about 2023 Spirits Fest, what worked what didn't, changes to make for next year, send out thank you cards and 501c3 letters to sponsors.
- **June:** Begin planning Spirits 2024
- **July:** Update Website with photos, send out to social media to mark your calendar for next year.
- **August:** Take a break
- **September:** Get together any posts that can be used for social media, handout at other events, possibly make a postcard to send out or have at Alpine Visitor Center.
- **October:** Take a break
  - **November:** Get with Lamar, CBS7, West TX Radio group for promotions
  - **December:** Begin the Sponsor campaign, Book Music
  - **January:** Get vendor applications online
  - **February:** Start all promotions, approve vendors, plan wine tasting lounge
  - **March:** All promotions start 1 month ahead
  - **April:** Strike/Set up

**2 weeks prior to event:**

- **Local Radio Ads with KVLF/KALP.**
- **Midland/Odessa Radio and TV ads: CBS7 and KICKS 99 & 97 GOLD. • • Alpine Avalanche, local newspapers**

### **2024 Spirits of the West Fest Activities**

**Friday: Gates open at 4-10, Free live music, Tasting lounge, art and food vendors**

**Saturday: Gates open at 10-10, Free live music, Tasting Lounge, 2-3 Wine Classes, art and food vendors.**

**Saturday: Bloody Mary morning hosted by Enchanted Rock Vodka as fundraiser for Art Scholarships.**

Sample from 2023 event

## EVENT PRESS RELEASE

### CONTACT INFORMATION:

**Spirits of the West Wine & Beef Fest**

**Kerri Blackman**

**432-294-1071**

**Kerri.blackman@kw.com**



## FOR IMMEDIATE RELEASE

**Alpine's Gallery Night, Inc 501c3 Presents Spirits of the West Wine & Beef Fest**

[Alpine, Texas] – Alpine's Gallery Night (AGN) is proud to announce the return of its annual Spirits of the West Wine and Beef Festival, a celebration of Texas' best wine makers, spirit distillers, and brew masters, together with beef producers and chefs from across Texas.

**Date:** April 21-22, 2023

**Locations:** Downtown Alpine, Texas on 6th Street and The Granada Theatre on Holland Ave.

### **Schedule:**

#### **Friday, April 21**

Street Festival 4:00-7:00 p.m.,

Spirits After Dark Party 7:00 p.m.

#### **Saturday, April 22**

Street Festival 10:00 a.m. -7:00 p.m.

Cody Canada & The Departed Concert 7:00 p.m.

The street festival will take place on 6<sup>th</sup> Street, between Holland Ave. and Ave E.

The Granada Theatre will host music events Friday and Saturday evening.

This two-day festival begins Friday April 21st, 4:00-7:00 p.m. with a street festival of dozens of Texas wineries, distilleries, breweries, chefs, and artists. Fly Gap Winery, Chateau Wright Winery and Farm Ale Brewing Co. will host our first-ever festival kickoff party, Spirits After Dark the evening of April 21st. The party will include food and wine, and the funkadelic bands Spicy Loops at 7:00 p.m., followed by Feline Fox at 9:00 p.m.

Day two, April 22, opens at 10:00 a.m. with the reopening of the gates to the street festival. Along with the wine, spirits, and art vendors, live music acts will perform throughout the day.

## Sample of 2023 Event

Twin Peaks Liquors will host a Wine Tasting Class with wine makers from Mission Valley Wines.

Wine and spirit makers across the industry will share their experiences in growing, distilling, and making wjth tastings and food pairing. The street festival will conclude at 7:00 p.m.

Saturday night, April 22, doors will open at The Granada Theatre for Cody Canada & The Departed concert, with opening band Anthony Ray Wright. Show times are 6:00pm 7:00 p.m. Anthony Ray Wright, and 9:00 p.m. Cody Canada and The Departed.

AGN and Spirits Festival Founder, Kerri Blackman shared, "We are excited to bring back Spirits of the West Wine and Beef Festival for its second year. We will continue to celebrate the rich heritage of West Texas beef production, with the growing wine industry across Texas." She continued, "We have an incredible line up of spirits, wine, beer, and art from all over Texas along with an amazing music lineup."

Tickets for this event are now on sale at <https://spiritsfestwtx.eventbrite.com>.

Ticket packages for the street festical, night events and concerts are available. A limited number of VIP and exclusive-access tickets are also available.

See our website for full details: [www.spiritsfestwtx.com](http://www.spiritsfestwtx.com)

### Spirits Participants, Full List:

Chateau Wright

Alta Marfa Winery

The Marfa Spirit Co.

Esperanza Winery

Wild Texas Wines

Fly Gap Winery

Plateau Brewing

Peters Prairie Vineyard

Farm Ale Brewing Co

Andalusia Whiskey Co.

Los Nopales Vineyard

10 Mile Productions Winery

Pi Tequila

*Spirits of the West Fest underwriting entity is Alpine's Gallery Night, Inc. is a 501(c)(3) (AGN). AGN is a non-profit organization located in Alpine, Texas. We provide a venue for the promotion of the arts through educational, economic and entertainment opportunities for children, students, patrons, artists and tourists in Alpine and the Big Bend Region. Please call Kerri Blackman at 432-294-1071 visit [Spiritsfestwtx.com](http://Spiritsfestwtx.com) for more information.*

Alpine's Gallery Night, Inc.  
P.O. Box 788  
Alpine, Texas 79831  
432-294-1071

## **SPIRITS OF THE WEST WINE & BEEF FESTIVAL**

**APRIL 19 & 20, 2024**

May 3, 2023

### **Organization Identity**

Director: Keri A. Blackman, 109 N 14th St., Alpine, Texas 79830 432-294-1071

### **Organization Overview**

*Alpine's Gallery Night began as a simple idea to have an evening in Alpine where art galleries and artisans could collectively have an open house independently and yet, together. It all began in 1994, it was the first Saturday night in December. Six gallery owners and artists bravely decided to have a party that floated around town, to let the locals see what kind of art movement was happening, let them in on the cool vibe reshaping Alpine. The timing was perfect, our budget was small, we hand addressed invitations to all of our family and friends, we could not afford advertising at that time. In spite of it all, the event was a hit.*

*In 2005, after a decade of measurable success, we saw a need to become a non-profit arts organization to serve our community and the Big Bend Region. We provide a venue for the promotion of the arts through education, economic and entertainment opportunities for children, students, patrons, disabled,*

*in Alpine and the Big Bend Region. Our focus is that our friends and neighbors are mindful of the arts that surround them here in the Big Bend Region. We are proud to be a part of helping Alpine becoming a designated Cultural Arts District by the Texas Commission on the Arts in 2012.*

*Alpine's Gallery Night's events and fundraisers have enabled us to donate to public and private schools thousands of dollars each year of much needed art supplies as well as award scholarships for an Alpine high school art student and to Sul Ross University. There is an art silent auction every year that benefits the Alpine Public Library that has donated hundreds of thousands of dollars for their ground support. We are an organization that believes in giving back to its community.*

*We are an energetic organization that promotes the arts in rural West Texas, especially the Big Bend region. Through our efforts, we support and assist scholarship for the development of art programs and endorse community facilities which provide area wide-services for public art programs.*

## Spirits of the West 2023 Attendance Results & Positive Economic Impact

*The reports from the hotels are that they saw a significant increase in their business and said people were booked for 2 nights instead of just one, that they usually leave to visit the Big Bend. They also said guests that did not know about the festival were delighted to find out about it and attended anyway.*

*90% of our vendors reported staying in Airbnb's, all of our vendors are signed up to return for next year's Spirit's of the West Fest! Our vendors did excellent with sales, all of the food vendors sold out of food!*

*The retail stores in town gave good feedback, that they had more foot traffic than a regular Friday and Saturday. And happy to see so many new faces in town for the event.*

### FESTIVAL ATTENDEES

- 1008 total attendees over Friday & Saturday (avg ticket value \$55)
  - 723 GA attendees (\$15)
  - 185 All-Inclusive attendees (\$115)
  - 100 VIP attendees (\$50)
- Add' activities attendees
  - Spirits After Dark party 303 attendees (\$40)
  - Wine Class 111 attendees

### CONCERT ATTENDEES

- 541 total attendees Saturday night (avg ticket value \$75)
  - 200 VIP attendees (\$100)
  - 341 GA attendees (\$50)

### PARTICIPANTS / VENDORS

- 30 total business/organization participants
  - 6 wineries
  - 5 distilleries
  - 2 breweries
  - 8 artists
  - 4 food vendors
  - 1 organization (West of the Pecos Cattlewomen)
  - 58 vendor attendees
- 17 Texas cities represented by vendors

### PARTICIPANTS / VENDORS ACCOMMODATIONS

- 14 vendor groups rented Airbnbs across Alpine  
~ \$8400 potential value (avg. \$200/night – 3-night stay)
- 16 vendor groups stayed in hotels across Alpine  
~ \$6000 potential value (avg \$125/night – 3-night stay)

- ~\$14,400 potential/approx. revenue for local hotel and vacation rental owners

#### VENDOR SUCCESS

- 4 vendors reported “in the green” by Friday night, the close of the first night of the fest
- 12 vendors already signed up for Spirits 2024
- 25 vendors reported total ROI by Saturday night, close of the festival (the other 5 weren’t selling anything! No ROI needed ☺)
- All 30 vendors expressed successful participation outcomes
- All 30 vendors expressed commitment to returning for Spirits 2024
- Farm Ale Brewing was able to be sold in Twin Peaks Liquor store, after calling on Twin Peaks for over 3 years asking to be in the store
- Bock Burger returned as a full-time restaurant owner vendor; after 2022 participation, the owner was able to open a restaurant and leave her teaching job to work full-time as a restaurant owner

#### NEW LOCAL BUSINESS WINS – Economic impact and new business won directly from Festival participation and attendance

- Carol Morrow gained new real estate clients with out-of-town festival attendees
- Farm Ale Brewing (vendor participant) closed a contract with Twin Peaks Liquors to be sold in the Alpine store
- Farm Ale Brewing owner hired a tri-county real estate agent for land in Ft. Davis area
- Due to an unexpected mishap with food for purchase Friday night (the Chef we hired for the Spirits After Dark Party could only partially participate) – West Texas Italian Deli nearby accommodated party attendees, reported serving extra customers, and was able to stay open late and serve dozens of out-of-town guests
- Anecdotally, we saw dozens of social posts - with Spirits Fest tagged - of visitors and locals alike posting photos of experiences and businesses all over town!
- Benjamin Garcia reported getting 5 new booked events from the Cody Canada concert.

MAY 03 2023 2:15pm

HOTEL OCCUPANCY TAX GRANT APPLICATION OFFICE OF THE CITY SECRETARY

BY: A. J. J. J.

Date: April 11, 2023

Name of Organization: Alpine's Gallery Night, Inc

Address: P.O. Box 788

City, State, Zip: Alpine, Tx 79831

Contact Name: Kerri A. Blackman

Contact Email Address: Kerri.blackman@kw.com

Contact Phone Number: 432-294-1071

Web Site Address for Event or Sponsoring Entity: Artwalkalpine.com

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 20-2972434 Entity's Creation Date: Sep. 1993

Name of Event or Project: Alpine's Artwalk 2023

Date of Event or Project: November 17 & 18th 2023

Primary Location of Event or Project: Downtown Holland Avenue, 5th Street

Amount Requested: \$45,000. (\$20,000 music/arts & \$25,000 promotions)

How will the funds be used: We will use all promotion funds on out of town marketing, TV, billboards, Radio, publications, postcards & social media. All funds for arts will go towards live music.

Brief Description of Funded Activity/Facility: Artwalk is a 2 day free family friendly art & music festival honoring the artists from the Big Bend Region. We have 3 live music stages, art silent auction, food vendors, art vendors, an Art Car parade & live art demonstrations.

Percentage of Hotel Tax Support of Related Costs:

37.85% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

N/A ☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 25,000

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 20,000

N/A ☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

N/A ☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

N/A ☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 30 yrs

Expected Attendance: 3,000 - 5,000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 50%

How many nights will they stay: at least 2 maybe 3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We Block 10 Rooms at Hampton Inn, 10 Rooms Holiday Inn Express & 16 Rooms at Highland Trail.

How will you measure the impact of your event on area hotel activity? We send a Survey to all Hotels/Motels

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Peter's, Marriott Odessa, Flying W Ranch, Out West Feed, Twin Peaks Liquors, Boot Ranch & many local Businesses

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Total Paid Advertising: \$ <u>31,300</u>                 |   |  |
| <input checked="" type="checkbox"/> Newspaper \$ <u>1,200</u>                                | <input checked="" type="checkbox"/> Radio \$ <u>1,300</u> | <input checked="" type="checkbox"/> TV \$ <u>4,500</u>             |
| <input checked="" type="checkbox"/> Press Releases to Media \$ <u>1,000</u>                  |   | <input checked="" type="checkbox"/> Billboards \$ <u>4,500</u>     |
| <input checked="" type="checkbox"/> Direct Mailing to out of town recipients \$ <u>3,300</u> |   | <input checked="" type="checkbox"/> Publications, to <u>10,000</u> |
| <input checked="" type="checkbox"/> Digital or Social Media \$ <u>2500</u>                   | <input checked="" type="checkbox"/> Other \$ <u>3,000</u> |  |
|  |   | Printing, posters, sponsor packets<br>Flyers                       |

What cities/regions/demographics do you reach with your advertising and promotions?

Midland/Odessa, San Angelo, Ft Stockton, Monahans, El Paso, Austin  
San Antonio, Dallas

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 45%

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

## ARTWALK BUDGET 2023

### ALPINE'S GALLERY NIGHT INC.

P.O. BOX 788

ALPINE, TX 79831

### ARTWALK EXPENSES

EXECUTIVE DIRECTOR	\$21,000
EVENT INSURANCE	\$1,800
E&O INSURANCE	\$400
STORAGE UNIT	\$1,300
OFFICE SUPPLIES	\$500
WEB HOSTING	\$250
BOOKKEEPING	\$800
BOARD MEETINGS	\$800
PORTAPOTTIES	\$1,400
TABC LICENSE	\$450
BEER/WINE/ICE	\$3,600
TDS TRASH	\$600
SECURITY	\$900
GRAPHIC DESIGN	\$2,000
MERCHANDISE	\$3,500
STRIKE/REMOVE	\$2,000
TENTS	\$1,200
BUCKETS/ROPE/S HOOKS	\$400
RIDERS FOR BANDS	\$500
MUSIC	\$30,000
SOUND	\$2,000
GRANADA RENTAL	\$2,000
LOCAL PUBLICATIONS	\$1,200
LOCAL RADIO	\$500
PUBLICATIONS	\$10,000
OUT OF TOWN RADIO	\$800
BILLBOARDS	\$4,500
TV	\$4,500
DIGITAL/SOCIAL	\$2,500
POSTCARDS	\$1,400
PRINTING	\$3,000
POSTAGE	\$2,500
WEB DESIGN/UPDATE	\$1,000
SPONSOR PARTY	\$4,500
RENTAL	\$800
BARTENDERS	\$800

**TOTAL** **\$115,400**

### INCOME:

LOCATIONS			\$7,500
	25	\$300	
VENDORS			\$10,950
	15 ART	\$250	
	12 FOOD	\$350	
	10 STREET	\$300	
MERCH SALES			\$5,500
BEER SALES			\$5,500
TIP JARS			\$2,000
SPONSORS			\$39,000
HOT FUNDS			\$25,000
HOT FUNDS MUSIC			\$20,000
<b>TOTAL</b>			<b>\$115,450</b>

### CONTRIBUTIONS

ART SUPPLIES	\$1,000
AHS SCHOLARSHIPS	\$1,000
SRSU SCHOLARSHIPS	\$1,000
<b>TOTAL</b>	<b>\$3,000</b>

## **2023 Art Walk**

### **Marketing Plan**

- **April: Spirits of the West Wine And Beef Festival**
- **May: Announce June Pochanga Sponsor Party**
- **June: June 1 have all update vendor applications online for Artwalk. June 17th Far West Texas Pochanga and Artwalk Sponsor Party announce Honored Artist.**
- **July: Update Website with all Vendors, check with Texas Highways and Texas Monthly publications, apply for HWY closure with TXDOT, get permission from city for street closure, Fill out HWY banner application with City of Alpine.**
- **August: Press Release to all Media Entities, Pick out Billboards available, meet with CBS7 and West Texas Media Group, Cowboys and Indians magazine about promotions.**
- **September: Deadline for Sponsors for artwork on all publications, deadline for official locations for postcards, print postcards, get artwork to Lamar for billboards.**
- **October: Launch social media, Postcard labeling party, posters sent to tri-county area and local businesses. All Advertising starts 3 weeks prior to event. Billboards will go up 30 days prior to event.**

#### **2 weeks prior to event:**

- **Local Radio Ads with KVLFF/KALP.**
- **Midland/Odessa Radio and TV ads: CBS7 and KICKS 99 & 97 GOLD.**
- **Alpine Avalanche, local newspapers**

## **2023 Art Walk**

### **SCHEDULE OF ACTIVITIES**

**Friday and Saturday 11/7 & 11/18 all official locations  
open 10 AM - 10 PM**

**Alpine Public Library Art Silent Auction open 10Am Friday  
and Saturday**

**Live Music stages at The Holland Hotel Patio, Budwieser  
Stage and The Hideout**

**Art Vendors at Kishmish Plaza and 5th Street Market  
Place**

**Food Vendors at the Railroad Depot Parking Lot**

Alpine's Gallery Night, Inc.  
P.O. Box 788  
Alpine, Texas 79831  
432-294-1071

## **2023 Alpine Art Walk November 17 - 18, 2023**

May 3, 2023

### **Organization Identity**

Director: Keri A. Blackman, 109 N 14th St., Alpine, Texas 79830 432-294-1071

### **Organization Overview**

*Alpine's Gallery Night began as a simple idea to have an evening in Alpine where art galleries and artisans could collectively have an open house independently and yet, together. It all began in 1994, it was the first Saturday night in December. Six gallery owners and artists bravely decided to have a party that floated around town, to let the locals see what kind of art movement was happening, let them in on the cool vibe reshaping Alpine. The timing was perfect, our budget was small, we hand addressed invitations to all of our family and friends, we could not afford advertising at that time. In spite of it all, the event was a hit.*

*In 2005, after a decade of measurable success, we saw a need to become a non-profit arts organization to serve our community and the Big Bend Region. We provide a venue for the promotion of the arts through education, economic and entertainment opportunities for children, students, patrons, disabled,*

*in Alpine and the Big Bend Region. Our focus is that our friends and neighbors are mindful of the arts that surround them here in the Big Bend Region. We are proud to be a part of helping Alpine becoming a designated Cultural Arts District by the Texas Commission on the Arts in 2012.*

*Alpine's Gallery Night's events and fundraisers have enabled us to donate to public and private schools thousands of dollars each year of much needed art supplies as well as award scholarships for an Alpine high school art student and to Sul Ross University. There is an art silent auction every year that benefits the Alpine Public Library that has donated hundreds of thousands of dollars for their ground support. We are an organization that believes in giving back to its community.*

*We are an energetic organization that promotes the arts in rural West Texas, especially the Big Bend region. Through our efforts, we support and assist scholarship for the development of art programs and endorse community facilities which provide area wide-services for public art programs.*

***Alpine's Gallery Night, Inc.***

***P.O. Box 788***

***Alpine, TX. 79831***

***432-294-1071***

*May 11, 2023*

*Alpine's Artwalk 2022 was well attended by locals and out-of-town attendees. It's difficult to get an accurate count of how many people attended because it is a 2-day festival with many official locations. We have reports from the Silent Auction that it was one of the best years yet and that they were full of attendees regardless of the chilly weather.*

*The Kishmish Plaza art vendors were thrilled with the attendance and reported all sales were great and signed up for Artwalk 2023.*

*All the food vendors reported record sales and said it was one of the best Artwalk's they have had.*

*All in all, we fill the town with locals and out-of-town guests and provide a 2-day free family-friendly award-winning event that keeps the shops filled with festival-goers purchasing art for themselves and for the holidays.*

*With Gratitude,*

*Kerri Blackman*

MAY 03 2023 10:31 AM

HOTEL OCCUPANCY TAX GRANT APPLICATION OFFICE OF THE CITY SECRETARY

BY: [Signature]

Date: 04/28/2023

Name of Organization: Museum of the Big Bend (MoBB)

Address: 400 N Harrison Street, Box C-101

City, State, Zip: Alpine, TX 79832

Contact Name: Mary Bunes

Contact Email Address: maryb@suross.edu

Contact Phone Number: 432.837.8145

Web Site Address for Event or Sponsoring Entity: www.museumofthebigbend.com

Is your organization: Non-Profit: X Private/For Profit:       

Tax ID#: 74-6000027 Entity's Creation Date: 1925

Name of Event or Project: Museum of the Big Bend

Date of Event or Project: 10/01/2023 - 09/30/2024

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$25,000.00

How will the funds be used: To promote the MoBB as the top  
tourist destination for visitors to the Big Bend region.

Brief Description of Funded Activity/Facility: To promote the MoBB year  
round as a tourists/visitors first stop to learn about the Big Bend  
region, to promote the arts and history of the area through quality  
permanent and rotating exhibits and to promote education through  
guided tours of the MoBB and children and adult programming.

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. Civic Center Rental: use of civic center facility; \$ \_\_\_\_\_

☒ 3. Advertising, Solicitations and Promotions: funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 25,000.00

☐ 4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☐ 5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 80+ years

Expected Attendance: 16,000 +

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Unknown, but the majority of Museum Visitors stay at least one night in Alpine.

How many nights will they stay: On average, one night stay

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? Impact will be measured by registrant's information in the MoBB Guest Register book.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University supports all endeavors by the MoBB; have received private donations to support publicity for the MoBB.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 25,000.00 / KVLF + KRTS - PSAs + SRSU Media
- ☐ Newspaper \$ \_\_\_\_\_ ☒ Radio \$ 0.00 ☐ TV \$ \_\_\_\_\_
- ☒ Press Releases to Media \$ 0.00 through SRSU Media
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ 5,000.00 ☒ Other \$ 20,000.00

What cities/regions/demographics do you reach with your advertising and promotions?

TransPecos, High Plains, Central Hill Country, North + East Texas  
and the Texas Gulf Coast. Demographics 20 - 60+ year olds

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 100,000 +

Required Attachments:

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

## Fiscal Year

2023-2024

Support requested: HOT funds		
Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ 25,000.00	for the specific use of
Arts	\$ -	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
Total HOT fund request		\$ 25,000.00

Support Requested: In-kind by CoA Employees/Equipment

Description
Provide detail info. for the specific use of the funds being requested.

## ent

*Provide detail info.  
for the specific services  
or equipment  
being requested.*

Summary	
Total Event Expenses	
Event Revenue	
HOT Fund Total	\$ 25,000.00
In-Kind Total	\$ -
Total Revenue	\$ 25,000.00
% of HOT Funds to Total Event Expenses (TEE)	10%
% of In-Kind to TEE	0%
Total % of HOT & In-Kind to TEE	10%

## 2023/2024 Proposed Year-Round Marketing Plan for the Museum of the Big Bend:

1. Confirm with magazines, travel guides and area visitor maps their schedules to receive ads both for print publication.
2. Continuously update and correct the Museum of the Big Bend website, Instagram account and Facebook page.
3. Send out bi-monthly eblast reminders.
4. Create an event on the Museum's Facebook page for upcoming exhibits, presentations, etc...
5. Work with Sul Ross News and Publication to create and send out timely press releases.
6. Work on finding new sources of on-line advertising.
7. Write copy for and provide images for area guides.
8. Have staff prepared to offer guided tours and activities for visitors
9. Have contracted with two area school teachers to provided TEKS approved tours and activities.
10. Seek out and bring knowledgeable lecturers and workshop presenters to enhance exhibits at the Museum.
11. Make sure that area hotels/motels and B & Bs know about upcoming exhibits at the Museum and provide Save the Date cards to promote the Museum.
12. Continue to document at the Museum Gift Shop register where visitors are staying in area hotels/motels.

## MoBB Attendance Estimates

### Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register. The majority of registrants indicated that have spent at least one night in an Alpine hotel.

2022/2023

**\*Total Visitation: 6901**

*\*Please note: this is for September 1, 2022-April 1, 2023*

2021

**\*Total Visitation 11,193**

2020

**\*Total Annual Visitation: 13,000+**

*\*Please note: the MoBB was closed from March 14-July 13, 2020 due to Covid 19.*

### Event/Program Permit Application

Not required for this event.

## **2023/2024 Museum of the Big Bend Exhibit Schedule**

### **Fall Exhibit: 37<sup>th</sup> Trappings of Texas**

September 14-November 4, 2023

September 14-16 – Trappings of Texas Opening Weekend

Bringing the best of contemporary Western art and custom cowboy gear together under one roof in the ranching country of Big Bend. A Do Not Miss Event!

Opening Weekend September 14-16, 2023

September 14- Preview Party at the Museum of the Big Bend, 5-8 pm.

September 15- Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm and Opening Reception, Exhibit and Sale 6-9 pm.

September 16- Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm. Ranch Roundup Party on a private ranch starting at 5 pm- a once in a lifetime experience!

### **Graciela Iturbide: Select Photographs from The Wittliff Collection**

November 15, 2023-February 10, 2024

Graciela Iturbide (born May 16, 1942) is a Mexican photographer. Her work has been exhibited internationally, and is included in many major museum collections such as the San Francisco Museum of Modern Art and The J. Paul Getty Museum. The Museum of the Big Bend working with the Wittliff Collection, Albert B. Alkek Library, Texas State University, San Marcos, for a loan of select works by Iturbide from their photography collection.

### **Denizens: Wildlife on the Western Frontier**

March 1-May 25, 2024

This exhibit features the spectrum of wildlife which graced the 19<sup>th</sup> century frontier West. Original engravings from *Harper's Weekly*, *Frank Leslie's Illustrated Newspaper*, *The Illustrated London News*, and other historical sources illuminate the native species and their interaction with humans. Included in this menagerie are: bears, bison, elk, pronghorn antelope, bighorn sheep, mountain goats, moose, elk, etc... These derivative images portray them in their natural habitat, or as the object of mankind's penchant to hunt them for food, clothing or sport.

March 1: Opening Reception, 5-7pm

March 2: Gallery talks featuring art historians and others (TBD).

**Summer Exhibit: *Photography exhibit TBD with Texas Photographic Society***

**June 14-August 24, 2024**

**June 14-Opening Reception, 5-7 pm**

**June 15 & 16-Photo weekend presentations, demonstrations and workshops (*TBD*).**

MAY 03 2023 10:31 AM.

HOTEL OCCUPANCY TAX GRANT APPLICATION

OFFICE OF THE CITY SECRETARY

BY: 

Date: 04/28/2023

Name of Organization: Museum of the Big Bend (MoBB)

Address: 400 N Harrison Street, Box C-101

City, State, Zip: Alpine, TX 79832

Contact Name: Mary Bones

Contact Email Address: maryb@sulross.edu

Contact Phone Number: 432.837.8145

Web Site Address for Event or Sponsoring Entity: www.museumofthebigbend.com

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 74-6000027 Entity's Creation Date: 1925

Name of Event or Project: MoBB Renovation and Expansion Project

Date of Event or Project: 10/01/2023 - 09/30/2024

Primary Location of Event or Project: Museum of the Big Bend building

Amount Requested: \$25,000.00

How will the funds be used: The funds will be used for the MoBB National Endowment of the Humanities (NEH) Capacity and Infrastructure Building Challenge Grant.

Brief Description of Funded Activity/Facility: Monies received for this NEH grant will be matched dollar for dollar up to \$750,000 for renovations and expansion of the 1937 Texas Centennial Museum of the Big Bend building. Renovations include current HVAC + Security Systems. Expansion includes a TexasMap Research Center and enhanced Big Bend Legacy permanent exhibit.

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☐ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_\_\_\_\_

☐ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 25,000.00

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 3 years

Expected Attendance: N/A ~ 12,000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: N/A

How many nights will they stay: N/A

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: \_\_\_\_\_

How will you measure the impact of your event on area hotel activity? Through the use of visitors signing the MoBB Guest Registers in the Museum's Welcome Center and Gift Shop.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: For the NEH Grant, the MoBB has received funding from the Summerlee Foundation, Carl B & Florence E King Foundation, Still Water Foundation and individuals.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☐ Total Paid Advertising: \$ \_\_\_\_\_ Use SRSU Media Department
- ☐ Newspaper \$ \_\_\_\_\_ ☒ Radio \$ 0.00 ☐ TV \$ \_\_\_\_\_
- ☒ Press Releases to Media \$ 0.00 Use SRSU Media Department
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ 0.00 ☐ Other \$ \_\_\_\_\_

Will incorporate into general MoBB eblasts.

What cities/regions/demographics do you reach with your advertising and promotions?

Across Texas, the American Southwest, demographics include 20+ - 60+ over.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 100,000 +

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Event Name Museum of the Big Bend/NEH Grant Fiscal Year 2023-2024

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	
Ticket sales	\$ -
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Other	\$ -
<b>Total</b>	

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	
Arts	\$ -
Restoration or Preservation	25,000.00
Sporting Event	\$ -
Transportation	\$ -
Labor	
Supplies	
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other	
<b>Total</b>	<b>\$ 25,000.00</b>

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ 25,000.00	for the specific use of
Arts	\$ -	the funds being requested.
Restoration or Preservation	\$ 25,000.00	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 25,000.00</b>	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	<b>\$ -</b>	

<b>Summary</b>	
Total Event Expenses	
Event Revenue	
HOT Fund Total	\$ 25,000.00
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ 25,000.00</b>

% of HOT Funds to Total Event Expenses (TEE)	10%
% of In-Kind to TEE	0%
Total % of HOT & In-Kind to TEE	10%

## MoBB HOT Funds for Historic Renovation

### Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register. The majority of registrants indicated that have spent at least one night in an Alpine hotel.

2022/2023

\*Total Visitation: 6901

*\*Please note: this is for September 1, 2022-April 1, 2023*

2021

\*Total Visitation 11,193

2020

\*Total Annual Visitation: 13,000+

*\*Please note: the MoBB was closed from March 14-July 13, 2020 due to Covid 19.*

## MoBB HOT Funds for Historic Renovation

Marketing Plan:

Not applicable.

## MoBB HOT Funds for Historic Renovation

### Schedule of Events:

These elements are not applicable for this project.

MAY 03 2023 10:31 AM.

HOTEL OCCUPANCY TAX GRANT APPLICATION

OFFICE OF THE CITY SECRETARY

BY: [Signature]

Date: 04/28/2023

Name of Organization: Museum of the Big Bend

Address: 400 N. Harrison Street, Box C-101

City, State, Zip: Alpine, TX 79832

Contact Name: Mary Banes

Contact Email Address: maryb@sulross.edu

Contact Phone Number: 432.837.8145

Web Site Address for Event or Sponsoring Entity: www.museumofthebigbend.com/  
trappingsoftexas

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 74-6000027

Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: 38<sup>th</sup> Trappings of Texas

Date of Event or Project: Sept 12 - November 2, 2024

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$25,000.00

How will the funds be used: Funds requested will be used to  
promote the 38<sup>th</sup> Trappings of Texas

Brief Description of Funded Activity/Facility: To promote Contemporary  
Western art and custom cowboy gear in Alpine. Trappings  
celebrates the art of the cowboy as expressed in the works  
they produce.

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 25,000.00

☐ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 38 years

Expected Attendance: 250 +

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: estimated 50 - 75 +

How many nights will they stay: at least one night, possibly two.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? We will measure the impact of Trappings on area hotel booking thru the use of the Museum Gift Shop register.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: San Ross State University, area businesses and banks and private individuals

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 25,000.00 / 1 KULF + 1 KRTS PSAs
- ☐ Newspaper \$ \_\_\_\_\_ ☒ Radio \$ 0.00 ☒ TV \$ 5000.00
- ☒ Press Releases to Media \$ 0.00 - Via SRSU Media
- ☒ Direct Mailing to out of town recipients \$ 500.00
- ☒ Digital or Social Media \$ 4500.00 ☒ Other \$ 15,000.00

What cities/regions/demographics do you reach with your advertising and promotions?

The entire State of Texas, plus New Mexico + Colorado.

Demographics: late 30s to 60+

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 100,000+

Required Attachments:

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

**Event Name** Fiscal Year  
**Trailings of Texas** 2023-2024

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ -
Ticket sales	\$ -
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Other	\$ -
<b>Total</b>	\$ -

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ -
Arts	\$ -
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other	\$ -
<b>Total</b>	\$ -

**Support Requested: HOT Funds**

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ 25,000.00	for the specific use of
Arts	\$ -	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	\$ 25,000.00	

**Support Requested: In-Kind by CoA Employees/Equipment**

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	\$ -	

<b>Summary</b>	
Total Event Expenses	\$ -
Event Revenue	\$ -
HOT Fund Total	\$ 25,000.00
In-Kind Total	\$ -
<b>Total Revenue</b>	\$ -

% of HOT Funds to Total Event Expenses (TEE)	20%
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	20%

## 2024 Proposed Marketing Plan for Trappings of Texas:

1. Confirm with magazines their schedules to receive ads both for print publication and on-line mid-January 2024.
2. Confirm artists that will be showing their works May 2024.
3. Send out Sponsorship packages mid-June 2024.
4. Working with and creating press releases with Sul Ross State University Director of Communication starting the second week of July 2024.
5. Work with out of area newspapers to create ads/press releases to promote the Trappings of Texas Weekend starting the second week of July 2024.
6. Begin sending Museum of the Big Bend newsletters sent to the 5000+ email addresses on a biweekly basis starting the first week of August 2024.
7. Save the Date Cards sent to the 500 + addresses in the Museum of the Big Bend Little Green Light Mailing List starting the first week of August 2024.
8. Additional Save the Date Cards will be distributed to area hotels/motels and B&Bs starting the third week of August 2024.
9. Updating the MoBB website to include information on slider bar on the home page as well as an exhibit page link. Also post sponsorship information and information on individual events over the course of the weekend starting the third week of August 2024.
10. Updating the Museum of the Big Bend and Trappings of Texas Facebook pages starting the first week of August 2024.
11. Creating an event on the Museum of the Big Bend and Trappings of Texas Facebook pages starting the second week August 2024.
12. Print and mail formal invitations the second week of August 2024.
13. Design and have printed posters for in town distribution starting the third week of August 2024.

## **Surveys and Tabulations from Prior Events:**

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register:

**2022**

**36<sup>th</sup> Annual Trappings of Texas**

**Opening Reception: 265**

**Total Visitation to the Exhibit: 2,169**

**2021**

**35<sup>th</sup> Annual Trappings of Texas**

**Opening Reception: 225**

**Total Visitation to the Exhibit: 1,258**

**2020**

**\*34<sup>th</sup> Annual Trappings of Texas**

***\*CANCELLED due to Covid 19. The Museum did hold an on-line sale and the exhibit opened to the public on July 14-September 18, 2020.***

**2019**

**33<sup>rd</sup> Annual Trappings of Texas**

**Opening Reception: 250**

**Total Visitation to Exhibit: 3,737**

**2018**

**32<sup>nd</sup> Annual Trappings of Texas**

**Opening Reception: 300**

**Total Visitation to Exhibit: 4,454**

**Event/Program Permit Application**

**Not required for this event.**

### **38th Annual Trappings of Texas Schedule of Events**

**September 12-November 2, 2024**

#### **September 12-14 – Trappings of Texas Opening Weekend**

**Bringing the best of contemporary Western art and custom cowboy gear together under one roof in the ranching country of Big Bend. A Do Not Miss Event!**

**September 12- Preview Party at the Museum of the Big Bend, 5-8 pm.**

**September 13- Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm and Opening Reception, Exhibit and Sale 6-9 pm. Partnering with Big Bend Family Crisis Center to promote their dance and fundraiser at the Alpine Civic Center starting at 9 pm.**

**September 14- Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm. Ranch Roundup Party on a private ranch starting at 5 pm- a once in a lifetime experience!**

RECEIVED  
City of Alpine, Texas

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

MAY 03 2023 11:00 A.M.

OFFICE OF THE CITY SECRETARY

BY: [Signature]

Date: 5/2/2023

Name of Organization: Sul Ross State University Rodeo Team

Address: Box C-110

City, State, Zip: Alpine, Texas 79832

Contact Name: C.J. Aragon

Contact Email Address: Clint.aragon@sulross.edu

Contact Phone Number: 432-208-2333

Web Site Address for Event or Sponsoring Entity: <https://www.sulross.edu/rodeo/>

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: See attached Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Sul Ross College Rodeo

Date of Event or Project: September 21-23, 2023

Primary Location of Event or Project: S.A.L.E. Arena

Amount Requested: \$15,000

How will the funds be used: TO help produce the event and pay for the television expenses.

The event will be aired on the Cowboy Channel for over 20 hours of live TV coverage.

Brief Description of Funded Activity/Facility: \_\_\_\_\_

The funds help with the Sul Ross College Rodeo, which is annually one of the largest college rodeos  
in the nation. The funds help with the telecast of the college rodeo which reaches over 300,000 people  
in the US and several other countries.

Percentage of Hotel Tax Support of Related Costs:

17% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☐ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_\_\_\_\_

☐ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☒ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 15,000

How many individuals are expected to participate? 750+

How many of the participants are expected to be from another city or county? 700+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 500+

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 78 years

Expected Attendance: 750+ contestants 1000+ spectators

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 500+

How many nights will they stay: It is a three day event. We anticipate most staying for the duration.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We do not block rooms.

How will you measure the impact of your event on area hotel activity? We poll the students and coaches attending the event at check in .

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: We receive sponsorship donations from many local businesses.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ \$9250
- ☒ Newspaper \$ 500    ☐ Radio \$ 500    ☐ TV \$ 8000
- ☐ Press Releases to Media \$
- ☐ Direct Mailing to out of town recipients \$
- ☒ Digital or Social Media \$ 250    ☐ Other \$

What cities/regions/demographics do you reach with your advertising and promotions?

Our region includes eastern New Mexico and a big part of Texas. From the Texas Panhandle to the Stephenville area. The rodeo is covered on the Cowboy Channel +, and last year we had over 317,000 live viewers of the rodeo from 43 states and 7 different countries.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 400,000 plus—Our TV coverage expands the market considerably.

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# Sul Ross College Rodeo

2023

Revenue	Amount
Retained Revenue	-
Sponsorships and Donations	\$ 17,500.00
Ticket sales	\$ 4,000.00
Booth sales	-
Beverage Sales	-
Food Sales	-
Merchandise Sales	-
Volunteer Time	-
<b>Total</b>	<b>\$ 21,500.00</b>

Event Expenses	Cost
Civic Center Rental	-
Advertising	\$ 4,000.00
Arts	-
Restoration or Preservation	-
Sporting Event	\$ 65,000.00
Transportation	-
Labor	\$ 9,000.00
Supplies	\$ 2,500.00
Equipment	-
Sanitation	\$ 2,500.00
Utilities	-
Beverages	-
Food	-
Merchandise	-
Security	-
Closing of Street/Barricades	-
Lighting	-
Police Escort	-
Trash Receptacles/Disposal	-
Utilities	-
Labor	-
Other (ice Rink)	\$ 4,000.00
<b>Total</b>	<b>\$ 87,000.00</b>

## Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	-	Provide detail info.
Advertising	-	for the specific use of
Arts	-	the funds being requested.
Restoration or Preservation	-	
Sporting Event	\$ 15,000.00	
Transportation	-	
<b>Total HOT fund request</b>	<b>\$ 15,000.00</b>	

## Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	Cost	Description
Police Escort	-	Provide detail info.
Trash receptacles	-	for the specific services
Utilities	-	or equipment
Labor	-	being requested.
Other	-	
	-	
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 87,000.00
Event Revenue	\$ 21,500.00
HOT Fund Total	\$ 15,000.00
In-Kind Total	-
<b>Total Revenue</b>	<b>\$ (50,500.00)</b>

% of HOT Funds to Total Event Expenses (TEE)	0.172413793
% of In-Kind to TEE	%
<b>Total % of HOT &amp; In-Kind to TEE</b>	<b>%</b>

# **Sul Ross College Rodeo**

## **Schedule of Activities**

### **Tuesday, September 19<sup>th</sup>**

Campus Cattle Drive  
Main Campus 6:00 PM

### **Wednesday, September 20<sup>th</sup>**

Stock arrives (Sale Arena)  
Rodeo personal begin to arrive  
Sponsor Recognition Dinner  
Espino Conference Center, Sul Ross Campus  
6:30 PM

### **Thursday, September 21**

Slack Starts at 5:00 PM (Live on Cowboy Channel)  
First rodeo Performance at 7:30 PM (Live on Cowboy Channel)  
Slack after Rodeo performance (Live on Cowboy Channel)

### **Friday, September 22**

Slack starts at 9 AM (Live on Cowboy Channel)  
Performance starts at 7:30 PM (Live on Cowboy Channel)

### **Saturday, September 23**

Slack starts at 9 AM (Live on Cowboy Channel)  
Championship Performance 7:30 PM (Live on Cowboy Channel)

## **Marketing Plan for the Sul Ross College Rodeo.**

The Sul Ross College Rodeo has a built-in contestant draw. The Sul Ross college Rodeo is sanctioned by the National Intercollegiate Rodeo Association (NIRA) and is one of ten rodeos hosted in the Southwest Region of the NIRA. The Sul Ross College Rodeo annually draws over 700+ contestants plus coaches and parents from seventeen-member schools in the region. The Southwest Region of the NIRA is the largest region membership wise in the NIRA. There is no need for a marketing plan to draw contestants to the rodeo because only NIRA members from the schools in the region can enter.

We do spend advertising dollars in the tri-county area advertising our rodeo for spectators. We advertise on the radio, in the newspaper and on social media. Our goal is to have sold out performances each night at the Sul Ross State University Rodeo. For the past four years the performances have been close to sold out from the support in the local area.

Last year for the first time the Sul Ross State University was broadcast live on the Cowboy Channel +. The rodeo was live on the Cowboy Channel for over 22 hours of live coverage. During our live feed we ran ads for the City of Alpine, and many local businesses that supported the rodeo. There were over 317,000 live views of the rodeo over the three days of the 2022 college rodeo. The Cowboy Channel left the telecast up for several months after and over 500,000 people watched the college rodeo in the months after the rodeo. The Sul Ross College Rodeo is the only live sporting event on national television broadcast from the Big Bend Region.

# 2023 Sul Ross Rodeo Attendance Estimates

**\*Based on 2022 Numbers**

Based on last year's numbers we will have over 750 contestants and coaches attend the Sul Ross State University College Rodeo. Over 700 of those contestants are visitors from other cities . Many of those contestants stay in their living quarters trailers at the S.A.L.E. Arena. However, based on the survey at the contestant check in the majority of the students spend two or more nights in Alpine. From the numbers collected over 400 of those contestants and coaches spend two or more nights in Alpine. The survey also indicated that the majority of the contestants eat at local restaurants or food trucks five times during their stay in Alpine.

## **Attendance Facts**

- Over 750 total contestants
  - Over 700 are not from Brewster County
    - Contestants spend an average of two nights in Alpine
    - Contestants eat out over 5 times during their stay in Alpine
    - Around 300 Contestants stay in their trailers at the S.A.L.E. Arena
  - The rest of the contestants stay in local Hotels/Motels or short-term rentals
    - The Sul Ross College Rodeo is the largest sporting event annually in Brewster County.

# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

**Sul Ross State University**

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►  
Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) ► **State Agency**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from FATCA reporting code (if any)

Applies to accounts maintained outside the U.S.

400 North Harrison

Requester's name and address (optional)

Alpine, TX 79832

7 List account number(s) here (optional)

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

          -          -

OR

Employer identification number

7 4 - 6 0 0 0 0 2 7

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign  
Here

Signature of  
U.S. person ►

*Bonnie Albright*

Date ► 6/9/21

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
  - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
  - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
  - Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What Is backup withholding*, later.

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**CITY OF ALPINE**  
**HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION**

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**Texas Tax Code Chapter 351** allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted at the time the applications are due.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2023-2024 fiscal year, starting no earlier than October 1, 2023 and ending no later than September 30, 2024.

**Reporting:** Awardees must submit a final report following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals.

**Reimbursements:** HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If an event will not generate any meaningful overnight business for Alpine’s hotels, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel**

- tax funds.
- c) **historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
  - d) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:**

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**Supplemental Information Required with Application: Along with the application, please submit the following:**

- Total event budget including HOT funds (see sample budget)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Surveys and tabulations from prior event, if available
- Event/Program Permit Application, if applicable

**Earliest Date That Applications May Be Submitted:      Monday, April 6, 2023**

**Submit Complete Application to:**      City of Alpine  
City Secretary  
100 N. 13<sup>th</sup> St.  
Alpine, Texas 79830

**Submit Complete Application by:**      5pm on Friday, May 5, 2023

77th ANNUAL  
**SUL ROSS**

**N.I.R.A. SOUTHWEST REGION RODEO**

**SR** SEPTEMBER 22-24, 2022 **SR**

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## College Rodeo Fans,

On behalf of Sul Ross State University, I would like to thank you for coming out and supporting our student athletes. All of these individuals work hard all year long to be able to exhibit their talents at this event for all of you. As you may not know, this year marks our 77th Annual Sul Ross State University NRA Rodeo and we're excited to have you supporting our team.

The Sul Ross Rodeo Team wishes to extend a well-deserved thank you to all of the volunteers and sponsors that make this event possible. The strong support of our sponsors, administration and staff of the university, along with the Alpine community, has allowed this to be one of the oldest college rodeos in the country.

Thank you for your support and best of luck to all rodeo contestants!

C.J. Aragon, Head Rodeo Coach



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Harley Segotta  
Clint Corey  
Chris Bastien

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# 2022-2023 SUL ROSS RODEO TEAM







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SR — 1965

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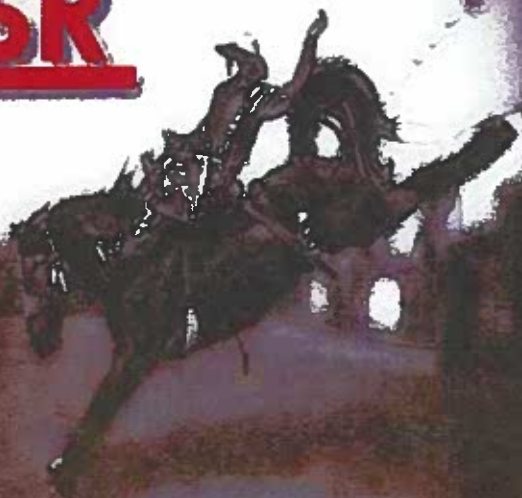
Tuff Hedeman Bull Riding Tour

SR — 1981

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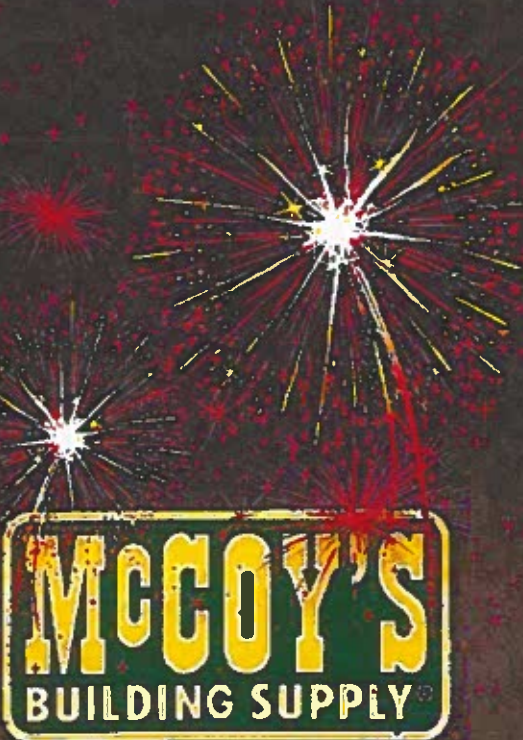
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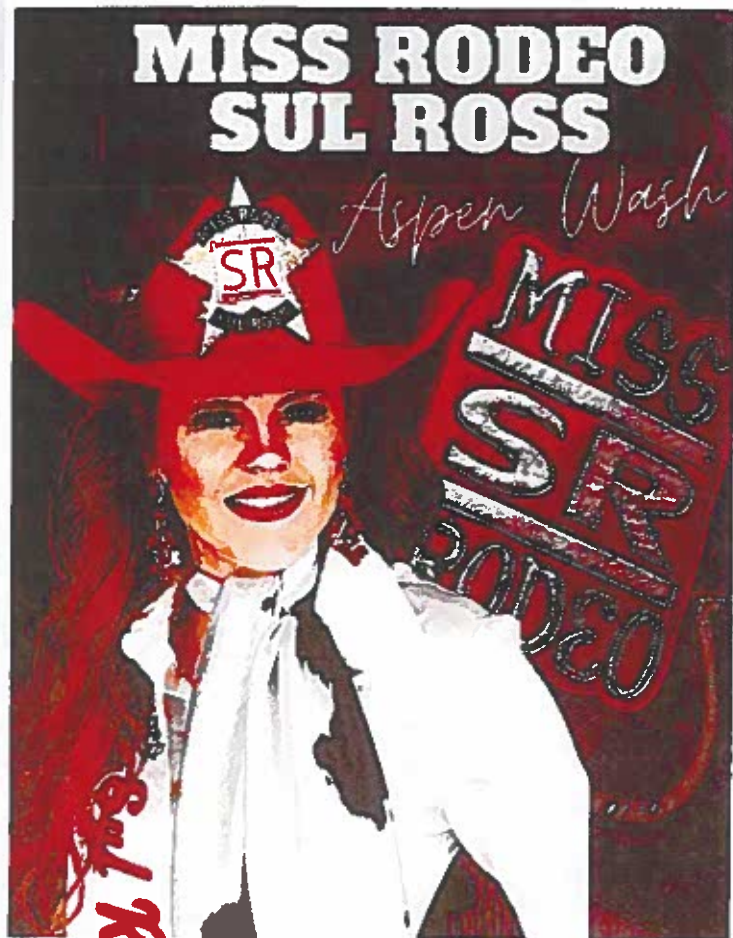
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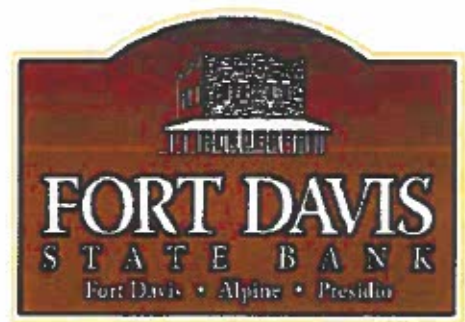
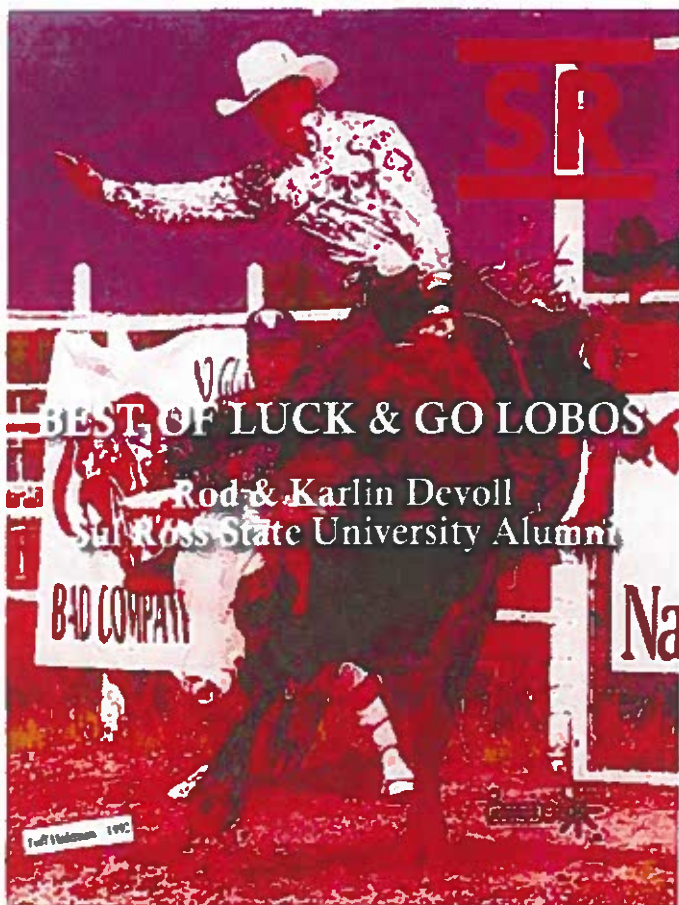


Aspen Wash is a 22 year old from Alpine, Texas. She recently graduated from Sul Ross State University with a degree in Animal Science and a minor in Chemistry. She was an active member of the

SRSU Rodeo Team and UPAA participating in horseback roping and barrel racing. She is currently a young horse rider as part of the organization. She is currently a member of the SRSU Horsemanship principles. She has served as the SRSU Rodeo Club Secretary and Treasurer in addition to being the SRSU Equine Club's Secretary and Vice President. Aspen currently serves as Miss Rodeo Sul Ross 2021-22 as one of only three college rodeo queens in the nation. Aspen recently signed with NIMS

Modeling and plans to attend graduate school to further study her interest in the agriculture field. Her passion for health and fitness leads Aspen to compete and placed in the prestigious Top 19 at the 2022 Miss Texas USA pageant. Her hobbies include a special interest in bit mechanics, volunteering for local non-profits, modeling, and horse boarding, training horses and spinning a steer for her brother in the arena.





Proud Supporters of the Sul Ross State University Rodeo Team!

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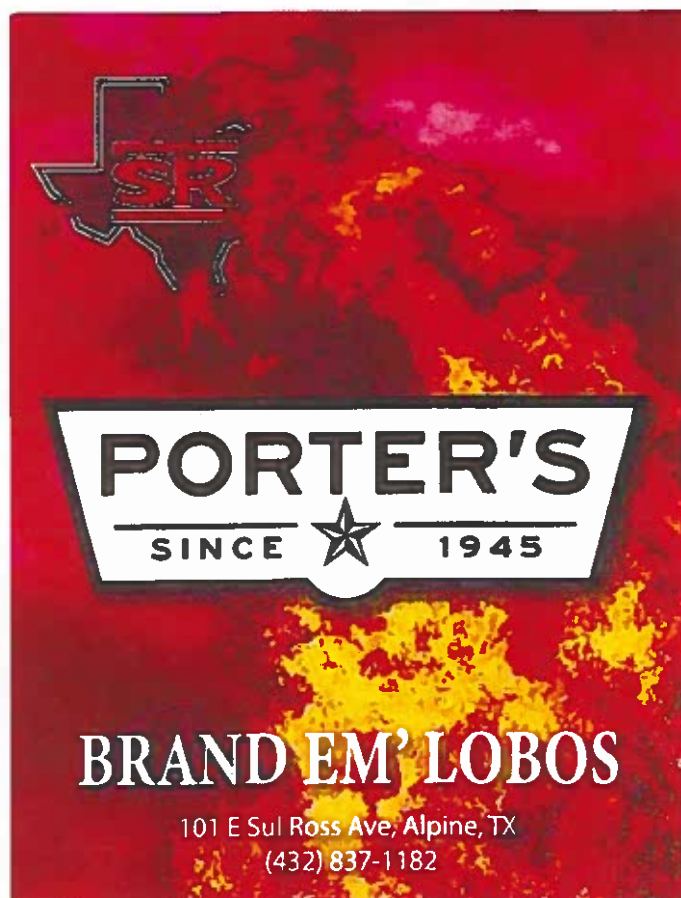


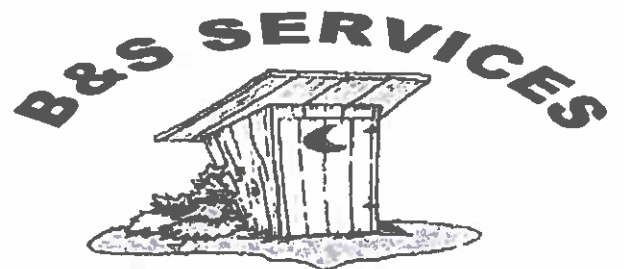
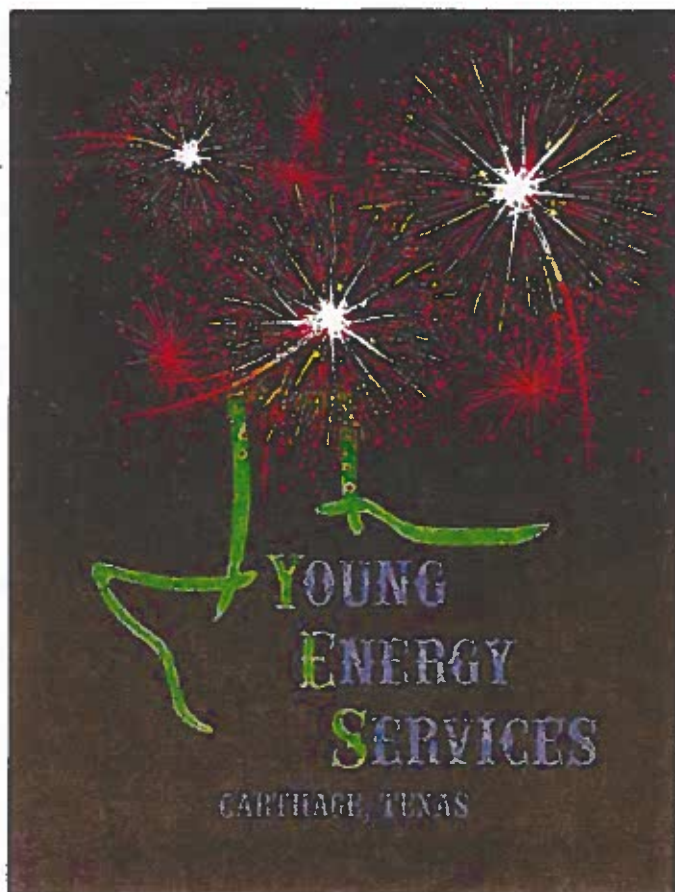
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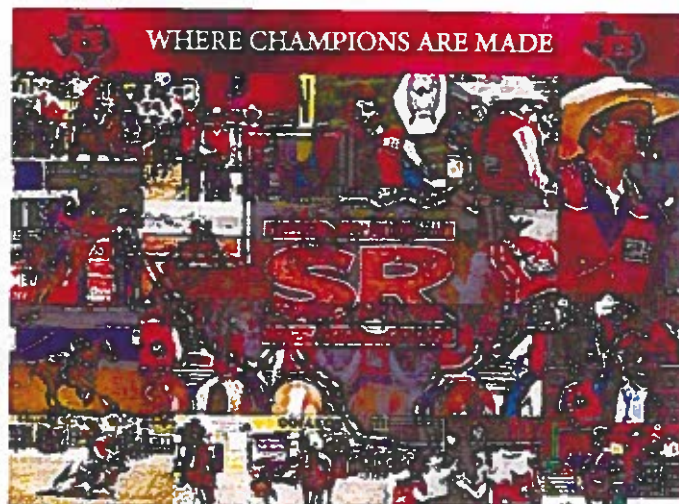
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MAY 04 2023 3:15pm

OFFICE OF THE CITY SECRETARY

HOTEL OCCUPANCY TAX GRANT APPLICATION

BY: [Signature]

Date: 5-01-2023

Name of Organization: Our Lady of Peace Catholic Church

Address: 406 S 6th Street

City, State, Zip: Alpine TX 79830

Contact Name: Irma P Campbell

Contact Email Address: irma.campbell@att.net

Contact Phone Number: 432 326 7062

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Non-Profit: ☒ Private/For Profit: \_\_\_\_\_

Tax ID#: 7423081805 Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Fall Festival 2023

Date of Event or Project: Sept 16 + Sept 17, 2023

Primary Location of Event or Project: 406 S 6th Street

Amount Requested: 30,000.00

How will the funds be used: Hotel, outside advertisement and entertainment.

Brief Description of Funded Activity/Facility: Saturday we have a Parade and later afternoon a dance with two live bands and food vendors. Sunday activities for kids, food vendors, live music, entertainment and contest

How many nights will they stay: 2 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: 10 Rooms Holiday Inn Hampton,  
Lexington, Tenn

How will you measure the impact of your event on area hotel activity? We will bring  
Family together who leaves out of Alpine and

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 2000 -
- ☒ Newspaper \$ 3000 - ☐ Radio \$ 3000 - ☐ TV \$ 5000 -
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☒ Direct Mailing to out of town recipients \$ 4000 -
- ☐ Digital or Social Media \$ \_\_\_\_\_ ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

Paco, Fort Stockton, Odessa, Presidio, Marfa  
Fort Davis and El Paso TX

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 3

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Percentage of Hotel Tax Support of Related Costs:

25% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. Civic Center Rental: use of civic center facility; \$ \_\_\_\_\_

☒ 3. Advertising, Solicitations and Promotions: funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_\_\_\_\_

☒ 4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☐ 5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 2 years

Expected Attendance: 2000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 100

- **Total event budget including HOT funds**

50,000.00

- **Proposed Marketing Plan for Funded Event**

Advertising in Midland, Odessa, El Paso, Fort Stockton, Pecos and Presidio.

- **Schedule of Activities or Events Relating to the Funded Project**

**Saturday 09-16**

5pm Parade

6pm- 8pm Charro y una Dama performance

8pm-10pm Female Singer (former singer of the Mexican singer Juan Gabriel)

10pm-1am Dance with DJ and One band

Food vendors

**Sunday 09-17**

After one o'clock

We will transmit all the Sunday activities on the Alpine Radio

Food vendors,

1pm-4pm Mariachi

4pm-4:30pm Fort Davis HS ballet folklorico

4:30pm-5pm Martha Sanchez adult Folklorico dancers

5pm-5:30pm Alpine and Presidio Matachines dancers

5:30-6pm ABC Day care performance

6pm-6:30pm Gitanas

Live zoo

Games and activities for kids and teens.

- **Estimated attendance and economic impact (primarily hotel stays) from prior event**

Last year's bazaar we used 8 hotel rooms for the band and DJ. and we had an attendance of 1000 people for both days.

RECEIVED  
City of Alpine, Texas

MAY 04 2023 3:30pm

OFFICE OF THE CITY SECRETARY

CITY OF ALPINE

HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

BY: 

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at hotels:**

expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;

- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted at the time the applications are due.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2023-2024 fiscal year, starting no earlier than October 1, 2023 and ending no later than September 30, 2024.

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**Reimbursements:** HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event

date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If an event will not generate any meaningful overnight business for Alpine's hotels, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring:** The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**Supplemental Information Required with Application:** Along with the application, please submit the following:

- Total event budget including HOT funds (see sample budget)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Surveys and tabulations from prior event, if available
- Event/Program Permit Application, if applicable

**Earliest Date That Applications May Be Submitted:** Monday, April 6, 2023

**Submit Complete Application to:** City of Alpine City  
Secretary 100 N.  
13<sup>th</sup> St.

Alpine, Texas 79830

Submit Complete Application by: 5pm on Friday, May 5, 2023

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 04/27/2023

Name of Organization: Big Bend Ranch Rodeo

Address: P.O. Box 2140

City, State, Zip: Alpine, TX 79831

Contact Name: Mattie Sargent

Contact Email Address: bigbendsaddlerymattie@gmail.com

Contact Phone Number: (432)294-1640

Web Site Address for Event or Sponsoring Entity: <https://www.bigbendranchrodeo.com/>

Is your organization: Non-Profit: **XXX**

Private/ForProfit:

Tax ID#: 35-2336158 Entity's Creation Date: 2001 (exact date  
unknown)

Name of Event or Project: Big Bend Ranch Rodeo

Date of Event or Project: August 9-10, 2024

Primary Location of Event or Project: Sul Ross S.A.L.E. Arena

Amount Requested: \$20,000.00

How will the funds be used: Funds will be used to pay for the judges, announcers, contractors, and livestock needed for this event. Funds would also be used to purchase prizes for the event winners. Finally, a portion of these funds would be used to purchase meals at local restaurants for the approximately 150 competitors participating in this event.

**Brief Description of Funded Activity/Facility:** The Big Bend Ranch Rodeo is a Working Ranch Cowboys Association (WRCA) sanctioned event.

We bring in 16 teams from all over the country to compete for a spot in the WRCA finals in Amarillo, TX. Each year, approximately 100 adult competitors arrive in Alpine with their families and friends to enjoy a weekend of competition and fun.

2024 will mark the second year that we have also hosted a Youth Ranch Rodeo alongside the adult competition. 50 youth competitors and their families will also arrive in Alpine to compete for a spot in the Youth Finals in Amarillo.

Our event raises awareness of the ranching heritage of this area while providing a fun weekend getaway for visitors. All profits raised by ticket sales, souvenir sales, and private donations are donated to the Sul Ross State University Rodeo Team for scholarships.

Percentage of Hotel Tax Support of Related Costs:

43% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. **Civic Center Rental:** use of civic center facility; \$

☐

☐ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_

☐

4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_

☐

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_

XXX ☐

6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_

How many individuals are expected to participate? 150

How many of the participants are expected to be from another city or county? 150

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 150

☐

7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 22 years

Expected Attendance: 1,500 per performance/ 4,500 across three performances

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Our experience has been that half of attendees are from out of the area and stay in local hotels/motels/bed and breakfasts (this does not include the competitors and their families)

How many nights will they stay: 2 to 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, we reserve room blocks for our competitors.

Hotel Parker: 17 Rooms

Highland Inn: 15 Rooms

Travel Lodge: 5 Rooms

Quality Inn: 32 Rooms

The Maverick Inn: 15 Rooms

The Holland Hotel: 10 Rooms

Hampton Inn: 20 Rooms \_\_\_\_

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How will you measure the impact of your event on area hotel activity? We keep track of the number of competitors each year, all of whom stay in hotels. We also survey attendees as they enter the event and mark how many have come from outside the Tri-County area.

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Please list other organizations, sponsors, government entities and grants that have offered financial support to your project:

Zesch & Pickett  
Capital Farm Credit  
McCoy's Building Supply  
HorsLic  
Big Bend Regional Medical Center  
Marfa National Bank  
Arrowhead Drilling and Well Service  
Marfa Meats  
Big Bend Saddlery\*

Out West Feed and Supply\*  
Wayne Baize\*  
West Texas National Bank  
Big Bend Title

Big Bend Trailers  
McCoy Remme Ranches  
9. Mesa Ranch  
Dixon Water Foundation  
Morrison True Value  
Big Bend Telephone/BBT  
McDonald's  
Quarter Circle 7/Spicewood  
Alpine Veterinary Clinic  
Hawkins Construction  
Fort Davis State Bank  
Alpine Framing

Pace & Associates CPAs, L.L.C.\*  
WR Ranch  
B&S Services\*  
PrintCo\*  
Power Pipe and Tank  
Yarborough Ranches L.P.

GSM Insurors  
Buddy Knight\*  
Anza\*  
Krist King\*  
Jenco\*

Atwood Hats\*  
Moore Maker\*  
Vogt Silversmiths\*  
Acme Tent\*  
Wyoming Traders\*  
Professionals Choice\*  
El Paso Saddleblanket\*  
Livestock Weekly\*  
Diamond Wool\*  
Weber Stirrups\*  
Dodson Guns

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Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☐ Total Paid Advertising: \$ 1500  
☐ Newspaper \$ 600 ☐ Radio \$ 360 ☐ TV \$ \_\_\_\_\_  
☐ Press Releases to Media \$ \_\_\_\_\_  
☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_  
☐ Digital or Social Media \$ \_\_\_\_\_ ☐ Other \$ \_\_\_\_\_  
540

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What cities/regions/demographics do you reach with your advertising and promotions?

Much of the advertising and promotion of this event is provided by our parent organization the WRCA . They have a following of over 100,000 individuals around the world on their social media accounts and an unknown reach with their website. We do not spend much on promotion or advertising because with the free marketing at our disposal we fill our venue to capacity. Press

releases are sent to the local papers of the competing teams each year. We typically have teams from Texas, Arizona, Kansas, New Mexico, and Oklahoma.

Each year we have attendees from all around the nation. In the past 10 years we have also had attendees from as far away as France, Germany, Italy, Denmark, and Poland. We reach the ranching community as well as many from an urban background who want to experience the cowboy way of life.

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What estimated number of individuals will your proposed marketing reach who are located in another city or county? Our best estimate is that our efforts will reach more than 60,000 individuals. We do not have records or numbers to access because most of this is handled by the WRCA.

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

## Big Bend Ranch Rodeo 2024 Budget

Item	Debits (+)	Credits (-)
Security for event		\$800
Radio Advertising		\$400
Newspaper		\$700
Injured Animal Funds		\$3,000
Livestock for event		\$12,000
Judges for event		\$3,000
Announcer for event		\$2,000
Arena Director for event		\$2,000
Hotel rooms for officials		\$500
Souvenirs to sell		\$3,500
Event Materials (programs, day sheets, banners, etc.)		\$4,000
Raffle		\$500
Meals for contestants		\$3,800
Prizes		\$10,000
Website maintenance		\$400
Private donations	\$26,600	
HOT Funds	\$20,000	
<b>Totals</b>	<b>\$46,600</b>	<b>\$46,600</b>

### Proposed Marketing Plan

- Contracts will be signed with the WRCA for a 2024 sanctioned event in December of 2023. As soon as these are signed, the WRCA will post the complete list of events on their website and social media pages.
- The BBRR website and social media pages will update all dates and information to include information for the 2024 event.
- In March of 2024 we will start taking entries for our event. As entries are received, press releases will be sent to the hometown newspapers of each team.

- The WRCA and BBRR will continue to post information and promote the event up to and during the event in August. The WRCA handles advertising outside of the local area at no cost to the BBRR.
- Interviews will be conducted at the Alpine radio station for both the radio and local podcasts.
- Highway Banners will be hung in Alpine the middle of July.
- Radio ads will run in Alpine starting in July.
- A press release will be sent to the local paper in July.
- After the event, press releases are sent to the competitors hometown newspapers, local papers, the WRCA, and Livestock Weekly in San Angelo TX.
- The BBRR website will be updated with results and the next year's dates.

*\*Note: Marketing for this event is primarily handled by our parent organization (the WRCA). The BBRR does not expand on the efforts of the WRCA outside of Alpine because we fill our venue (the SRSU SALE Arena) to capacity without further efforts. Our committee feels that more marketing will cause problems by bringing in more spectators than we can seat.*

#### **BBRR SCHEDULE 2024**

- Friday August 9<sup>th</sup>, 2024
  - 5:00 p.m. – Tradeshow starts and gates open
  - 7:00 p.m. – Friday night performance begins
- Saturday August 10<sup>th</sup>, 2024
  - 9:00 a.m. – Gates open for the tradeshow
  - 11:00 a.m. – Big Bend Youth Rodeo begins
  - 5:00 p.m. – Gates open for the tradeshow
  - 7:00 p.m. – Saturday night performance begins
  - 9:00 p.m. – BBRR Dance at the Crystal Bar begins
- Sunday August 11<sup>th</sup>, 2024
  - 10:00 a.m. – Cowboy Church Service at the Big Bend Cowboy Church

### **Surveys and Tabulations from Prior Event**

The BBRR does not have any surveys or official tabulations from the past few years. Volunteers ask attendees at the gate where they are from and place the ticket stubs of those who come from outside the tri-county area in a separate jar. A report is given to the committee after the event by the head volunteer that covers general information about the attendees. The report has been consistent for several years in showing that approximately half of attendees are not from the local area.

Our best estimate is that around 1,500 spectators will arrive in Alpine from outside the tri-county area for this event. We typically see around 150 competitors plus their families as well. To the best of our knowledge, most all these individuals stay in hotels/motels/bed and breakfasts. Many of these individuals return every year for this event and bring new friends with them when they return.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

RECEIVED

City of Alpine, Texas

Date: May 4, 2023

MAY 05 2023 10:37 AM

Name of Organization: Alpine Independent School District

OFFICE OF THE CITY SECRETARY

Address: 704 West Sul Ross Ave

BY: 

City, State, Zip: Alpine, TX 79830

Contact Name: Dr. Michelle Rinehart

Contact Email Address: mrinehart@alpineisd.net

Contact Phone Number: 432-837-7700

Web Site Address for Event or Sponsoring Entity: alpine.esc18.net

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 74-6000020 Entity's Creation Date: 1910?

Name of Event or Project: Kokernot Field Restorations

Date of Event or Project: October 2023 - March 2024

Primary Location of Event or Project: Kokernot Field, Hendryx Ave, Alpine, TX

Amount Requested: \$45,000

How will the funds be used: \$5,000: Application of photography and graphic arts through graphic design classes at Alpine HS to create historical, promotional materials to attract visitors to Kokernot Field. Materials will be disseminated at local hotels, the Alpine Visitors Center, Kokernot Field events, social media, and through a student-created website.

\$20,000: Historical restoration and preservation projects at Kokernot Field, including outfield wall restoration and painting, and whole facility professional cleaning and organization to prepare for National Historic Designation process.

\$20,000: Sporting event expenses, including field surface restoration, batting cages, and improvements to restore the facility to an ideal level for all three baseball teams that call Kokernot Field home: the Alpine Bucks, Sul Ross Lobos, and Alpine Cowboys.

Brief Description of Funded Activity/Facility:

Kokernot Field was gifted to Alpine Independent School District in 1972 by H.L. Kokernot. Since that time, numerous baseball teams have played in the facility. The Field has also been spotlighted by Texas Monthly (2010) as "the prettiest little baseball stadium in the country" and Sports Illustrated (1989) as "The Best Little Ballpark in Texas (or Anywhere Else)". Currently, Kokernot Field is home to the Alpine Bucks and Sul Ross Lobos (spring months) and the Alpine Cowboys (summer months). Alpine ISD is working to restore the Field to its former glory, both as a historical jewel in West Texas, but also as an unmatched site for baseball games. This grant will fund much-needed historical restoration and renovation projects that will improve the Field for all three teams and for the hundreds of tourists who come to Alpine each year to enjoy a ball game in the prettiest little baseball stadium in the country.

Percentage of Hotel Tax Support of Related Costs:

45% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☐ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_\_\_\_\_

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \$5,000

☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \$20,000

☒ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \$20,000

How many individuals are expected to participate? 2,000 (including AISD, SRSU, and Alpine Cowboys events)

How many of the participants are expected to be from another city or county? 1,300

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 1,300

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 50 years (AISD); 40 years (SRSU); 14 years (Alpine Cowboys)

Expected Attendance: 13,000+ (cumulative)

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,800

How many nights will they stay: 2-4 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: \_\_\_\_\_

SRSU and the Alpine Cowboys reserve hotel room blocks for visiting teams. Hotel income is approximately \$26,000 per year for all teams, plus additional rooms for fans.

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_

Surveys, personal interviews, game attendance data and trend analysis, website analytics.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Alpine ISD, Sul Ross State University, Alpine Cowboys

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☐ Total Paid Advertising: \$ \_\_\_\_\_
- ☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☐ TV \$ \_\_\_\_\_
- ☒ Press Releases to Media \$ 0.00
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ 0.00 ☐ Other \$ \_\_\_\_\_

(in house by AHS students)

What cities/regions/demographics do you reach with your advertising and promotions?

TransPecos region; statewide impact through AHS Alumni organizations and social media reach.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 32,000/month based on social media analytics

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

## Alpine ISD HOT Grant Application 2023

### Project Budget

Description	Amount	HOT Funding
Creation of historical, promotional materials for Kokernot Field	\$5,000	\$5,000
Outfield wall restoration and painting	\$20,000	\$10,000
Whole facility professional cleaning and organization to prepare for National Historic Designation process	\$20,000	\$10,000
Field surface restoration and improvements to restore the facility to an ideal level	\$30,000	\$10,000
Batting cage restoration	\$25,000	\$10,000
<b>TOTAL</b>	<b>\$100,000</b>	<b>\$45,000</b>

### Proposed Marketing Plan for Funded Event

AHS students in graphic design classes will apply photography and graphic arts to create historical, promotional materials to attract visitors to Kokernot Field. Materials will be disseminated at local hotels, the Alpine Visitors Center, Kokernot Field events, social media, and through a student-created website. The website will serve as a landing page for all Kokernot Field events, while sharing historical information about the Field, as well as information for visitors to plan their trip to the Field.

### Schedule of Activities or Events Relating to the Funded Project

August 2023 - March 2024: AHS graphic design classes research Kokernot Field, then develop and disseminate marketing materials related to the history of Kokernot Field.

October - November 2023: Outfield wall restoration and painting

October - November 2023: Field surface restoration and improvements to restore the facility to an ideal level

Nov. 2023 - March 2024: Whole facility professional cleaning and organization to prepare for National Historic Designation process

January - February 2024: Batting cage restoration

### Estimated attendance and economic impact (primarily hotel stays) from prior events

Based on data from SRSU and the Alpine Cowboys, SRSU and the Alpine Cowboys reserve hotel room blocks for visiting teams. Hotel income is approximately \$26,000 per year for all teams, plus additional rooms for fans.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 28, 2023

**RECEIVED**  
City of Alpine, Texas

Name of Organization: Big Bend Bluegrass Association

**MAY 05 2023 2:00 pm**

Address: 420 Duncan's Lookout

OFFICE OF THE CITY SECRETARY

City, State, Zip: Alpine Tx. 79830

BY: 

Contact Name: Cynthia Perdue (Cyndi)

Contact Email Address: bigbendbluegrasstx@gmail.com

Contact Phone Number: 432/238-6850

Web Site Address for Event or Sponsoring Entity: www.bigbendbluegrass.com

Is your organization: Non-Profit: yes Private/For Profit: \_\_\_\_\_

Tax ID#: 87-2051724 Entity's Creation Date: 08/06/2021

Name of Event or Project: 2nd Annual Big Bend Bluegrass Festival

Date of Event or Project: October 6 & 7, 2023

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$25,000.00

How will the funds be used: funds will be used for promotion, advertising, and to pay bands for performances

Brief Description of Funded Activity/Facility: the funded activity is the annual bluegrass festival held by BBBA for the purpose for the purpose of bringing in bands for awareness of the genre, to provide free workshops to both the attendees and public, and working to raise funds for giving back to the community after the event. BBBA also involves local talent with the event.

Percentage of Hotel Tax Support of Related Costs:

75 Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☒ 1. **Civic Center Rental:** use of civic center facility; \$ 400.00

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 10,000.00

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 15,000.00

☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 1 in Alpine Tx., (21 yrs elsewhere)

Expected Attendance: 300+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: The majority of attendees will use hotels, motels, BNB.

other businesses such as restaurants and the RV park  
will be impacted

How many nights will they stay: At least 2. The Inaugural event had people who came in 4 days early.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: 11 rooms are currently booked/blocked at The Parker Hotel.

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_

we do not have a good tool to measure this; however, most attendees are from out of town

communication with the hotel(s) and RV park , and attendees is the only method we can use right now

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: see attachment A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☒ Total Paid Advertising: \$ 10,000.00

☒ Newspaper \$ 900.00 ☒ Radio \$ 1,298.00 ☒ TV \$ 2,500.00

☐ Press Releases to Media \$ \_\_\_\_\_

☒ Direct Mailing to out of town recipients \_\_\_\_\_

☒ \$ Digital or Social Media \$ 4,300.00 ☒ Other \$ 2,270.00

What cities/regions/demographics do you reach with your advertising and promotions?

this advertising and promotion will reach a wide variety of cities, regions and demographics. Please see attachment B for related details.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 250,000 +

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

## ATTACHMENT A

Row Labels	Count of Name of Donor
BB Saddlery	1 Alpine
Big Bend Coffee	1 Marfa
Bryan Garrison	1 Ft. Stockton
City of Alpine	1
David Duncan/See the Sound Prod	1 Alpine
Dona Blevins	1 Alpine
Ferguson Motor	1 Sanderson
Front Street Book Store	1 Alpine
KIUN	1 Pecos
Out West Feed & Supply	1 Alpine
Printco	1 Alpine
Private Donor	3
Rio Grande Electric	1 Brackettville
The French Grocer	1 Marathon
West Texas Gas	1 Alpine
West Texas National Bank	1 Alpine/Midland
<b>Grand Total</b>	<b>18</b>

## **Attachment B**

### **Audience Age & Gender Demographics**

In order to grasp an idea of the demographics, cities and regions that ads for the Big Bend Bluegrass Festival are reaching, information is used from the insights of ads placed through Facebook. **Table 1** will show the top four States in which the ad was viewed. New York and Illinois had over 6,000 placements while six other states had over 5,000 placements/views. The highest volume of ad placement was found on mobile devices through app feeds, suggested video feeds, and web feeds. Desktop right column had a little over 6900 placements and desktop feeds had right at 1400 placements. Unfortunately, information about where the cities of those who were reached by the ad(s) is not available.

**Table 2** demonstrates the different age groups that viewed the ad(s) and most were in the age range of 55 and up. Almost 57% of the people reached were male with the remaining viewers being women. The age group of 25-34 age group is showing a strong interest, which is a promising for the bluegrass genre. In this age group, the woman viewer was the dominate gender.

The last two tables that are in this exhibit demonstrate the age and gender of followers for the pages of the Big Bend Bluegrass Festival and Big Bend Bluegrass Association. Ads placed on these pages run simultaneously in order to maximize the audience reach. Currently, the top two age groups are the 55-64 and 65+. BBBA is working hard to gain a bigger audience in the younger age groups and there has been an increase in these groups. Insights of where our audiences are from include the cities of San Antonio, Austin, Ft. Worth, Midland-Odessa, San Angelo, Lubbock, Tucumcari and Hobbs, NM, to name a few.

**This ad reached 237,376 people in your audience.**

**People**

**Placements**

**Locations**

**Texas**

**63040**

**California**

**14592**

**Florida**

**12224**

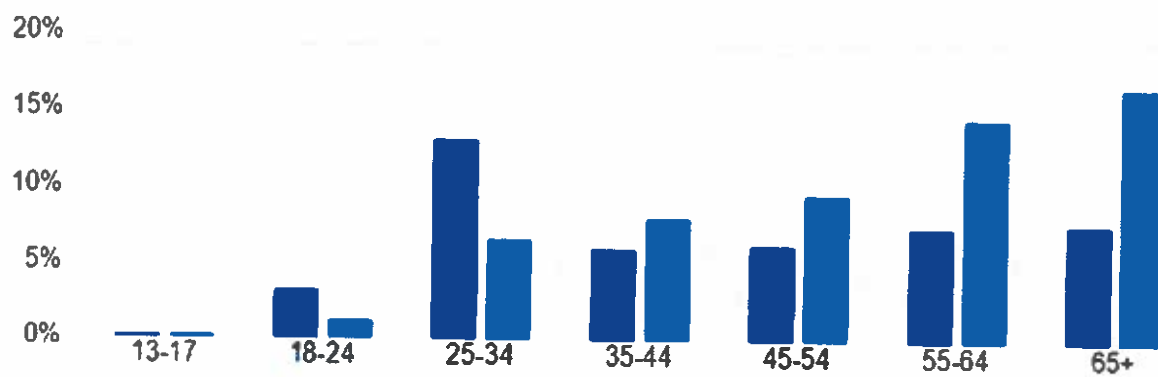
**North Carolina**

**6912**

**Table 1 - Location of ad viewer**

**People      Placements      Locations**

43.5% Women   56.5% Men



**Table 2 – Age groups reached with ads**

### Age and Gender

Men

48.60%

Women

51.40%

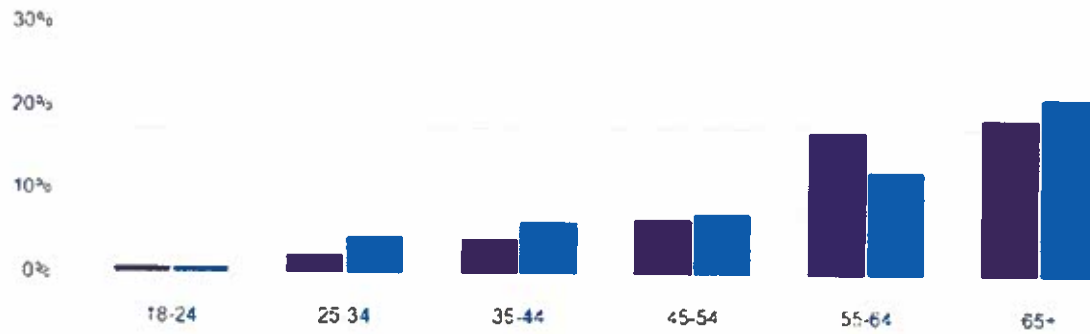


Table 3 - Big Bend Bluegrass Festival Page

### Age and Gender

Men

48.50%

Women

51.50%

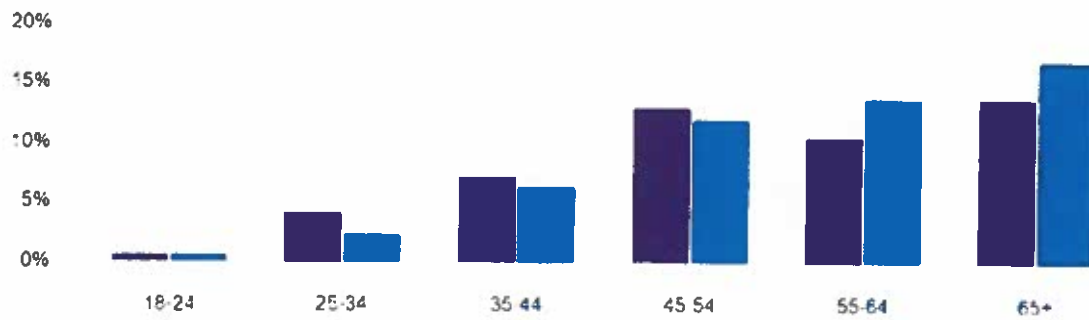


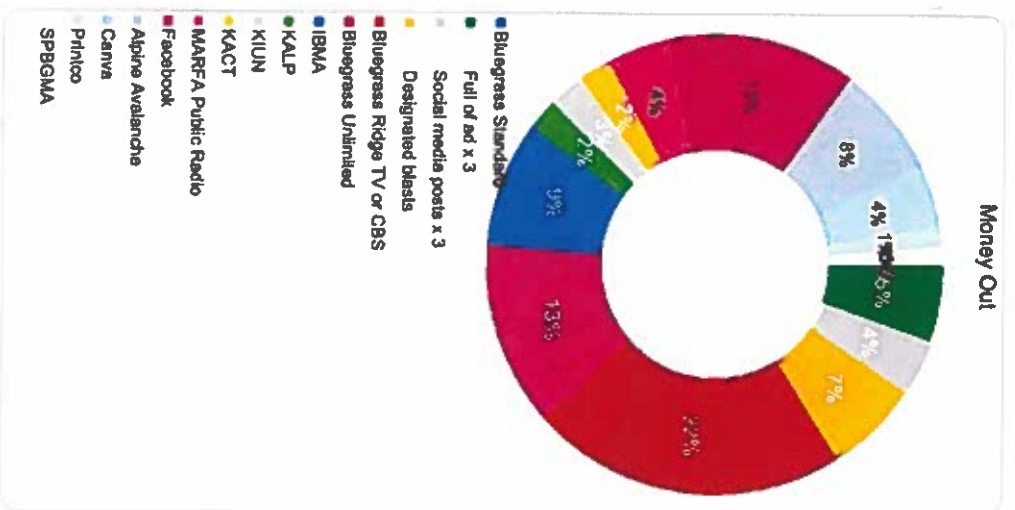
Table 4 - Big Bend Bluegrass Association Page

# Budget

Money In	
HOT Grant advertising	\$10,000
Additional income	\$0
<b>Total Income</b>	<b>\$10,000</b>

Money Out	
Bluegrass Standard	
Full of ad x 3	\$800
Social media posts x 3	\$450
Designated blasts	\$750
Bluegrass Ridge TV or CBS	\$2,500
Bluegrass Unlimited	\$1,470
IBMA	\$1,000
KALP	\$250
KIUN	\$300
KACT	\$248
MARFA Public Radio	\$500
Facebook	\$1,500
Alpine Avalanche	\$800
Canva	\$500
Printco	\$150
SPBGMA	\$150
<b>Total expenses</b>	<b>\$11,268</b>

<b>Money Left Over</b>	<b>-\$1,268</b>
<b>Income minus expenses</b>	



## **Potential Economic Impact of Bluegrass Festival**

BBBA can report some of the out-of-town visitors for the first ever Big Bend Bluegrass Festival were known to be from Crane, Del Rio, McCamey, Ft. Davis, San Angelo, Odessa, Garden City, Austin, Kerrville, New Mexico, Oklahoma, Georgia, Tennessee and the Netherlands. There were approximately 250 folks in and out of the doors at the festival and the goal is to double that number for this year's event.

The number of hotel stays cannot be pinpointed exactly, but it is known that there were several rooms booked at the Hotel Parker, The Maverick Inn, and The Travel Lodge by Wyndham. Discounts were offered by Bienvenido Big Bend. It is unknown if any overnight stays were booked with them; Alpine Bed & Breakfast did have attendees booked there.

Local restaurants and RV park also benefited from the influx of visitors for this festival. BBBA is looking to have local food vendor(s) for this event.

DATE 05/04/2023



# BIG BEND BLUEGRASS MARKETING PLAN

MEDIA STRATEGIES

PRESENTED BY: CYNTHIA PERDUE  
PRESIDENT  
420 DUNCAN'S LOOKOUT, ALPINE TX. 79830

## BIG BEND BLUEGRASS MARKETING PLAN

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### PLAN OVERVIEW

<b>Practice:</b>	<b>Name</b>
<b>Name of Campaign:</b>	Expanding brand awareness and support
<b>Campaign Manager:</b>	Cynthia Perdue

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### OBJECTIVE

The objective is to increase brand awareness to the prospective target audience for supporting the mission of the Big Bend Bluegrass Association (herein called BBBA) and its event.

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### TARGET MARKET

#### TARGET DEMOGRAPHICS

The target demographics of BBBA are broad in that it has two different goals to achieve. One of the goals for BBBA is to target the age group of 8-21 for the purpose of the "Play It Forward", an instrument lending program for youth to have the ability to learn how to play a string instrument. However, the second goal of BBBA is to increase brand awareness to draw participation in for the annual bluegrass festival, which is a major event/project for BBBA. Currently, the age demographics for this project is for the age groups of 45+, with the majority of participation currently at the 55 and up age group. BBBA

#### TARGET CONTACT DEMOGRAPHICS

Our targeted demographics will be those who are snowbirds and retirees who like to travel and will use either local hotel/motel and BNB facilities or travel by Motorhome or use a camper. The next target group will be those who are in the 25 through 45 age range because these are people who are finding their interests, learning skills and like to travel. They may be in the industry to find their niche in the field such as starting a group. There are those in any of these targeted demographics that just like to bring their chairs and participate in the activities that are provided by the event itself.

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### MESSAGE SUMMARY

As a nonprofit organization, the Big Bend Bluegrass Association encourages the promotion, preservation, and enjoyment of bluegrass, old-time, and traditional gospel music in the Big Bend Region of Far West Texas through public performances, workshops, educational programs, and historic preservation efforts.

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## CALL TO ACTION

### WHAT IS THE DESIRED OUTCOME?

The purpose of this marketing plan is to increase BBBA support both financially and participation by the intended audience. Currently, the in-bound method of marketing is at work for BBBA by use of social media to attract brand awareness of audiences unaware of BBBA and its event; inviting audiences to visit the BBBA website; grow email lists for promotional awareness and call to action for ticket purchases and other related news. Magazine and radio advertising are tools being utilized.

The Inaugural event was successful. BBBA will be, (and will always be), aggressive in promoting the event for its second-year in order to bring further awareness to the festival and the brand while partnering with other entities to help promote the surrounding area. Any organization who puts on an event is always hopeful to make a profit; however, BBBA is looking to be successful in two ways: audience and brand awareness increases. BBBA has experienced an increase in the awareness by the way of many artists reaching out and wanting to come perform in Alpine, TX, as well as an increase in the audience, and will continue to work hard on these goals.

### WHAT IS THE PULL-THROUGH OFFER?

The area in which we live in is unique in so many ways. Many across the Nation are aware of the Big Bend Area because of the National Park. Alpine and surrounding communities offer so much that attract many people of different interests. Music and the arts are, and have been, such an integral part of Far West Texas. And what a better place than to introduce a genre of music that can attract a wide range of people in age to visit the Big Bend area. Snow birds and retirees are always looking for a place to travel to and the younger generations love to go to places unknown.

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## PROCESS

### LIST DEVELOPMENT

Recently, BBBA became a member of the International Bluegrass Association and with the intent of becoming a lifetime member. Membership to the IBMA has the opportunity to grow a business with access to over 2000+ listing of members and their contact information. Sponsorships for IBMA are available that will allow the growth of branding and distribution of paraphernalia at major events of IBMA.

Another association that BBBA has become a part of is the Society for the Preservation of Bluegrass Music of America. BBBA placed a full-page ad with the society's festival information guide and has access to over 300 festival contacts to work on adding to its distribution list.

Physically attending like functions with a table that provides a signup sheet for list distribution is another opportunity to grow. BBBA continues to look for tools and opportunities to grow its list development.

### PROSPECTING MECHANISM

Currently, social media is the main tool for BBBA to develop its distribution list for monthly newsletter and event updates via email (electronic notification). BBBA does have a snail mail list also. There is also

a pop-up used on the website to sign up for the distribution list. Placement of ads and social blasts with other entities are tools that are being utilized to drive up the distribution listing.

#### **PRE-EVENT FOLLOW-UP**

Pre-event activity started almost immediately after the inaugural event with securing artists to the lineup for the second annual event. Social media has been used to brand the event while growing the audience at the same time. The website has been continuously updated for this purpose and BBBA has chosen different tools such as Mailchimp to use for the promotion and list distribution growth.

#### **POST-EVENT FOLLOW-UP**

After the event, BBBA will prepare its annual report to examine the metrics of the event to determine audience participation and revenue. BBBA is also planning an event follow-up email distribution.

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### **OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA**

Currently, BBBA uses the insights of Facebook to manage its customer relations. BBBA has also included a question survey with the on-line ticket purchase to gauge how the customer learned of the event and BBBA to measure which tools are working better for BBBA.

BBBA is investigating other CRM tools, such as Microsoft Dynamics 365, as a tool that could be beneficial to BBBA for future customer relations management. If it is determined that a CRM tool will be helpful, it is important to find the right software to help manage audience interaction and data while staying within a budget.

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### **PROJECT PLAN**

#### **NECESSARY EVENT RESOURCES**

<b>Resource</b>	<b>Role</b>	<b>Estimated Work Hours</b>
Press releases	C Perdue	n/a
Social Media	C Perdue	Continuous
Email	C Perdue/K Gore	12-24 hrs.
Social	Artists/C Perdue	Continuous

#### **BUDGET**

The budget for this plan is attached.

Event Name	Fiscal Year	
<b>Big Bend Bluegrass Festival</b>	<b>2023-24</b>	
<b>Revenue</b>		<b>Amount</b>
Retained Revenue	\$	4,500.00
Sponsorships and Donations	\$	5,750.00
Ticket sales	\$	4,000.00
Booth sales	\$	-
Beverage Sales	\$	-
Food Sales	\$	-
Merchandise Sales	\$	2,000.00
Volunteer Time	\$	2,500.00
<b>Total</b>	<b>\$</b>	<b>18,750.00</b>

Event Expenses	Cost
Civic Center Rental	\$ 400.00
Advertising	\$ 10,000.00
Arts	\$ 15,000.00
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ -
Equipment	\$ 2,000.00
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ 1,000.00
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (rooms, mc)	\$ 3,500.00
<b>Total</b>	<b>\$ 31,900.00</b>

### Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	
Advertising	\$ 10,000.00	radio, tv, posters, magazine, FB ads
Arts	\$ 15,000.00	bands
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 25,000.00</b>	

### Support Requested: In-Kind by CoA Employees/Equipment

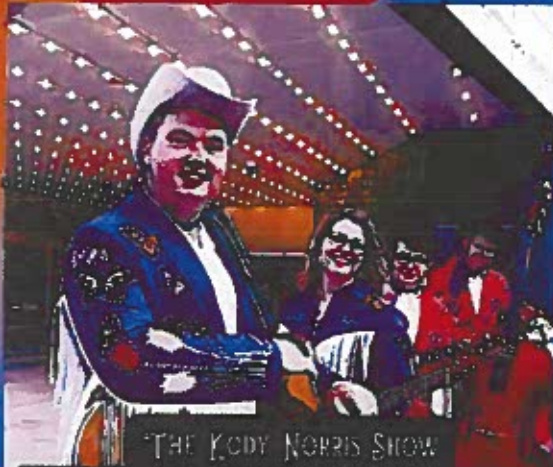
Closing of Street/Barricades	\$ -
Police Escort	\$ -
Trash receptacles	\$ -
Utilities	\$ -
Labor	\$ -
Other	\$ -
	\$ -
<b>Total In-Kind request</b>	<b>\$ -</b>

Summary	
Total Event Expenses	\$ 31,900.00
Event Revenue	\$ 5,000.00
HOT Fund Total	\$ 25,000.00
In-Kind Total	
<b>Total Revenue</b>	<b>\$ 8,000.00</b>

% of HOT Funds to Total Event Expenses (TEE)	0.78369906
% of In Kind to TEE	%
Total % of HOT & In Kind to TEE	%

# OCTOBER 6-7, 2023 2ND ANNUAL BIG BEND BLUEGRASS FESTIVAL

801 W. HOLLAND  
CIVIC CENTER - ALPINE TX



THE KODY NORRIS SHOW  
2023 SPBCMA ENTERTAINER OF THE YEAR



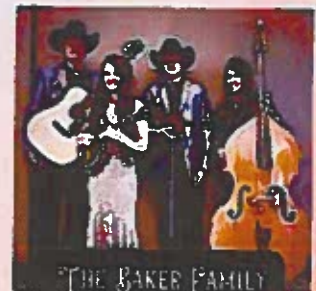
EDGAR LOUDERMILK BAND



RILEY GILBREATH & LONE STAR BLUE



HERITAGE PICKERS



THE BAKER FAMILY



FOR MORE INFORMATION

CALL 432.238.6850

OR EMAIL

BIGBENDBLUEGRASSTX@GMAIL.COM

LINEUP SUBJECT TO CHANGE

SHOW TIMES: FRIDAY @ 4:30 PM SATURDAY @ NOON

CONCESSIONS - DOOR PRIZES - DRAWINGS - JAMMING - WORKSHOPS

PRE-SALE TICKETS:

FRIDAY \$15.00 SATURDAY \$25.00 2-DAY PASS \$35.00

[HTTPS://BUYTICKETSAT/BIGBENDBLUEGRASS](https://buyticketsat/bigbendbluegrass)

TICKETS \$5 MORE AT THE DOOR 12 & UNDER FREE

LODGING

THE HOTEL PARKER

432.837.1100

BIENVENIDO BIG BEND

432.386.8296

R.V. PARK

THE LOST ALASKAN

432.837.1136



## HOTEL OCCUPANCY TAX GRANT APPLICATION

RECEIVED

City of Alpine, Texas

Date: 5/5/2023

MAY 05 2023 1:57pm

Name of Organization: Go Ghana LLC

OFFICE OF THE CITY SECRETARY

Address: 1104 Lechuguilla # 6103

BY: [Signature]

City, State, Zip: Alpine, Tx 79830

Contact Name: Annie Yajra Hamey

Contact Email Address: info@gorghananow.com

Contact Phone Number: 432 - 244 - 4046

Web Site Address for Event or Sponsoring Entity: www.gorghananow.com under construction

Is your organization: Non-Profit: N/A Private/For Profit: For Profit

Tax ID#: 32-0695906 Entity's Creation Date: 06/29/2022

Name of Event or Project: Afrofest & Alpine Mayor's Cup

Date of Event or Project: October 26-29, 2023 & November 2-5, 2023

Primary Location of Event or Project: Koronet Park, Visitors Center, Granada

Amount Requested: \$370,795.00

How will the funds be used: Event organization & Promoters  
Paying bands & Traveling costs & Accommodations

Brief Description of Funded Activity/Facility: Event to bring in Tourist Participants.

Afrofest is an event designed to showcase the colorful  
diversity within the cultures in and around the Big Bend  
Region. The Mayor's Cup is a sporting event to bring  
in sports athletes in to Alpine.

Percentage of Hotel Tax Support of Related Costs:

\_\_\_\_\_ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

- ☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_
- ☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 59,955.00
- ☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 36,800.00
- ☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 10,100
- ☒ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 42,935.00

How many individuals are expected to participate? 1000+

How many of the participants are expected to be from another city or county? Over 500+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 500+

- ☒ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ 48,208.00

Questions for All Funding Requests:

How many years have you held this Event or Project: 0

Expected Attendance: 7000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 500+

How many nights will they stay: 5 - 12 nights respectively

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Holland Hotel, Antelope Lodge, Hotel Parker, Holiday Inn Express,

How will you measure the impact of your event on area hotel activity? Hotels will be fully booked to capacity

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Budweiser, Pepsi, Tito Vodka, BBI  
U.S. Chamber of Commerce, Black Chamber of Commerce, Odessa Access Bank Atlanta

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 59,955.00
- ☒ Newspaper \$ 18,000.00 ☒ Radio \$ 9,000.00 ☒ TV \$ 14,000.00
- ☒ Press Releases to Media \$ 5,000.00
- ☒ Direct Mailing to out of town recipients \$ 2,000.00
- ☒ Digital or Social Media \$ 5,000.00 ☒ Other \$ 6,955.00

What cities/regions/demographics do you reach with your advertising and promotions?

El Paso, Odessa, Dallas, San Antonio, Atlanta  
New York, Maryland & D.C., Accra & Lagos

What estimated number of individuals will your proposed marketing reach who are located in another city or county? over 100,000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event



**AfroFest**  
FOOD • FASHION • ARTS • DANCE

# MARKETING PLAN

PRESENTED BY:



ANNIE HIAMEY

432-244-4046

# Introduction

AFROFABFEST is an event designed to showcase the colorful diversity within the cultures of the Hispanic, African, Oriental, Native American and the Caribbean communities in and around the Big Bend region. The theme of this maiden event is "Celebrating Community Cultures, the Way Forward".

The festival will illustrate the potential of Alpine as a beacon of diverse cultures and investments, which will bring together high net-worth individuals in the tourism and hospitality industries both in the USA, Africa and other parts of the world.

Some dignitaries from Africa that are expected to attend the festival are Ghana, South Africa, Nigeria, Ivory Coast, Kenya, Ethiopia and the Caribbean. The African Chamber of Commerce in Dallas Fort Worth, The Black Chamber of Commerce in the Persian Basin, The Caribbean Chamber of Commerce in Texas, The US Black Chamber of Commerce and more.

# Event Purpose

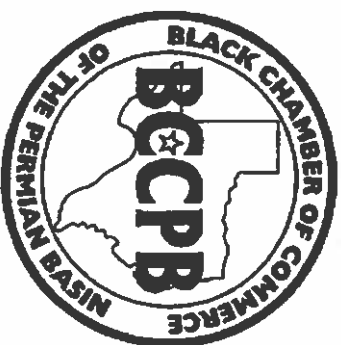
The last year has developed a series of big wins for us. Alpine is beautiful, extremely welcoming to everyone. So much emphasis is placed on the financial and overall success of this event. We have the chance to show tourists and visitors our wonderful attractions and entertainment options we have to offer. It's entirely possible for someone to visit our city as an attendee of a conference and then later chose to relocate their business or family to Alpine.

With this in mind, AFROFABFEST will attract an estimated 1,000 tourists and business executives from all neighboring towns and cities and outside of the U.S.A within the 4 days of the Festival.

This event will help put the vision of Alpine, Texas diversity, which identifies tourism as one of the engines for economic growth in the Big Bend.

# Stakeholders

- City of Alpine
- Visit Alpine
- Visit Big Bend
- Alpine Business Alliance
- Local and International Businesses
- Performing Acts
- International Delegation
- International Media
- Event Attendees from all over



# Event Lineup

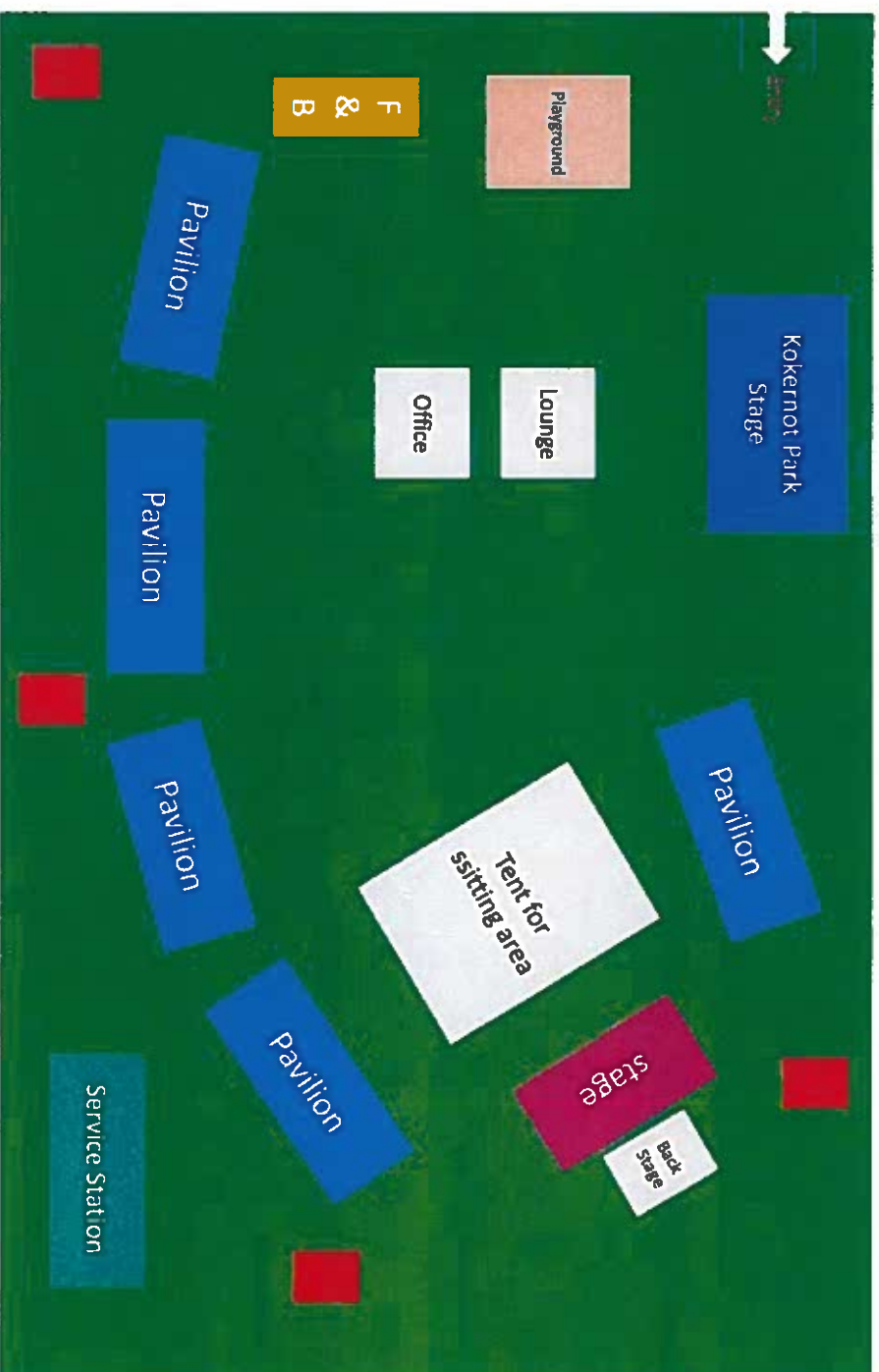
- Chinchinga (BBQ) Party
- Business & Tourism Trade Festival
- Awards & Fund Raising Dinner
- All Nations Dish Competition
- Street Parade /Block Party
- Fashion Show & Gala Dance
- Arts & Culture Exhibition



# Setup

- Park and Logistics setup – There will be pavilions for each country with a set of booths for exhibitors. Each pavilion will have flags to represent the country so that people know where they are.
- There will be a business lounge tent for dignitaries and short meetings
- An organizer's office setup will be done for the event management team
- Service stations for Fire, Security and Health will be put up for the event.
- Stage, lights & Sound will be setup on the park for performances and shows.
- A back stage tent will be made available for the acts and performers before they go on stage.
- Ambience lighting will be created with different colored LEDs to give the venue a festive look.

# Setup Plan – Kokernot Park



Public Bathrooms

Food and Drink stands

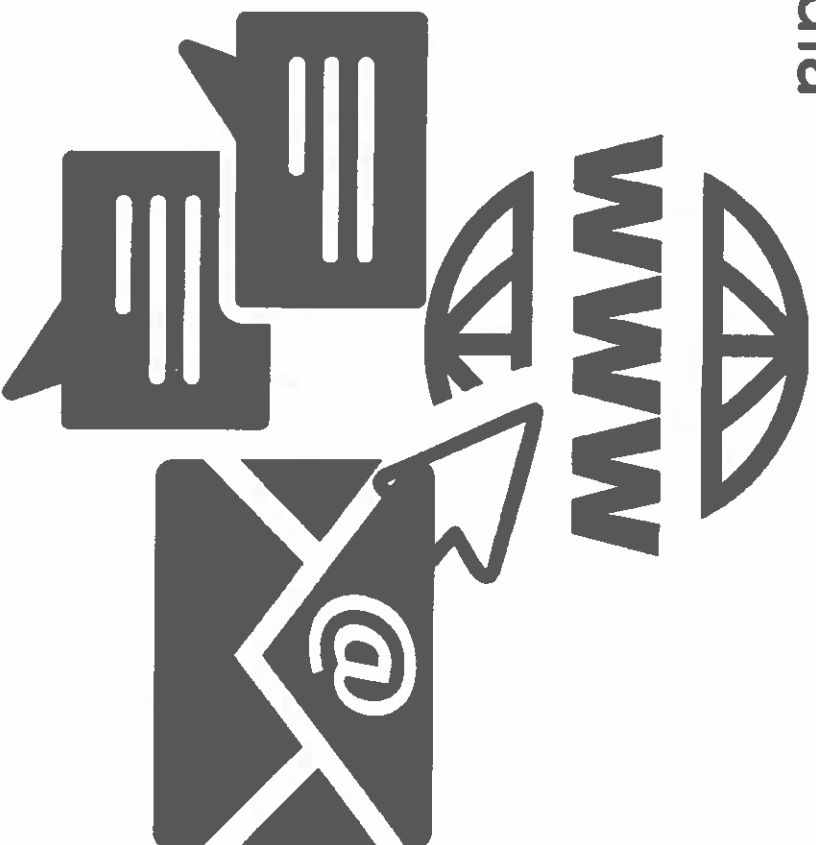
# Electronic / Online Media

- **Social Media**
- Platforms (Instagram, Facebook, YouTube)
- Creative Content (Event, Exhibitors, Performers and Special Speakers)
- Video infomercials
- Animations
- Graphic Artworks
- Hashtag & Tags (**#AfroFabFest**, **#AlpineEvents**, **#AlpineArtsnCulture**)
- Influencers & Blog posts



# Electronic / Online Media

- Websites
  - Go Ghana LLC Website
  - Alpine Events Website
  - US Black Chamber of Commerce
- Broadcast emailing
- Broadcast texting /SMS



# Traditional Media

- Television (International and Local Channels)
  - Creative Content  
(Event, Exhibitors, Performers and Special Speakers)
  - Video infomercials
  - Animations
- Radio (International and Local Channels)
  - Ads for Individual Shows
  - Ads for Special Speaker Events
  - Ads for Performances



**Big Bend Radio**



# Branding / Printables

## Branding Materials

- Flag poles (Telescopic / Teardrop)
- Banners
- Individual Event activities
- Program lineups
- Posters
- Individual Event activities
- Performing acts
- Program lineups
- Fliers
- Individual Event activities,
- Performing acts



# Traditional Media

Newspapers (international and Local Prints)

- Articles and event advertisements in Print Media

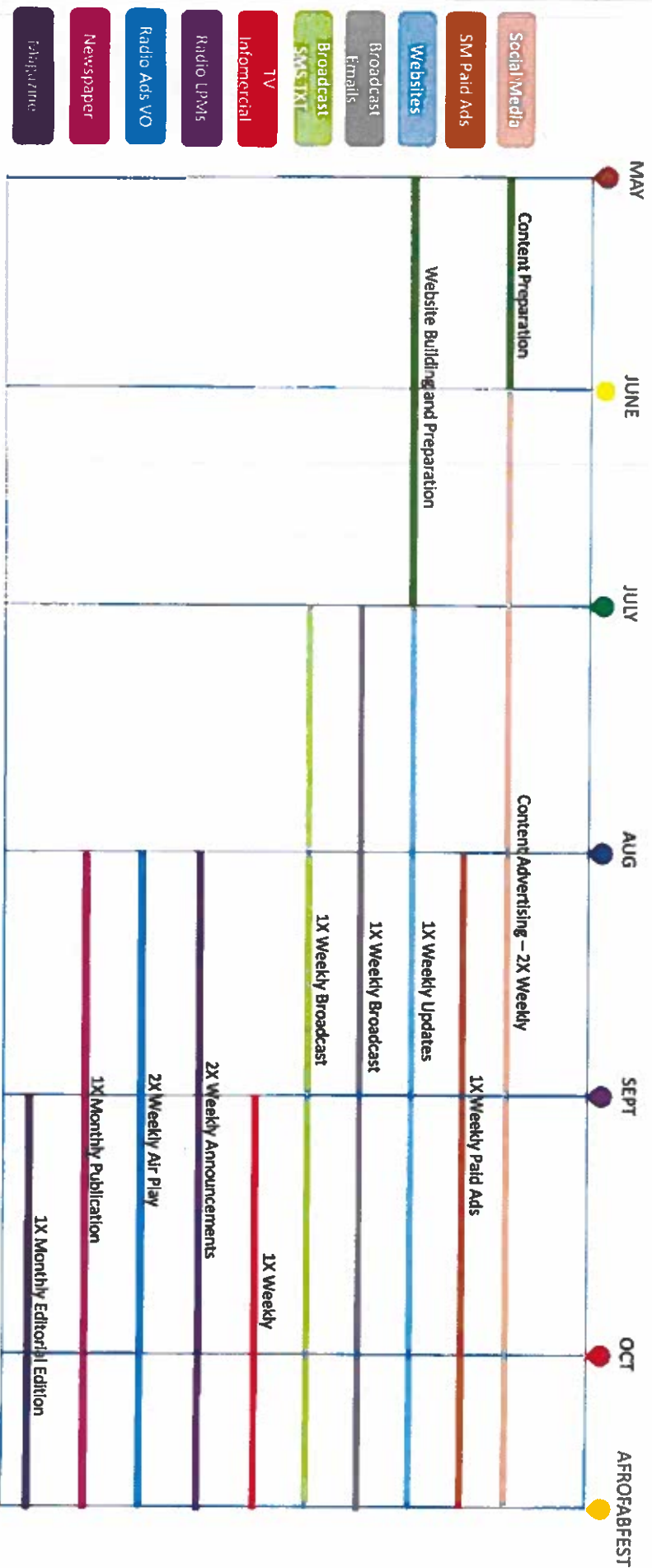
- Alpine Avalanche

Magazines (Articles and

Speaker profiles)



# Advertising Plan



Distribution of  
Poster & Fliers

Library, Stores, Car Washes, Auto Workshops, Restaurants, Events, Outdoor gatherings, Mailboxes, City Department offices

# Event Dignitaries

- City of Alpine Office
  - Mayor
  - Director of Tourism
  - Big Bend Region
- Ghana's Ambassador to America (Guest of Honor)
- Ministers
  - Tourism Minister (Ghana)
- Kings and Queenmothers (Ghana & Nigeria)
- Statesmen (Ghana & Nigeria)
- Speakers



# Event Acts/ Performers

- Musicians
  - Africans
  - Americans
  - Mexicans
- Carribeans
- Dancers
- Mcs
- Models
  - Fashion Show on Stage
- Masquerades



# Event Staff

- Event Organisers
- Volunteers – Vendor Assistants, Parking Assistants,
- Photographers
- Videographers
- Cleaners

# ALPINE MAYOR'S CUP

2TH - 5TH NOVEMBER, 2023

PROJECTED BUDGET:

**US\$118,015.00**

ITEM	QTY	COST PER UNIT	DURATION	SUBTOTAL
<b>LOGISTICS RENTAL</b>				
Sul Ross Soccer Field Rental	1	\$500.00	2	\$1,000.00
Sul Ross Basketball court Rental	1	\$500.00	2	\$1,000.00
Granada Theatre rental for Dinner	1	\$1,000.00	1	\$1,000.00
Tents / Canopies for soccer field	12	\$35.00	2	\$840.00
Chairs	150	\$2.00	2	\$600.00
Tables	15	\$10.00	2	\$300.00
Public Washrooms	4	\$50.00	2	\$400.00
Transportation to and from Hotels (Alpine Only)	80	\$15.00	3	\$3,600.00
<b>CONTENT PREPARATION</b>				
Video Infomercials	4	\$60.00		\$240.00
Animation & Logo design	2	\$60.00		\$120.00
Artwork Designing	5	\$35.00		\$175.00
<b>ADVERTISING</b>				
<b>ONLINE</b>				
Social Media ad placements	3	\$50.00	12	\$1,800.00
Website Updates	3	\$50.00	10	\$1,500.00
<b>RADIO LPMs</b>				
Alpine Radio	1	\$50.00	12	\$600.00
Big Bend Radio	1	\$50.00	12	\$600.00
<b>RADIO Ads VO</b>				
Alpine Radio	1	\$150.00	7	\$1,050.00
Big Bend Radio	1	\$150.00	7	\$1,050.00
<b>NEWSPAPER &amp; MAGAZINE</b>				
				<b>\$2,000.00</b>

Alpine Avalanche	1	\$1,000.00	1	\$1,000.00
El Paso Times	1	\$1,000.00	1	\$1,000.00
<b>PRINTABLES</b>				<b>\$7,170.00</b>
Teardrop Telescopic	15	\$40.00		\$600.00
X Banners	10	\$30.00		\$300.00
Wall Tapestry	6	\$20.00		\$120.00
Trophies (Soccer)	2	\$50.00		\$100.00
Award Medals - Soccer (pack of 48)	2	\$60.00		\$120.00
Trophy (Basketball)	1	\$200.00		\$200.00
Rings (pack of 12)	2	\$140.00		\$280.00
Photo backdrop (8ft by 10ft matte flexy)	1	\$150.00		\$150.00
Branded T-Shirts	100	\$25.00		\$2,500.00
Branded Caps	80	\$10.00		\$800.00
Branded Souvenirs	200	\$10.00		\$2,000.00
<b>CASH PRIZES</b>				<b>\$30,000.00</b>
1st Place Soccer	1	\$7,000.00		\$7,000.00
2nd place Soccer	1	\$5,000.00		\$5,000.00
3rd place Soccer	1	\$3,000.00		\$3,000.00
1st Place Basketball	1	\$7,000.00		\$7,000.00
2nd Place Basketball	1	\$5,000.00		\$5,000.00
3rd Place Basketball	1	\$3,000.00		\$3,000.00
<b>PERFORMERS / ACTS</b>				<b>\$3,800.00</b>
MC	1	\$2,000.00		\$2,000.00
Music Bands	2	\$600.00		\$1,200.00
DJs	2	\$300.00		\$600.00
<b>ACCOMMODATIONS</b>				<b>\$47,150.00</b>
Basketball Teams	60	\$75.00	3	\$13,500.00
Soccer Teams	72	\$75.00	3	\$16,200.00
Guest of Honor	1	\$250.00	2	\$500.00
MC	1	\$150.00	3	\$450.00
Music Bands	10	\$75.00	2	\$1,500.00
DJs	2	\$120.00	3	\$720.00
Meals & Feeding (daily)	136	\$35.00	3	\$14,280.00
<b>STAFF / VOLUNTEERS</b>				<b>\$12,020.00</b>
Volunteers	10	\$100.00	3	\$3,000.00
Organising Staff	6	\$150.00	3	\$2,700.00
Cleaners	3	\$50.00	2	\$300.00

Photography	2	\$300.00	2	\$1,200.00
Videography	2	\$400.00	2	\$1,600.00
Meals & Feeding (daily)	23	\$35.00	4	\$3,220.00

# AFROFABFEST

26TH - 29TH OCTOBER, 2023

PROJECTED BUDGET:

**US\$252,783.00**

ITEM	QTY	COST PER UNIT	DURATION	SUBTOTAL
<b>LOGISTICS RENTAL</b>				<b>\$11,750.00</b>
Granada Theatre Rental	1	\$1,000.00	1	\$1,000.00
Kokernot Park	1	\$100.00	4	\$400.00
Tents / Canopies	10	\$35.00	3	\$1,050.00
Chairs	200	\$2.00	3	\$1,200.00
Tables	100	\$10.00	3	\$3,000.00
Stage	1		3	\$0.00
Lights	1		3	\$0.00
Sound	1		3	\$0.00
LED Background	1		3	\$0.00
Public Washrooms	4	\$50.00	3	\$600.00
Transportation to and from Hotels (Alpine Only)	100	\$15.00	3	\$4,500.00
<b>CONTENT PREPARATION</b>				<b>\$1,235.00</b>
Video Infomercials	4	\$60.00		\$240.00
Animations	2	\$60.00		\$120.00
Radio Ads VO	4	\$50.00		\$200.00
Artwork Designing	5	\$35.00		\$175.00
Website Building	1	\$500.00		\$500.00
<b>ADVERTISING ONLINE</b>				<b>\$4,500.00</b>
Social Media ad placements	3	\$50.00	12	\$1,800.00
Website Updates	3	\$30.00	15	\$1,350.00
Influencers	4	\$50.00	3	\$600.00
Bloggers	5	\$30.00	5	\$750.00
<b>TELEVISION - Infomercial</b>				<b>\$14,000.00</b>
NBC	1	\$500.00	7	\$3,500.00
FOX	1	\$500.00	7	\$3,500.00
JOYNews	1	\$500.00	7	\$3,500.00
CITI Tv	1	\$500.00	7	\$3,500.00

<b>RADIO LPMs</b>				<b>\$2,400.00</b>
Alpine Radio	1	\$50.00	12	\$600.00
Big Bend Radio	1	\$50.00	12	\$600.00
Joy FM	1	\$50.00	12	\$600.00
Asempa 94.7FM	1	\$50.00	12	\$600.00
<b>RADIO Ads VO</b>				<b>\$6,600.00</b>
Alpine Radio	1	\$150.00	11	\$1,650.00
Big Bend Radio	1	\$150.00	11	\$1,650.00
Joy FM	1	\$150.00	11	\$1,650.00
Asempa 94.7FM	1	\$150.00	11	\$1,650.00
<b>NEWSPAPER &amp; MAGAZINE</b>				<b>\$21,000.00</b>
Alpine Avalanche	1	\$1,000.00	3	\$3,000.00
Houston Chronicles	1	\$1,000.00	3	\$3,000.00
El Paso Times	1	\$1,000.00	3	\$3,000.00
Dallas Morning News	1	\$1,000.00	3	\$3,000.00
Daily Graphic	1	\$1,000.00	3	\$3,000.00
Daily Guide	1	\$1,000.00	3	\$3,000.00
True West Magazine	1	\$1,500.00	2	\$3,000.00
<b>PRINTABLES</b>				<b>\$6,620.00</b>
Teardrop Telescopic	15	\$40.00		\$600.00
X Banners	10	\$30.00		\$300.00
Wall Tapestry	6	\$20.00		\$120.00
Country flags	5	\$20.00		\$100.00
Award Frames	5	\$10.00		\$50.00
Photo backdrop (8ft by 10ft matte flexy)	1	\$150.00		\$150.00
Branded T-Shirts	100	\$25.00		\$2,500.00
Branded Caps	80	\$10.00		\$800.00
Branded Souvenirs	200	\$10.00		\$2,000.00
<b>PERFORMERS / ACTS</b>				<b>\$36,800.00</b>
Musicians	5	\$1,000.00		\$5,000.00
Dance Groups	5	\$1,500.00		\$7,500.00
MCs	3	\$2,000.00		\$6,000.00
Music Bands	5	\$500.00		\$2,500.00
Models	15	\$100.00		\$1,500.00
DJs	3	\$300.00		\$900.00
Visa Fees (P3)	16	\$190.00		\$3,040.00
Lawyer / Agent filling fee	3	\$1,000.00		\$3,000.00
Performance Work Permit	16	\$460.00		\$7,360.00

<b>ACCOMMODATIONS</b>				<b>\$86,600.00</b>
International Media Team	7	\$80.00	7	\$3,920.00
International Delegation	15	\$80.00	3	\$3,600.00
Guest of Honor	5	\$250.00	4	\$5,000.00
Musicians	5	\$150.00	4	\$3,000.00
Exhibitors	100	\$60.00	4	\$24,000.00
MCs	2	\$150.00	4	\$1,200.00
Cultural Troupe	9	\$80.00	4	\$2,880.00
International Dance Group	9	\$80.00	4	\$2,880.00
Local Dance Group	20	\$75.00	4	\$6,000.00
Music Bands	20	\$75.00	4	\$6,000.00
DJs	2	\$120.00	4	\$960.00
Meals & Feeding (daily)	194	\$35.00	4	\$27,160.00
<b>FLIGHTS TICKETS</b>				<b>\$43,768.00</b>
International Media Team	2	\$1,850.00		\$3,700.00
Guest of Honor	2	\$1,850.00		\$3,700.00
Musicians	5	\$1,850.00		\$9,250.00
Mcs	2	\$1,850.00		\$3,700.00
Cultural Troupe (New York)	9	\$552.00		\$4,968.00
International Dance Group	9	\$2,050.00		\$18,450.00
<b>STAFF / VOLUNTEERS</b>				<b>\$17,510.00</b>
Volunteers	15	\$100.00	3	\$4,500.00
Organising Staff	6	\$180.00	4	\$4,320.00
Cleaners	5	\$50.00	3	\$750.00
Photography	3	\$200.00	3	\$1,800.00
Videography	2	\$300.00	3	\$1,800.00
Meals & Feeding (daily)	31	\$35.00	4	\$4,340.00

# **AFROFABFEST**

## **ECONOMIC IMPACT REPORT**

Even though it's a first time event, we do not know what to expect, but we hope it is going to be one of the rewarding and memorable event to be held in Alpine, Texas. AFROFABFEST will be one of Alpine City's most lucrative three-day stretched events that will boost the private sector and the City itself.

Go Ghana's mission for this event is to fuel the Big Bend economy by increasing visitation and spending, create jobs, and support local businesses. As part of our sustainable initiatives to maintain the growth, and expansion of Alpine, TX in the Big Bend Region, Go Ghana has a travel trade strategy and tactics that includes destination stewardship, trade shows, cooperative event marketing, and super FAM tours and making destinations better places to live and visit.

Some people in the U.S. do not even know where Alpine, TX is situated. This extra exposure will act as an indirect form of marketing for the region as a whole, offering an opportunity to reach a previously untapped market. These new tourists will bring with them new money, further diversifying the market and subsequently increasing both real and potential revenue generation.

Go Ghana LLC has an extensive network with industry partners both in the U.S. and Africa, offering strategy and consulting for market entry, trade relationships, as well as media relations and advertising support. Regarded as the pre-eminent tourism consultants in Africa and further afield, our management team has over 65 years+ of unparalleled expertise across a range of sports and tourism industry sectors, servicing a varied client base.

Our reputation as a tourism exchange leader, gives us the expertise and leverage against our other competitors. Through our world-wide club network and our cooperation with other blue-chip organizations, our sister company FACE Africa, now trading as The High Frontier is one of the leading travel businesses in Africa.

FACE Africa was one of the leading agencies which participated in the planning and facilitation of logistics; for arranging accommodation, international travel insurance, feeding and transfers for over six hundred (600) football fans during the 2010 FIFA World Cup tournament staged in South Africa in collaboration with the Ministry of Youth and Sports.

Eugene Brown, the marketing Consultant on AFROFABFEST has spearheaded the organization of one of the continent's biggest beauty trade shows, HIBS Africa in Ghana.

Also with World Food Travel Association as one of our tourism partners, has a tourism industry resource for media outlets that include CNN, the BBC, the Wall Street Journal, Newsweek, NBC, Forbes, PeterGreenberg.com, Huffington Post, the Australian Broadcasting Corporation and many more that will also be a medium for the promotion of the City of Alpine, TX.

## **ATTENDANCE ESTIMATE**

The attendance estimate for AFROFABFEST will be over 7000+. i.e., the indigenes of Alpine, the neighboring cities and visitors out of the State and the Country.

## **SCHEDULE OF EVENTS**

Thursday, October 26, 2023	-	Arrival of Attendees Exhibition Grounds Set Up
Friday, October 27, 2023	-	Opening of Event at the Kokernot Park at 1PM Dance Performances Speeches from Dignitaries and other Stakeholders (Speakers to be confirmed soon) Trade show and Business Round Table Meetings Trade Show and B2B Meetings closes at 5.30 PM Awards Ceremony at the Granada Theatre at 8PM – 11PM
Saturday, October 28, 2023		Street Parade and Durbar The Chinchinga (BBQ) Party at the Kokernot Park AFROFABFEST Jamboree at the Visitor's Centre All Nations Cooking Competition Arts and Crafts Exhibition Fashion Show and Dance Kids Zone
Sunday, October 29, 2023		Musical Live Performances Exhibition of Arts & Crafts Community Dinner
Monday, October 30, 2023		Departure
Monday October 30 – November 2		Post Tour – International Media Travel Team

**ALPINE, TX MAYOR'S INVITATIONAL CUP**  
**NOVEMBER 2- 5, 2023**

The largest international invitational youth tournament to promote sporting activities in Alpine, TX. Activities include a Mayor's Reception & Dinner with live entertainment, and 3 days of Soccer and Basket Ball to be held at the Sul Ross Soccer and Basket Ball Fields.

**SCHEDULE OF ACTIVITIES**

Thursday, November 2, 2023	Arrival of Teams Evening Reception Dinner
Friday, November 3, 2023	Opening of Tournaments by Mayor of Alpine, TX Games
Saturday, November	Final Day of Tournaments Live Musical Show Awards Presentation Mayor's Cup After Party at the Granada Theatre
Sunday	Departure

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5/5/2023

Name of Organization: Big Bend Community Baseball & Softball, Inc. dba Alpine Cowboys

Address: 301 N. 5th St

**RECEIVED**  
City of Alpine, Texas

City, State, Zip: Alpine, TX 79830

Contact Name: Kristin Cavness

MAY 05 2023 2:20pm

Contact Email Address: kristin@ellysonabstract.com

OFFICE OF THE CITY SECRETARY

Contact Phone Number: 432-386-3402

BY: 

Web Site Address for Event or Sponsoring Entity: alpine.pecosleague.com

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 24-371 4669 Entity's Creation Date: 2011

Name of Event or Project: Alpine Cowboys Baseball

Date of Event or Project: mid-May through July annually

Primary Location of Event or Project: Kokemot Field

Amount Requested: \$34,000

How will the funds be used: Funds will be used to promote the Alpine Cowboys throughout the area and beyond and will encourage fans to come to Alpine for the games.

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Professional baseball team playing in the Pecos League. Home games at historic Kokemot Field.

Percentage of Hotel Tax Support of Related Costs:

<20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 14,000

☐ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 10,000 (to be put toward Kokernot "field" restorations as per sub-lease contract from SRSU and AISD)

☒ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 10,000 (umpires, baseballs, clay)

How many individuals are expected to participate? 1650 players/coaches/support staff

How many of the participants are expected to be from another city or county? 1,000

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 1,000

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 10+ years

Expected Attendance: 10,000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,500

How many nights will they stay: 2 to 4 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, visiting teams are given rooms reserved by us at \$2,000 per series (for families, 30 players, coaches, and support staff). We play about 30 home games (approx. 10 series).  
Approx. \$20,000 per season. Fans rent additional rooms.

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_

Surveys and personal interviews.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

additional sponsors vary per year, including True Value, Oasis Tires and more

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 20,000
- ☒ Newspaper \$ 1000 ☒ Radio \$ 500 ☒ TV \$ 5,300
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ 3000 ☒ Other \$ 10,200

What cities/regions/demographics do you reach with your advertising and promotions?

West Texas and New Mexico. And a wider audience through the website and social media.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Approx. 225,000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available) **Exhibit A**
- Proposed Marketing Plan for Funded Event **Exhibit B**
- Schedule of Activities or Events Relating to the Funded Project **baseball games from May through July**
- Estimated attendance and economic impact (primarily hotel stays) from prior event **see application**

## EXHIBIT A

### Revenue

Sponsorships and donations	\$40,000
Ticket sales	\$43,000
Beverage sales	\$22,000
Food sales	\$27,000
Merchandise sales	\$7,000
Other	\$2,300
<b>Total (not including Alpine)</b>	<b>\$141,300</b>

### Support requested:

Civic center rental	\$0
Advertising	\$14,000
Arts	\$0
Resoration or preservation	\$10,000
Sporting event	\$10,000
Transportation	\$0
<b>Total HOT fund request</b>	<b>\$34,000</b>

### Event Expenses

RENT or LEASE	\$1,600
Advertising	\$20,000
<i>print, radio, social, website, etc</i>	
Arts (music talent)	\$0
Restoration and preservation	\$12,000
Sporting event	\$20,000
Transportation	\$23,500
Labor (production/staff)	\$25,000
Supplies	\$4,500
Equipment (rental)	\$7,500
Sanitation	\$2,500
Utilities	\$0
Beverages	\$13,000
Food	\$20,000
Merchandise	\$6,000
Security	\$0
Closing of street/barricades	\$0
Lighting	\$0
Police escort	\$0
Trash receptacles	\$0
Other	\$21,000
<b>Total</b>	<b>\$176,600</b>

### Support request: In-kind by CoA Employees/Equipment

Closing of street/barricades	\$0
Police escort	\$0
Trash receptacles	\$0
Utilities	\$0
Labor	\$0
Other	\$0
<b>Total in-kind request</b>	<b>\$0</b>

### Summary

<b>Total event expenses</b>	<b>\$176,600</b>
Event revenue	\$141,300
HOT fund total	\$34,000
In-kind total	\$0
<b>Total revenue</b>	<b>\$175,300</b>

<b>% of HOT funds to Total Event Expenses</b>	<b>19.3%</b>
<b>% of In-kind to TEE</b>	<b>0</b>
<b>Total % of HOT &amp; In-kind to TEE</b>	<b>19.3%</b>

## EXHIBIT B

### 2023-24 HOT funds plan:

5,300	cable
	\$1000 NewsWest9 (May)
	\$3000 KOSA (May schedule)
	\$1300 (June/early July schedule -- KOSA)
3,200	Big Bend & Texas Mountains Travel Guide
1,000	Full year schedule posters, pocket-sized schedules
500	Marfa Public Radio - Midland
500	Fort Stockton paper
2,500	Texas Rangers program
1,000	Miscellaneous advertising -- social media, other advertising-related expenses
10,000	historical -- restoration of field (see notes in application)
10,000	sporting -- baseballs, umpires, other sporting related expenses
34,000	

\$

2023

06

SCHEDULE

HOME

AWAY

Alpine COWBOYS

MAY-23

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 ROS 7:00 PM			

JUNE-23

SUN	MON	TUE	WED	THU	FRI	SAT
				1 ROS 7:00 PM	2 ROS 7:00 PM	3 AUS 7:00 PM
4 AUS 7:00 PM	5 TUC 7:00 PM	6 TUC 7:00 PM	7	8 AUS 6:30 PM	9 AUS 6:30 PM	10 AUS 6:30 PM
11 AUS 7:00 PM	12 OCK 7:00 PM	13 OCK 7:00 PM	14 OCK 7:00 PM	15 TUC 7:00 PM	16 TUC 7:00 PM	17 TUC 7:00 PM
18	19 TUC 7:00 PM	20 TUC 7:00 PM	21 TUC 7:00 PM	22 ROS 7:00 PM	23 ROS 7:00 PM	24 ROS 7:00 PM
25 ROS 7:00 PM	26 ROS 7:00 PM	27 AUS 7:00 PM	28 AUS 7:00 PM	29 TRI 7:00 PM	30 TRI 7:00 PM	

JULY-23

SUN	MON	TUE	WED	THU	FRI	SAT
1 AUS 7:00 PM	2					3 TRI 7:00 PM
4	5 ROS 6:30 PM	6 ROS 6:30 PM	7	8 SAF 6:30 PM	9 SAF 6:30 PM	10 SAF 7:00 PM
11	12 OCK 6:30 PM	13 OCK 6:30 PM	14 OCK 6:30 PM	15 BLA 6:30 PM	16 BLA 6:30 PM	17 BLA 6:30 PM
18	19 BLA 7:00 PM	20 BLA 7:00 PM	21 BLA 7:00 PM	22 TUC 7:00 PM	23 TUC 7:00 PM	24 TUC 7:00 PM
25	26	27	28	29	30	31 AUS 7:00 PM

ALP- ALPINE COWBOYS    TRI- TRINIDAD TIGERS    BLA- BLACKWELL FLYCATCHERS    AUS- AUSTON WEIRDS  
 SAF- SANTA FE FUEGO    OCK- GARDEN CITY WIND    TUC- TUCSON SADDAROS    ROS- ROSWELL INVADERS

ALPINE.PECOSLEAGUE.COM



GENERAL ADMISSION

000033

ALPINE.PECOSLEAGUE.COM

**TICKET**

GENERAL ADMISSION

000033

ALPINE.PECOSLEAGUE.COM

**TICKET**

06 06

## **Alpine Cowboys Baseball Attendance Estimate**

Ticket sales will be about \$8.00 ticket. Last year we collected right around \$50,000.00+ but there are those that do get into the field for free such as parents and families of both teams.

Out-of-town attendance is about 4500=+for the season but we have a total attendance of 9,000-10,000 for the season.

This year we are hosting the all star game which we hope will bring in quite a few out-of-town people.



**MAY 5, 2023**

**v1.1**

**CITY of ALPINE**

**HOTEL OCCUPANCY TAX FUND GRANT**

**BIG BEND FILM COMMISSION  
A 501c.3 NON-PROFIT CORPORATION**

**AUSTIN FILM FESTIVAL  
&  
SHOOTBIGBEND.COM**

**FISCAL YEAR 2023-2024**

**PROPOSAL**

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: May 5, 2023 for Fiscal Year 2023-2024

Name of Organization: Big Bend Film Commission, 501.3c

Address: 701 E Sul Ross Avenue

City, State, Zip: Alpine TX 79830

Contact Name: John Green

Contact Email Address: director@shootbigbend.com

Contact Phone Number: 432-386-3823

Web Site Address for Event or Sponsoring Entity: www.ShootBigBend.com

Is your organization:      Non-Profit: X      Private/For Profit: \_\_\_\_\_

Tax ID#: 46-3439980      Entity's Creation Date: July/August 2013

Name of Event or Project: Big Bend Film Commission

Date of Event or Project: On-going, year round

Primary Location of Event or Project: Alpine and the Big Bend area

Amount Requested: \$26,000\*

How will the funds be used: To advertise and promote Alpine and the Big Bend area to attract filmmakers to film their project in our area

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\*The increase in budget this year was necessitated because the Austin Film Festival increased exhibit days from three to four days. Along with increases in sponsorship fees, hotel, equipment, labor costs and website hosting and management costs.

Brief Description of Funded Activity/Facility: Two basic uses: Attend the Austin Film Festival as an exhibitor, advertiser and presenting sponsor along with the City of Alpine Tourism and fund the yearly expenses of our website, www.ShootBigBend.com.

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Percentage of Hotel Tax Support of Related Costs:

100 Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ **1. Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ **3. Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 26,000

☐ **4. Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☐ **5. Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ **6. Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ **7. Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: Ten

Expected Attendance: \_\_\_\_\_

**Filmmakers**  
How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 100%

How many nights will they stay: Depends on Film Production

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: \_\_\_\_\_

How will you measure the impact of your event on area hotel activity? By the production company (Filmmaker) informing us or the City of Alpine.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: City of Alpine Tourism and private donations

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ \_\_\_\_\_
- ☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☐ TV \$ \_\_\_\_\_
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☒ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☒ Digital or Social Media \$ \_\_\_\_\_ ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

The World

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 98%

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# BBFC FY 2023-2024 HOT GRANT PROPOSAL

## Festival Dates: October 25, 26, 27, 28, 2023

Event Name

Fiscal Year 2023-2024

Big Bend Film Commission & City of Alpine Austin Film Festival Presenting Sponsor & ShootBigBend.com - Proposed Budget

2023-2024

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ -
Transportation Donation	
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	
Total	\$ -

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ -
Arts	\$ -
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (ice Rink)	
Total	\$ -

Support Requested: HOT Funds		
Category		Description
Civic Center Rental	\$ -	
Advertising	\$ 26,010.74	See Budget Below
Arts	\$ -	
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
Total HOT fund request	\$ 26,010.74	

Support Requested: In-Kind by CoA Employees/Equipment		
Closing of Street/Barricades	\$ -	
Police Escort	\$ -	
Trash receptacles	\$ -	
Utilities	\$ -	
Labor	\$ -	
Other	\$ -	
	\$ -	
Total In-Kind request	\$ -	

Summary	
Total Event Expenses	
Event Revenue	\$ -
HOT Fund Total	\$ 26,010.74
In-Kind Total	\$ -
Total Revenue	\$ 26,010.74
% of HOT Funds to Total Event Expenses (TEE)	NOT AN EVENT
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

# BBFC FY 2023-2024 HOT GRANT PROPOSAL

Festival Dates: October 25, 26, 27, 28, 2023

## Big Bend Film Commission & City of Alpine Austin Film Festival Presenting Sponsor & Exhibitor

4-Day Booth Exhibit/Program Full Page Ad/Texas Shorts  
Sponsor-Presenter/:30 Commercial Intro to Tx Shorts  
Program/Welcome Bag - ESTIMATE

Category	Amount Est.	Unit/Ea.	Description	Total Est.
<b>Austin Film Festival Sponsor</b>				
Underwriting Expenses & Fees	\$ 7,100.00	1	Sponsorship, Ads, Booth, Badges & Bag	\$ 7,100.00
<b>Festival &amp; Exhibit Booth</b>				
Backdrops, Banners & Accessories	\$ 2,440.00	1	Full Color Backdrops & Pop Ups	\$ 2,440.00
Shipping & Tax	\$ 244.00	1	Backdrops & Banners	\$ 244.00
<b>Festival Booth Labor, etc.</b>				
Loading, Unloading, Rentals	\$ 100.00	3	Set-up, Tear Down, Wi-Fi, Rentals	\$ 300.00
Booth Assistant - Web Master	\$ 400.00	5	Total for 5 days	\$ 2,000.00
Booth Assistant - Local	\$ 125.00	5	Total for 5 days	\$ 625.00
Travel Mileage - IRS Rate	\$ 0.655	2908	LA - Austin - LA	\$ 1,904.74
Room Nights	\$ 345.00	10	Austin Hotel	\$ 3,450.00
Valet, Parking, Tips	\$ 100.00	5	Austin Hotel Valet, etc.	\$ 500.00
Misc Fees	\$ 50.00	4		\$ 200.00
Booth Meals	\$ 100.00	5	Wednesday, Thursday, Friday, Saturday	\$ 500.00
<b>Festival Welcome Bag/Hand-out, Misc.</b>				
Map of the Big Bend	\$ 135.00	1	Metal Map 28x22 Display for Booth	\$ 135.00
Map Hand-Out	\$ 0.69	250	8.5x11 Map - Booth Handout	\$ 172.50
Post Cards	\$ 0.55	3,650	4X6 Full Color Front, B&W Back	\$ 2,007.50
Promo Shirts	\$ 725.00	1	Shirts, Zipper Hoodies	\$ 725.00
<b>Festival Welcome Bag/Hand-out, Misc. - Cont.</b>				
Ballpoint Pens	\$ 0.29	3,700	"ShootBigBend/Alpine Texas"	\$ 1,073.00
Mugs	\$ 8.50	24	Logo	\$ 204.00
Shipping	\$ 100.00	1	Alpine/Austin/Alpine	\$ 100.00
<b>Texas Shorts :30 Lead-in Commercial</b>			City of Alpine Tourism	

**Total Austin Film Festival: \$ 23,680.74**

# BBFC FY 2023-2024 HOT GRANT PROPOSAL

## Festival Dates: October 25, 26, 27, 28, 2023

### ShootBigBend.com Yearly Expenses

Category	Amount Est.	Unit/Ea.	Description	Total Est.
ShootBigBend.com Yearly Expenses				
Website Hosting	\$ 65.00	12	Monthly	\$ 780.00
On-Line Photographic Library Storage & Main. Yr. Fee	\$ 500.00		Yearly	\$ 500.00
Website Monthly Maintenance	\$ 70.00	12	Monthly	\$ 840.00
Domain Registration**	\$ 21.00	10	Yearly	\$ 210.00

ShootBigBend.com Yearly Expense \$ 2,330.00

Available HOT Budget \$

**Total Big Bend Film Commission FY 2023-2024 Requested: \$ 26,011**

\*\*ShootBigBend.com/.net, BigBendFilmCommission.com/.net, /BigBendFilmAssociation.com.net/FilmBigBend.com/.net/BigBendFilm.com/.net

### POSSIBLE BOOTH ASSISTANT TO BE ADDED (not included in this budget)

Booth Assistant - CoA Tourism	\$ 225.00	5	Total for 5 days	\$ 1,125.00
Room Nights	\$ 345.00	5	Austin Hotel	\$ 1,725.00
Travel Mileage - IRS Rate	\$ 0.655	810	Alpine - Austin - Alpine, Tourism Asst.	\$ 530.55

**Total AFF Fees for Possible CoA Tourism Assistant: \$ 3,380.55**

### Big Bend Film Commission

701 E Sul Ross Avenue

Alpine Texas 79830

432-386-3823

*A 501c(3) Tax Exempt Charity*

# BIG BEND FILM COMMISSION CITY of ALPINE FISCAL YEAR 2023-2024 HOT GRANT PROPOSAL ADDENDUM

## MARKETING PLAN FOR PROPOSED AUSTIN FILM FESTIVAL FUNDED PROJECT

The intent of this proposal is to become an Exhibitor and Presenting Sponsor at the 2023 Austin Film Festival (AFF) as per the attached draft contract. Exhibiting and sponsoring helps attract films, commercials, documentaries, music videos, games, etc., (films) as an area economic enhancement. Films, even small ones, by shooting their projects in Alpine and/or the Big Bend area are a clean and robust enhancement. The filmmakers stay in our hotels, eat in our restaurants, and buy supplies and equipment – providing Hotel Occupancy, Sales, and Use taxes that allow our community to thrive.

- Naming rights of the Texas Shorts Series during the 2023 Austin Film Festival as the “Texas Shorts Series presented by ShootBigBend.com”
- Create a commercial as a lead-in to the Shorts presentation.
- Create a Step & Repeat (BBFC/AFF) Banner for interviews at the Short Series presentations as well as Pop-Up Banners for site display.
- Create/build a display booth as per the festival contract specifications.
- Display and explain the location search features of ShootBigBend.com via a live presentation to the producers, directors, and writers who attend this festival – in numbers that cannot be found anywhere else.
- Create an ad for the official festival program as per the contract specifications.
- Create 3,500 Welcome Bag Promotional items.



Jimmy Huston directs the BBFC Booth  
at the AFF 2022 Festival.



Program Ad and theme Design by Chris  
Ruggia, AFF 2022 Festival.

## BBFC/AFF ACTIVITY SCHEDULE

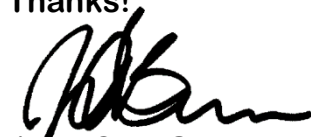
The Austin Film Festival 2023 begins on October 25<sup>th</sup> at the Omni Hotel/Office Downtown Austin and runs through early November. The exhibition portion of the festival begins October 25<sup>th</sup> and takes place on the second floor of the Office building.

- TRAVEL to Austin from Los Angeles and Alpine.  
Two days from LA & one day from Alpine.
- SETUP Wednesday 8:30 am.
- EXHIBITION & REGISTRATION Wednesday 12 Noon – Saturday 5:00 pm.
- STRIKE Saturday 6:00 pm.
- TRAVEL home Sunday the 29<sup>th</sup>.  
Two days to LA & one day to Alpine.

## ESTIMATED NUMBER OF PARTICIPANTS & ECONOMIC IMPACT

- The AFF estimates the number of participants at 3,500.
- EACH participant represents ONE potential project for Alpine and/or the Big Bend area.
- Each project may have from ten (small music video) to well over a hundred (feature film) out-of-town cast and crew members.
- A medium sized project may book as many as 65 rooms per night for five or six weeks as recently happened in Alpine.
- The economic impact isn't just Hotel Occupancy tax, but includes sales tax, local shopping, local talent, eating, gas, etc. For a really large project the figure could run into the millions. Even a small project could spend thousands – all “clean” and unexpected!

Thanks!



John C.B. Green  
Executive Director

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: May 3, 2023

**RECEIVED**  
City of Alpine, Texas

Name of Organization: Sul Ross State University

MAY 05 2023 3:15 p.m.

Address: 400 North Harrison

OFFICE OF THE CITY SECRETARY

City, State, Zip: Alpine, TX 79832

BY: 

Contact Name: Jim Goodman

Contact Email Address: jim.goodman@sulross.edu

Contact Phone Number: 432-837-8077

Web Site Address for Event or Sponsoring Entity: www.sulross.edu

Is your organization: Non-Profit: X

Private/For Profit:

Tax ID#: 74-6000027

Entity's Creation Date: 1917

Name of Event or Project: Kokernot Lodge Activities

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: Kokernot Lodge

Amount Requested: \$25,000

How will the funds be used: \_\_\_\_\_

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Kokernot Lodge has amazing potential as an outdoor venue, but over time it has seen better days.

Once a beloved venue for everything from wedding , family reunions and community events,

it sill attracts some due to it's charm and location. We propose to bring it back to when

the amphitheater was a focal point along with the BBQ area and the water features.

Percentage of Hotel Tax Support of Related Costs:

\_\_\_\_\_ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☐ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_\_\_\_\_

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: \_\_\_\_\_

How many nights will they stay: \_\_\_\_\_

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: \_\_\_\_\_

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☐ Total Paid Advertising: \$ \_\_\_\_\_
- ☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☐ TV \$ \_\_\_\_\_
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☐ Digital or Social Media \$ \_\_\_\_\_ ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

What estimated number of individuals will your proposed marketing reach who are located in another city or county? \_\_\_\_\_

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

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**CITY OF ALPINE**  
**HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION**

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Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted at the time the applications are due.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2023-2024 fiscal year, starting no earlier than October 1, 2023 and ending no later than September 30, 2024.

**Reporting:** Awardees must submit a final report following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals.

**Reimbursements:** HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If an event will not generate any meaningful overnight business for Alpine’s hotels, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel**

tax funds.

- c) **historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring:** The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**Supplemental Information Required with Application:** Along with the application, please submit the following:

- Total event budget including HOT funds (see sample budget)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Surveys and tabulations from prior event, if available
- Event/Program Permit Application, if applicable

**Earliest Date That Applications May Be Submitted:** Monday, April 6, 2023

**Submit Complete Application to:** City of Alpine  
City Secretary  
100 N. 13<sup>th</sup> St.  
Alpine, Texas 79830

**Submit Complete Application by:** 5pm on Friday, May 5, 2023

## Sul Ross State University Rough Estimate for Kokernot Lodge

### KOKERNOT LODGE AND CARETAKERS QUARTERS

The Kokernot Lodge, constructed in 1934. Over the years, the structure has seen many uses and many partial renovations.

Additionally, a Caretakers Quarters was attached the rear (north facade) of the building. This structure has been abandoned for several years, is in disrepair, and has no internal connection to the Lodge.

This facility is located on the same parcel of land which houses the Kokernot Lodge Amphitheater and the Scene Shop at the Kokernot Lodge Park area. Due to the condition of the Caretakers Quarters, a plan recommends removal of the attached structure and repair / replacement of the shared north facade.

The majority of the work proposed within the lodge addresses deferred maintenance and necessary upgrades. Removal and replacement of the roof and all electrical wiring and equipment is recommended, including the 600v branch wiring needs, the circuit breaker 480v, and the 3-pole circuit breaker.

Other large components include the stabilization of the existing foundation and renovations of the mens and womens restrooms.

The old amphitheater may be restored to hold additional events on this site.

**Rough Estimate:        \$500,000**

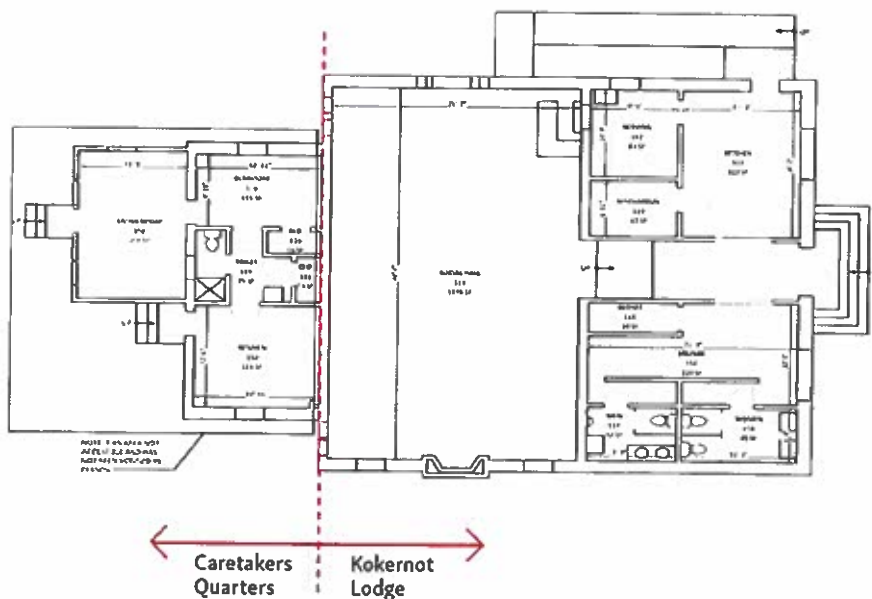


Figure 3. Kokernot Lodge and Caretakers Quarters Building Diagram

## **Sul Ross State University Rough Estimate for Kokernot Lodge**

### **MARKETING PLAN**

This is a historical restoration project and currently has no marketing plan.

A portion of this restoration would be to hopefully bring back the water that was naturally part of Kokernot Lodge.

Work might possible begin in the first quarter of 2024 with completion of the structural work in approximately eight months.

Attendance and economic impact currently are difficult to gauge. If the water cannot be returned, the type of activities changes. There might be as few as ten weddings or family reunions and as many as twenty or more activities such as family reunions, birthdays, etc. I would estimate an impact of \$30 to \$75K per year. More if the water can be returned.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

**RECEIVED**  
City of Alpine, Texas

Date: May 3, 2023

Name of Organization: Sul Ross State University

**MAY 05 2023 3:15pm**

Address: 400 North Harrison

OFFICE OF THE CITY SECRETARY

City, State, Zip: Alpine, TX 79832

BY: 

Contact Name: Jim Goodman

Contact Email Address: jim.goodman@sulross.edu

Contact Phone Number: 432-837-8077

Web Site Address for Event or Sponsoring Entity: www.sulross.edu

Is your organization: Non-Profit: X

Private/For Profit:

Tax ID#: 74-6000027

Entity's Creation Date: 1917

Name of Event or Project: Jackson Field Improvements Date of Event or Project: 2024 and

beyond, we are considering numerous events and possible music festival, neutral site game

Primary Location of Event or Project: Jackson Field Amount Requested: \$25,000

How will the funds be used: Logistics, set-up, maintenance, promotion, etc.

Brief Description of Funded Activity/Facility: Concert(s) with name entertainment. Neutral site  
exhibition game(s)

Percentage of Hotel Tax Support of Related Costs:

100 Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

- ☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_
- ☐ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_\_\_\_\_
- ☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 10K
- ☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 5K
- ☒ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 10K

How many individuals are expected to participate? vary's depending on event. Approx. 5 to 10K

How many of the participants are expected to be from another city or county? 2K

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 2,500

- ☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: Would be new event(s)

Expected Attendance: 5,000 for all events

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 50 to 75% of attendees

How many nights will they stay: Two to Three

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: \_\_\_\_\_

How will you measure the impact of your event on area hotel activity? Ticket sales and  
number of participants

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ Depending on event, 5 to 10K
- ☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☐ TV \$ \_\_\_\_\_
- ☐ Press Releases to Media \$ \_\_\_\_\_
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☐ Digital or Social Media \$ \_\_\_\_\_ ☐ Other \$ \_\_\_\_\_

Earned media would be a very large component of the media and PR effort.

What cities/regions/demographics do you reach with your advertising and promotions?

El Paso, Midland, Odessa, San Antonio. Big Bend Area, Eagle Pass, Del Rio, Uvalde, Piedras Negras.

Demo group, mainly the Gen X and Baby Boomers

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Unknown, but once a marketing plan is solidified, it would be a significant number

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

---

**CITY OF ALPINE**  
**HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION**

---

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

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- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine's hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application, to the City Secretary. Based on the application, the City's HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee's recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted at the time the applications are due.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year's collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2023-2024 fiscal year, starting no earlier than October 1, 2023 and ending no later than September 30, 2024.

**Reporting:** Awardees must submit a final report following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event's impact on overnight stays at hotels and short term rentals.

**Reimbursements:** HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If an event will not generate any meaningful overnight business for Alpine's hotels, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel**

tax funds.

- c) **historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring:** The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**Supplemental Information Required with Application:** Along with the application, please submit the following:

- Total event budget including HOT funds (see sample budget)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Surveys and tabulations from prior event, if available
- Event/Program Permit Application, if applicable

**Earliest Date That Applications May Be Submitted:** Monday, April 6, 2023

**Submit Complete Application to:** City of Alpine  
City Secretary  
100 N. 13<sup>th</sup> St.  
Alpine, Texas 79830

**Submit Complete Application by:** 5pm on Friday, May 5, 2023

## Sul Ross State University Sample Budget for Concert/Show

**Venue:** This would be an internal Sul Ross State University Venue, and no actual payment is made to university

**Rental Fee: \$1,000**

Security Deposit: \$500 (refundable)

Total: \$1,500

**Artists and Performers:**

Headline Act: \$2,000

Supporting Acts (2): \$500 each = \$1,000

Total: \$3,000

**Housing/Hotel/Hospitality/Meals**

Approximately \$390 - \$690 for a sampling of 3 nights including meals

**Sound and Lighting:**

Sound System Rental: \$800

Lighting Equipment Rental: \$500

Sound Engineer: \$300

Lighting Technician: \$200

Total: \$1,800

**Stage and Production:**

Stage Setup: \$500

Backline Equipment Rental: \$300

Stage Crew: \$200

Total: \$1,000

**Promotion and Marketing:**

Flyers and Posters: \$200

Online Advertising: \$300

Press Releases and Media Outreach: \$200

Total: \$700

**Ticketing and Box Office:**

Ticketing Platform Fee: \$200

Box Office Staff: \$100

Total: \$300

**Miscellaneous:**

Insurance: \$200

Permit and Licensing Fees:

\$300

First Aid Kit and Emergency Supplies: \$100

Total: \$600

**Contingency:**

10% of Total Budget: \$1,330

Total Budget Estimate: \$11,230

## Sul Ross State University Sample Budget for Concert/Show

### Note:

This budget is just an estimate and can vary depending on the specific requirements, location, and size of the concert. Additionally, additional costs may be incurred for items such as hospitality, transportation, and additional production elements depending on the event. SRSU has many if not all of the elements needed in its venues to produce most events. This included our own ticketing system, crew, security, lighting & sound.

### Historic Jackson Field

Jackson Field, a historical facility built in 1929 is home to the Sul Ross State University Lobos football team. With its AstroTurf field the facility can be used for more than football.

We have hosted 6-man football day the past two years with teams from the area hoping to turn that into an annual event, bringing folks from the region to Alpine. As more schools participate we see the event growing.

With Sul Ross Lobo Athletics moving up from NCAA Division 3 to Division 2 and rejoining the Lone Star Conference, there is an opportunity for fans to travel to Alpine from San Antonio, Canyon, Odessa, San Angelo, Lubbock among other. Below is the footprint of the Lone Star Conference.



From a sports standpoint, SRSU will host teams from the locations in every sport we sponsor, not just football, so opportunities will increase in overnight stays.

## Sul Ross State University Sample Budget for Concert/Show

We see an opportunity for outdoor concerts and other artists along with a complementary festival not to compete with Viva Big Bend, but to complement it in another time of the year. As the discussion continues, Jackson Field with improvements can be a valuable community asset. The type of activities are not necessarily music or sports related.

Here is a sample of some entertainment we've recently brought in for SRSU students that could be available for the community. As you see, we book acts frequently for SRSU students.

MAGIC SHOW	8/25/2022	MATT THE KNIFE	UC ESPINO
LOS VALIENTES	9/13/2022	LATIN BROADWAY	MARSHALL AUDITORIUM
DIEZ Y SEIS CELEBRATION	9/16/2022	MARIACHI SANTA CRUZ	UNIVERSITY CENTER MALL
HOCO LOBO BASH CONCERT	10/22/2022	DJ BRIAN PORTILLO	OLE CRYSTAL
HOCO LOBO BASH CONCERT	10/22/2022	BRAXTON KEITH	OLE CRYSTAL
HOCO HYPNOTIST	10/23/2022	BRIAN IMBUS – HYPNOTIST	UC ESPINO
HOCO JUMP NIGHT	10/24/2022	MAIN EVENT SPORTS	GALLEGO CENTER
HOCO FEST CONCERT	10/29/2022	TEQUILA SOUND MACHINE	OLE CRYSTAL
HOCO FEST CONCERT	10/29/2022	JACOB STELLY CONCERT	OLE CRYSTAL
DRUNK DRIVING TOUR	10/31/2022	ARRIVE ALIVE DRUNK DRIVING SIMILATOR	UNIVERSITY MALL
LOBO BACK-2-SCHOOL	1/21/2023	ELIAHS WILLIAMS	OLE CRYSTAL
LOBO BACK-2-SCHOOL	1/21/2023	MARIACHI SANTA CRUZ	OLE CRYSTAL
LOBO SPRING CONCERT	3/4/2023	ABE MAC BAND	OLE CRYSTAL
MAGICIAN RAN'D SHINE	5/8/2023	RAN'D SHINE	UNIVERSITY CENTER
ROLLER RAVE	5/11/2023	RAVE ROLLER SKATING &DJ	GRAVES PIERCE COMPLEX

A number of acts we book stay one or more nights and eat in Alpine restaurants bringing revenue to our community.

SRSU books entertainment during the fall and spring semesters and would look to schedule musical acts, especially a potential festival away from the summer during Viva Big Bend. The possibility exists to partner with some ongoing Alpine activities that would benefit that event, SRSU and the City of Alpine.

## **Sul Ross State University Marketing Plan for Jackson Field Event(s)**

### **Define Target Audience:**

Identify the demographic characteristics of your target audience. This would be based on many factors, but the artist will define the core group to target.

### **Budget:**

Determine the amount of money you can allocate towards marketing and promotion efforts for the show.

### **Online Presence:**

Use current SRSU website and social media accounts or perhaps create an event website or landing page with key details about the activity, including date, time, venue, ticket information, and lineup.

Utilize all SRSU social media platforms (Facebook, Instagram, Twitter) to promote and engage with potential customers, and share ongoing updates to enhance ticket sales.

Use current SRSU database to influence email marketing by utilizing current subscriber list and distribute regular updates, exclusive offers, and reminders to potential customers.

### **Partner with Influencers and Local Media:**

Collaborate with local influencers, bloggers, or vloggers who align with your target audience to promote the concert on their platforms.

Reach out to local radio stations, newspapers, magazines, and online publications to secure coverage, interviews, and event listings.

### **Street Team and Flyer Distribution:**

Using current SRSU groups put together a team to distribute flyers, posters, and promotional materials in high-traffic areas, such as campus, local businesses, restaurants, and bars.

Confirm that your promotional materials are correct and will help sell tickets.

### **Cross-Promotion:**

Make agreement with local businesses, such as bars, restaurants, or stores, to cross-promote the concert. Offer discounts or incentives for their customers who attend the event if needed.

Connect with other local artists or musicians who may have a similar audience in the region. Collaborate on joint promotions, ticket giveaways, or co-hosting events if you find a willing partner.

### **Online Ticketing Platforms and Discounts:**

SRSU has its own ticketing platform – Hometown Ticketing

Utilize Hometown Ticketing to sell tickets and track attendance.

Offer early-bird discounts, group discounts, or limited-time promotions to incentivize ticket sales and create a sense of urgency.

## **Sul Ross State University Marketing Plan for Jackson Field Event(s)**

### **Engage with Potential Customers:**

If possible, create content related to the concert, such as behind-the-scenes footage, artist interviews, or sneak peeks, to generate excitement and anticipation.

Encourage attendees to share their excitement on social media by creating event-specific hashtags and running contests or giveaways.

### **Local Outreach and Community Involvement:**

Make a local media buy to include, newspaper, radio and any additional local opportunities.

Connect with local organizations, schools, and community groups to promote the concert. Offer discounted tickets to members or sponsor a portion of the proceeds to a local charity or cause.

### **Post-Concert Engagement:**

Follow up with attendees after the concert, thanking them for their support and asking for feedback or testimonials. We would use SRSU communications to collect this.

Share post-concert highlights, photos, and videos on social media to maintain engagement and encourage attendees to share their experiences.

Monitor the success of our marketing by tracking ticket sales, website analytics, social media engagement, and feedback. Depending on size of staff we can adjust efforts accordingly to improve and maximize sales.

## Sul Ross State University Sample Schedule

Below is a sample of what a proposed schedule might look like. This was a partial schedule of only the entertainment booked for SRSU. The athletic, fine arts and academic schedules follow on the next pages.

### ENTERTAINMENT

MAGIC SHOW	8/25/2022	MATT THE KNIFE	UC ESPINO
LOS VALIENTES	9/13/2022	LATIN BROADWAY	MARSHALL AUDITORIUM
DIEZ Y SEIS CELEBRATION	9/16/2022	MARIACHI SANTA CRUZ	UNIVERSITY CENTER MALL
HOCO LOBO BASH CONCERT	10/22/2022	DJ BRIAN PORTILLO	OLE CRYSTAL
HOCO LOBO BASH CONCERT	10/22/2022	BRAXTON KEITH	OLE CRYSTAL
HOCO HYPNOTIST	10/23/2022	BRIAN IMBUS – HYPNOTIST	UC ESPINO
HOCO JUMP NIGHT	10/24/2022	MAIN EVENT SPORTS	GALLEGO CENTER
HOCO FEST CONCERT	10/29/2022	TEQUILA SOUND MACHINE	OLE CRYSTAL
HOCO FEST CONCERT	10/29/2022	JACOB STELLY CONCERT	OLE CRYSTAL
DRUNK DRIVING TOUR	10/31/2022	ARRIVE ALIVE DRUNK DRIVING SIMILATOR	UNIVERSITY MALL
LOBO BACK-2-SCHOOL	1/21/2023	ELIAHS WILLIAMS	OLE CRYSTAL
LOBO BACK-2-SCHOOL	1/21/2023	MARIACHI SANTA CRUZ	OLE CRYSTAL
LOBO SPRING CONCERT	3/4/2023	ABE MAC BAND	OLE CRYSTAL
MAGICIAN RAN'D SHINE	5/8/2023	RAN'D SHINE	UNIVERSITY CENTER
ROLLER RAVE	5/11/2023	RAVE ROLLER SKATING & DJ	GRAVES PIERCE COMPLEX

### SPORTS

Date	Time	Opponent	Sport	Facility played at
2/4/2023	1PM	University of Dallas	Baseball	Kokernot Field
2/4/2023	3:30PM	University of Dallas	Baseball	Kokernot Field
2/5/2023	12PM	University of Dallas	Baseball	Kokernot Field
2/11/2023	11AM	Wayland Baptist University JV	Baseball	Kokernot Field
2/11/2023	1:30PM	Wayland Baptist University JV	Baseball	Kokernot Field
2/24/2023	4PM	East Texas Baptist University	Baseball	Kokernot Field
2/24/2023	6:30PM	East Texas Baptist University	Baseball	Kokernot Field
2/25/2023	1PM	East Texas Baptist University	Baseball	Kokernot Field
3/31/2023	4PM	University of the Ozarks	Baseball	Kokernot Field
3/31/2023	6:30PM	University of the Ozarks	Baseball	Kokernot Field

## Sul Ross State University Sample Schedule

4/1/2023	1PM	University of the Ozarks	Baseball	Kokernot Field
4/4/2023	5PM	University of Texas Permian Basin	Baseball	Kokernot Field
4/6/2023	7PM	McMurry University	Baseball	Kokernot Field
4/7/2023	1PM	McMurry University	Baseball	Kokernot Field
4/7/2023	3:30PM	McMurry University	Baseball	Kokernot Field
4/21/2023	4PM	Howard Payne University	Baseball	Kokernot Field
4/21/2023	6:30PM	Howard Payne University	Baseball	Kokernot Field
4/22/2023	1PM	Howard Payne University	Baseball	Kokernot Field
11/23/2022	1PM	Trinity University	Men's Basketball	Gallego Center
1/5/2023	7:30PM	LeTourneau University	Men's Basketball	Gallego Center
1/7/2023	3PM	East Texas Baptist University	Men's Basketball	Gallego Center
1/19/2023	7:30PM	University of Texas at Dallas	Men's Basketball	Gallego Center
1/21/2023	3PM	University of the Ozarks	Men's Basketball	Gallego Center
1/26/2023	7:30PM	Hardin-Simmons University	Men's Basketball	Gallego Center
1/28/2023	3PM	McMurry University	Men's Basketball	Gallego Center
2/2/2023	7:30PM	University of Mary Hardin-Baylor	Men's Basketball	Gallego Center
2/4/2023	3PM	Concordia University Texas	Men's Basketball	Gallego Center
2/18/2023	3PM	Howard Payne University	Men's Basketball	Gallego Center
9/17/2022	1PM	Austin College	Football	Jackson Field
10/1/2022	1PM	Howard Payne University	Football	Jackson Field
10/29/2022	1PM	McMurry University	Football	Jackson Field
11/12/2022	1PM	Southwestern University	Football	Jackson Field
3/13/2023	2:30	Concordia University Texas	Men's Tennis	SRSU Tennis Courts
9/29/2022	3:30PM	University of Texas at Dallas	Men's Soccer	Lobo Soccer Field
10/1/2022	2:30PM	University of the Ozarks	Men's Soccer	Lobo Soccer Field
10/13/2022	3:30PM	McMurry University	Men's Soccer	Lobo Soccer Field
10/15/2022	3:30PM	Hardin-Simmons University	Men's Soccer	Lobo Soccer Field

## Sul Ross State University Sample Schedule

10/22/2022	3:30PM	Howard Payne University	Men's Soccer	Lobo Soccer Field
1/5/2023	5:30PM	LeTourneau University	Women's Basketball	Gallego Center
1/7/2023	1PM	East Texas Baptist University	Women's Basketball	Gallego Center
1/16/2023	1PM	Northern New Mexico College	Women's Basketball	Gallego Center
1/19/2023	5:30PM	University of Texas at Dallas	Women's Basketball	Gallego Center
1/21/2023	1PM	University of the Ozarks	Women's Basketball	Gallego Center
1/26/2023	5:30PM	Hardin-Simmons University	Women's Basketball	Gallego Center
1/28/2023	1PM	McMurry University	Women's Basketball	Gallego Center
2/2/2023	5:30PM	University of Mary Hardin-Baylor	Women's Basketball	Gallego Center
2/4/2023	1PM	Concordia University Texas	Women's Basketball	Gallego Center
2/18/2023	1PM	Howard Payne University	Women's Basketball	Gallego Center
9/18/2022	3:30PM	Western Texas College	Women's Soccer	Lobo Soccer Field
9/29/2022	1PM	University of Texas at Dallas	Women's Soccer	Lobo Soccer Field
10/1/2022	12PM	University of the Ozarks	Women's Soccer	Lobo Soccer Field
10/13/2022	1PM	McMurry University	Women's Soccer	Lobo Soccer Field
10/15/2022	1PM	Hardin-Simmons University	Women's Soccer	Lobo Soccer Field
10/22/2022	1PM	Howard Payne University	Women's Soccer	Lobo Soccer Field
3/3/2023	4PM	LeTourneau University	Softball	Lobo Softball Field
3/3/2023	6PM	LeTourneau University	Softball	Lobo Softball Field
3/4/2023	11AM	LeTourneau University	Softball	Lobo Softball Field
3/7/2023	2PM	Midland College	Softball	Lobo Softball Field
3/7/2023	4PM	Midland College	Softball	Lobo Softball Field
3/24/2023	5PM	University of Texas at Dallas	Softball	Lobo Softball Field
3/24/2023	7PM	University of Texas at Dallas	Softball	Lobo Softball Field
3/25/2023	12PM	University of Texas at Dallas	Softball	Lobo Softball Field
4/14/2023	4PM	Concordia University Texas	Softball	Lobo Softball Field

## Sul Ross State University Sample Schedule

4/14/2023	6PM	Concordia University Texas	Softball	Lobo Softball Field
4/15/2023	12PM	Concordia University Texas	Softball	Lobo Softball Field
4/28/2023	4PM	University of Mary Hardin-Baylor	Softball	Lobo Softball Field
4/28/2023	6PM	University of Mary Hardin-Baylor	Softball	Lobo Softball Field
4/29/2023	11AM	University of Mary Hardin-Baylor	Softball	Lobo Softball Field
3/13/2023	2:30PM	Concordia University Texas	Women's Tennis	SRSU Tennis Courts
9/6/2022	5PM	University of the Southwest (N.M)	Women's Volleyball	Gallego Center
9/16/2022	5PM	East Texas Baptist University	Women's Volleyball	Gallego Center
9/30/2022	6PM	University of Mary Hardin-Baylor	Women's Volleyball	Gallego Center
10/1/2022	1PM	Concordia University Texas	Women's Volleyball	Gallego Center
10/8/2022	1PM	Howard Payne University	Women's Volleyball	Gallego Center
10/14/2022	6PM	Hardin-Simmons University	Women's Volleyball	Gallego Center
10/15/2022	12PM	McMurry University	Women's Volleyball	Gallego Center
10/28/2022	6PM	University of Texas at Dallas	Women's Volleyball	Gallego Center
10/29/2022	2:20PM	LeTourneau University	Women's Volleyball	Gallego Center

### Fine Arts

With performances on campus of theatre students acting in plays and the performances of "The 25th Annual Putnam County Spelling Bee" July 7 - 23 at the Kokernot Outdoor Theatre, these along with the dozen or so concerts and recitals from the music department number 28 this past year.

Sul Ross State University has hosted the Lonestar Poetry Gathering at Marshall Auditorium where our numerous concerts and recitals produced by the Sul Ross music department calls home.

### Academic

Sul Ross State University has guest lecturers speak on campus along with occasional artists or writers in residence. Most recently, Sul Ross hosted well known artist, Amado M. Peña Jr. who gave daily talks about his art and life. These vary from year to year and most often are around a dozen.

As you see by our Event Schedule, Sul Ross State University produces over 100 events in Alpine every year, bringing visitors to our community. Many of these events in a collaboration with Sul Ross and the

## **Sul Ross State University Sample Schedule**

community could be expanded into larger efforts. Sul Ross State University looks forward to more collaboration with Alpine. Being conservative we estimate an economic impact of approximately \$400,000.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

**RECEIVED**  
City of Alpine, Texas

Date: 5/5/2023

MAY 05 2023 3:34pm

Name of Organization: Granada, a protected series of Start Local, LLC

OFFICE OF THE CITY SECRETARY

Address: 207 E Holland Ave

BY: 

City, State, Zip: Alpine, TX 79830

Contact Name: Benjamin Garcia

Contact Email Address: benjamin@granadatheatre.events

Contact Phone Number: (432) 294-5720

Web Site Address for Event or Sponsoring Entity: granadatheatre.events

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: ☒

Tax ID#: 88-1961355 Entity's Creation Date: 4/18/2022

Name of Event or Project: Granada Sign Restoration

Date of Event or Project: December 2023

Primary Location of Event or Project: 207 E Holland Ave, Alpine, TX 79830

Amount Requested: \$20,000.00

How will the funds be used: 100% towards restoring the historic Granada sign.

See attachment.

Brief Description of Funded Activity/Facility: Restoring the Granada sign and upgrading for Dark Sky

See attachment.

Percentage of Hotel Tax Support of Related Costs:

66.67% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. **Civic Center Rental:** use of civic center facility; \$ X
  3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ X
  4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ X
  5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 20,000.00
  6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ X
- How many individuals are expected to participate? \_\_\_\_\_
- How many of the participants are expected to be from another city or county? \_\_\_\_\_
- How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_
7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ X

Questions for All Funding Requests:

How many years have you held this Event or Project: Inaugural Event

Expected Attendance: N/A

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: N/A

How many nights will they stay: N/A

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? N/A

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ N/A

Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_ TV \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_

Direct Mailing to out of town recipients \$ \_\_\_\_\_

Digital or Social Media \$ \_\_\_\_\_ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

N/A

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 1M+ individuals are likely to see the new sign each year, either in person  
or on social media.

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# Granada Theatre

## Sign Restoration

### Introduction

The historic Granada Theatre stands as a local landmark, proudly showcasing its iconic sign. While the building itself is undeniably magnificent, the nearly 100-year-old original steelwork sign, visible along Holland Ave, serves as a reference point for anyone exploring downtown Alpine, particularly at night. As one of the most photographed historic structures in Alpine, the sign is a popular subject in the town's annual photography contests.

Regrettably, time has taken its toll on our cherished Granada sign, and it now requires restoration to ensure its longevity for another century. Moreover, the sign needs renovation to comply with our region's dark sky ordinances. The Granada plans to seek bids for converting all the lights to smart LEDs with hue controls and configurable brightness levels that vary with the time of night. Additionally, we aim to have the steelwork restored, repainted, and the anchors to the building re-engineered.

A local sign shop has provided an estimated cost of \$25,000 for the project. Considering that a restored sign is unlikely to generate additional revenue for the theatre and the largest expense is for complying with local ordinances, the Granada is applying for a HOT grant to cover 80% of the estimated restoration cost. As most restoration projects tend to exceed their budgets, the Granada will launch a crowdfunding campaign to raise additional funds from the community once we have a clearer understanding of the actual costs involved. Any funding gaps will be covered out-of-pocket.

This project represents an advantageous use of HOT funds, as pictures of the sign shared on social media help bolster Alpine's overall name recognition and appeal.

### Budget:

Sales	None
Costs	\$30,000
Profit	-\$30,000
% of HOT Funds to Total Event Expenses	66.67%

**Marketing Plan:** This is a restoration project that doesn't have a marketing component.

**Schedule of Activities:** This is a restoration project that doesn't have an activity component.

**Prior Event Economic Impact Analysis:** This is a restoration project without a prior analysis.

RECEIVED  
City of Alpine, Texas

MAY 05 2023 3:24pm

OFFICE OF THE CITY SECRETARY

BY: Aggopal

# HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5/5/2023

Name of Organization: Alcove, a protected series of Start Local, LLC

Address: 211 E Holland Ave

City, State, Zip: Alpine, TX 79830

Contact Name: Benjamin Garcia

Contact Email Address: benjamin@alcove.social

Contact Phone Number: (432) 294-5720

Web Site Address for Event or Sponsoring Entity: alcove.social

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: ☒

Tax ID#: 88-1908705 Entity's Creation Date: 4/18/2022

Name of Event or Project: Work Out West

Date of Event or Project: Year round, 2023-2024 fiscal year

Primary Location of Event or Project: 211 E Holland Ave, Alpine, TX 79830

Amount Requested: \$12,000.00

How will the funds be used: 100% towards digital advertising. See attachment.

Brief Description of Funded Activity/Facility: Encouraging visitors to visit during off-peak weekends  
and incur more weeknight stays with longer trips.  
See attachment.

Percentage of Hotel Tax Support of Related Costs:

27.03% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. **Civic Center Rental:** use of civic center facility; \$ X

3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 12,000.00

4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ X

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ X

6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ X

How many individuals are expected to participate?                     

How many of the participants are expected to be from another city or county?                     

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts?                     

7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ X

Questions for All Funding Requests:

How many years have you held this Event or Project: Inaugural Event

Expected Attendance: 480

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 95%, or 450+

How many nights will they stay: 9 to 23 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? Customer surveys

We'll collect information on all coworking guests, including a statement of whether the Alcove was a factor in their decision to visit Alpine.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ 24,000.00

Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_ TV \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_

Direct Mailing to out of town recipients \$ \_\_\_\_\_

Digital or Social Media \$ 24,000.00 Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

We'll be targeting professionals already utilizing coworking offices in major cities throughout Texas and the US, especially those near other National Parks.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500,000+

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# Alcove Social

## Introduction

There are tens of thousands of visitors to Alpine each year who stay only 2 or 3 nights due to work constraints. After surveying hundreds of visitors this past year, we believe that as many as 1,000 visitors annually would extend their trip from 2-3 days to 9-23 days (covering 2-4 weekends) if they knew there was a reliable work environment where they could accomplish their most pressing tasks. They would turn their weekend getaway into a multi-weekend working vacation, spending 1-3 weeks in Alpine without having to request any time off. This would incentivize more weeknight stays as well as increase the appeal of traveling during off-peak weekends.

## Rationale

If the average nightly stay is priced at \$100 and is a room shared by 2 people, then on the conservative side we can expect these 1,000 visitors to get 500 rooms for 2.5 nights, for a total spend of \$125,000 and a HOT collection of \$8,750. If these 1,000 visitors extended their stay by an average of just 7 days, this would nearly quadruple their spend to \$475,000 with a HOT collection of \$33,250. This would result in a net gain to HOT funds of \$24,500, or \$24.50 per person who extends their trip by 1 week. As the average nightly stay in Alpine does cost more than \$100, we can assume the real economic impact is certainly larger, however, this does provide a framework for setting targets and measuring success.

Alcove Social intends to spend \$2,000/month advertising itself outside the region as a coworking space that can accommodate extended working vacations in Alpine. While travelers staying just 2-3 days are unlikely to use our facilities, traveling professionals staying a week or more are more likely to purchase 2 or more day passes at \$15/day or even a weekly pass priced at \$50. Once in our facility, we're then likely to upsell customers with souvenirs and drinks at the bar in the evening. For each week that a remote professional extends their vacation, we anticipate additional revenues of \$125, netting additional profits of \$82.50. With an ad spend of \$2,000/month, our break-even target would be to bring in 25 week-extensions per month. This could be either 25 people extending for a week each, or 12 people extending their trips by 2 weeks each, etc. However, our goal would be to nearly double our break-even target with 40 week-extensions per month.

## Request

In HOT #'s, our target of 40 week-extensions/month would result in a HOT collection gain of at least \$980/month, representing over \$14,000 in additional revenue for hoteliers. We're seeking a grant of \$1,000/month to subsidize half of our advertising budget, for a total of \$12,000 over the 2023-2024 fiscal year.

**Description of Funded Facility:**

Alcove Social is seeking funding to transform the way remote professionals experience Alpine as a prime destination for extended working vacations. With travelers flocking to Alpine during long weekends to make the most of their time in the magnificent Big Bend region, many feel compelled to leave quickly, squeezing their adventures between tight work schedules and spending more of their time in South county than in the city of Alpine.

We believe that by providing a professional work environment with reliable internet access, we can entice these professionals to extend their trips, covering multiple weekends and enriching their overall experience. Alcove Social aims to reach out to professionals already using coworking spaces nationwide, showcasing our top-notch amenities and emphasizing the unparalleled work-life balance Alpine has to offer.

By securing this grant funding, we will not only boost Alpine's appeal as a must-visit destination but also support local hoteliers with increased weeknight bookings and off-peak weekend visits. Help us turn Alpine into the ultimate remote working paradise and drive sustainable economic growth for the community.

**How will the funds be used:**

Funds will 100% be used to pay for online advertising with about \$1,000 per month in ad spend. Below is an example of an ad that could be run to target professionals already working in a shared office space in a large city:

*Discover the perfect balance between work and leisure with Alcove Social, a coworking office designed for the modern traveler. Transform your weekend getaway into a rejuvenating multi-week working vacation by seamlessly integrating your professional life with the stunning natural beauty of the nearby state and national parks.*

*At Alcove Social, we offer a well-equipped, professional office environment with comfortable workspaces and state-of-the-art meeting rooms, ensuring you stay productive during the week. On weekends, explore the breathtaking landscapes and indulge in exhilarating adventures in the surrounding areas.*

*Extend your stay, embrace the ultimate work-life harmony, and make unforgettable memories. Choose Alcove Social as your coworking haven and redefine your travel experience.*

**Budget:**

<b>Sales</b>	<b>Amount</b>
Membership Sales	\$19,200
Merchandise Sales	\$12,000
Beverage Sales	\$17,280
Food Sales	\$11,520
<b>Total Sales</b>	<b>\$60,000</b>

<b>Costs</b>	<b>Amount</b>
Food & Beverage	\$14,400
Merchandise	\$6,000
Advertising	\$24,000
<b>Total Costs</b>	<b>\$44,400</b>

Revenues	\$60,000
Costs	\$44,400
<b>Profit</b>	<b>\$15,600</b>

% of HOT Funds to Total Event Expenses	27.03%
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**Marketing Plan:**

The plan is to purchase digital ads targeting remote professionals who already work at coworking spaces in other cities. We will also explore partnerships with other coworking spaces where they notify their members of our location and we notify our members of theirs, perhaps offering discounted membership rates in-kind to increase the benefits to our local members.

**Schedule of Activities:** Not Applicable to this type of project. Alcove Social will be open every day year-round and we'll be advertising year round. We will likely tailor our advertising each month to reflect upcoming events in Alpine.

**Prior Event Economic Impact Analysis:** This is a new business opening in July 2023, we don't have historical data yet.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5/5/2023

Name of Organization: La Sala, a protected series of Start Local, LLC

**RECEIVED**  
City of Alpine, Texas

Address: 207 E Holland Ave, Studio

City, State, Zip: Alpine, TX 79830

MAY 05 2023 3:34 pm

Contact Name: Benjamin Garcia

OFFICE OF THE CITY SECRETARY

Contact Email Address: benjamin@lasala.studio

BY: 

Contact Phone Number: (432) 294-5720

Web Site Address for Event or Sponsoring Entity: lasala.studio

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: ☒

Tax ID#: 88-1929622 Entity's Creation Date: 4/18/2022

Name of Event or Project: Alpine Yoga Retreat

Date of Event or Project: March 2024

Primary Location of Event or Project: 207 E Holland Ave, Alpine, TX 79830

Amount Requested: \$4,000.00

How will the funds be used: Advertising the retreat outside the region and paying for local transportation  
around Alpine to bring people from their accommodations to the studio.  
See attachment.

Brief Description of Funded Activity/Facility: A yoga retreat where yoga enthusiasts from outside  
the region are invited to come to Alpine for a week of  
classes and themed activities.

Percentage of Hotel Tax Support of Related Costs:

7.53% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. **Civic Center Rental:** use of civic center facility; \$     X    

3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 2,500.00

4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$           

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$                     

6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$                     

How many individuals are expected to participate?                     

How many of the participants are expected to be from another city or county?                     

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts?                     

7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \$1,500.00

Questions for All Funding Requests:

How many years have you held this Event or Project: Inaugural Event

Expected Attendance: 30

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 30

How many nights will they stay: 8

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Nothing official yet, but am inquiring about booking out the Antelope Lodge.

How will you measure the impact of your event on area hotel activity? When booking out a hotel

we will be coordinating with them to ensure we're booking during what is usually an off-peak season, so it's very likely to result in incremental sales that wouldn't have otherwise occurred.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ 2,500.00

Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_ TV \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_

Direct Mailing to out of town recipients \$ \_\_\_\_\_

Digital or Social Media \$ 1,500.00 Other \$ 1,000.00

What cities/regions/demographics do you reach with your advertising and promotions?

We'll be initially targeting cities on the Amtrak route, such as El Paso, Tucson, Phoenix, and Los Angeles. We'll reach out to popular yoga studios and ask about promoting this event with their students.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 10,000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# La Sala Studio

## Yoga Retreat

### Introduction

We are excited to soon begin organizing quarterly yoga retreats to the region with transformative week-long yoga events designed to attract visitors from across the country to Alpine. This immersive retreat will not only showcase the natural beauty and unique charm of Alpine but also contribute to the local economy by driving tourism and promoting local businesses.

La Sala Studio will offer a holistic wellness experience, featuring daily yoga classes led by local and guest instructors, meditation sessions, wellness workshops, and nourishing meals prepared by local chefs. Participants will have the opportunity to explore Alpine's enchanting landscapes and connect with its vibrant community through curated activities, such as nature hikes, art classes, and visits to local attractions.

We are seeking HOT funding to cover advertising and local transportation costs for the retreat. This event will have a very direct impact on hoteliers as we expect to pay a local hotel around \$15,000 to host our guests.

### Budget:

Attendees	30
Price per Attendee	\$1,850
Gross Sales	\$55,500

Travel	\$20,000
Accommodations	\$15,000
Food	\$8,100
Instructors	\$5,000
Advertising	\$2,500
Local Transportation	\$1,500
Miscellaneous	\$1,000
Gross Costs	\$53,100

Sales	\$55,500
Costs	\$53,100
Profit	\$2,400
% of HOT Funds to Total Event Expenses	7.53%

**Marketing Plan:** We'll be reaching out to yoga studios along the Amtrak route and asking them to promote the event among their students. We'll also be paying for digital ads in cities with direct flights to El Paso or Midland-Odessa. We will be selling all-inclusive packages that cover flights/trains/accommodations/food.

**Schedule of Activities:** The retreat will run Saturday to the following Sunday, with visitors staying for 8 nights. With the first and last day being travel days, we'll have 7 days of activities in Alpine. These activities will include thrice daily yoga classes as well as hikes, visits to local historical sites, and art classes. One class each day will be held in the main room of the Granada Theatre and open to the public. We'll also host workshops for students to practice specific techniques in La Sala Studio. Additionally we'll have daily meditations and sound baths.

**Prior Event Economic Impact Analysis:** This is a new event without a prior analysis.

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: May 5, 2023

Name of Organization: Big Bend Collective LLC / TransPecosJeeps.com

Address: 814 Cottonwood Creek Rd, Alpine, TX 79883

Contact Name: Ethan Muratori / Chris Herrera

Contact Email Address: transpecosjeeps@gmail.com

Contact Phone Number: 432-294-6043

Web Site Address for Event or Sponsoring Entity: http://TransPecosJeeps.com

Is your organization: Non-Profit:                      Private/For Profit: X

Tax ID#: TX SOS 80194719 Entity's Creation Date 1/14/2014

Name of Event or Project: "Alpine Circular Van"

Date of Event or Project: 10/1/2023-9/31/2024

Primary Location of Event or Project: See Map

Amount Requested: \$35,000

How will the funds be used: to advertise and provide transportation to and from

hotels in city limits to downtown; the funding will subsize advertising and operations expenses

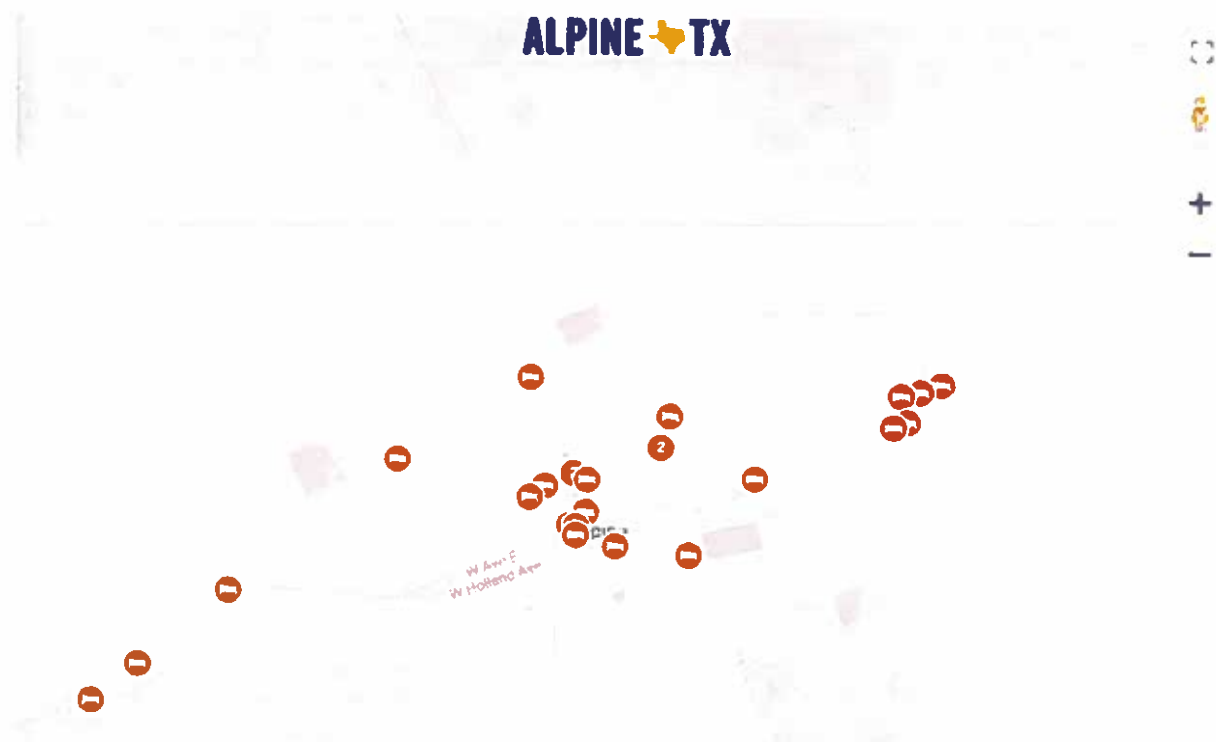
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Brief Description of Funded Activity/Facility: We aim to create the first circular route – to and from hotels within the city limits to downtown Alpine City – a free transportation service to hotel guests; the first route will use a single 12 passenger van, with service provided from 9a-1pm, and 3-11pm (a total of 12hrs, centered around prime hotel guest activity; e.g. breakfast in city, morning shopping, and lunch service from 9am-1pm – also supports checkout and/or transfer from one hotel to another; afternoon service starting at check-in time, dinner, and early evening activities – shopping, dinner, but not late night bar service). Routes will be every 30mins; two routes per hour during service. **Our first year service will be guaranteed on Saturday only (52x in first year),** with expansion plans to cover special events and expanded daily service in the coming year.

Proposed Pickup Locations (subject to change)

Accommodations: All Affiliate per VisitAlpineTx.com from Hotel Parker (west) to Travelodge (east)

Downtown Stops: Civic Center, Downtown/Amtrak, Porters, Gallego Center, Kokernot Field, Sul Ross Ave & 5<sup>th</sup> (plaza), Courthouse, City Hall



**Percentage of Hotel Tax Support of Related Costs:**

~60%    **Percentage of Total Event Costs covered by Hotel Occupancy Tax**

**\*\*** Since this is a first year service we are asking for a higher percentage of financial support; as we expand the days of operation over the next 5 years the percentage of financial support will decrease.

**Grand Total 1 day activity / first year = \$42,632**

**Service / Operations**

52 days x 12hrs service x \$15/hr drivers pay = \$9,360 + 15% payroll tax = \$1,404 = \$10,764

2 circle routes / hr x 12miles each x 8hrs a day x 52 days = 9,984 miles

(\$0.625 IRS mileage rate = \$6,240 IRS mileage value)

1 Van Lease + Insurance x \$1200/month x 12 months = \$14,400

1x / Weekly Exterior/Interior Wash x \$14 x 52 weeks = \$728

Basic Vehicle Maintenance / Yr = \$500

**Approximate total budget for expanding service per week:**

2 days = \$58,000

3 days = \$87,000

5 days = \$145,000

7 days = \$203,000

**Plus**

**Advertising & Marketing**

**\$10,000/yr**

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:



**3. Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; **\$10,000**



**4. Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: **\$25,000**

**Questions for All Funding Requests:**

**How many years have you held this Event or Project:** 0: new application **\*our transportation service (TransPecosJeeps.com) has been operating since Dec 2021**

**Expected Attendance:** we expect at least 66% occupancy / hr for this service on Saturdays throughout the year; this models the average occupancy on an annual basis; if 12per max per route, that's 8pax/half hour, or 16pax per hour x 12hrs x 52 days = 9,984 pax per year

**How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts:** same as above

How many nights will they stay: n/a; transportation service

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: na/ transportation service

How will you measure the impact of your event on area hotel activity? The number of passengers will be recorded per hour; a satisfaction survey will be used to capture quantitative and qualitative feedback on service, and to get suggestions; mileage will be recorded;

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Additional funding to expand services from the 1 day circular to additional days and locations will come from private investment and partnership with Trans-Pecos Jeeps Big Bend Collective, LLC; Trans-Pecos Jeeps – private vehicle rental servicing Alpine, Alpine Airport, and surrounding towns (related but separate service and vehicles to this proposal). We have a proprietary system to increase revenue through business to business partnerships.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☒ Total Paid Advertising: \$ 10,000

☐ Newspaper \$ \_\_\_\_\_ ☐ Radio \$ \_\_\_\_\_ ☒ TV \$ 5,000 \_\_\_\_\_

☐ Press Releases to Media \$ 0

☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_

☒ Digital or Social Media \$ 2500 \_\_\_\_\_ ☒ Other \$ 2500 \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions? We will advertise according to City of Alpine, HOT funding rules, targeting overnight guests at hotels, motels, and bed & breakfasts

What estimated number of individuals will your proposed marketing reach who are located in another city or county? At least 100,000;

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

**Total Event Budget**

**Grand Total 1 day activity / first year = \$42,632**

**Service / Operations**

52 days x 12hrs service x \$15/hr drivers pay = \$9,360 + 15% payroll tax = \$1,404 = \$10,764

2 circle routes / hr x 12miles each x 8hrs a day x 52 days = 9,984 miles

(\$0.625 IRS mileage rate = \$6,240 IRS mileage value)

1 Van Lease + Insurance x \$1200/month x 12 months = \$14,400

1x / Weekly Exterior/Interior Wash x \$14 x 52 weeks = \$728

Basic Vehicle Maintenance / Yr = \$500

**Approximate total budget for expanding service per week:**

2 days = \$58,000

3 days = \$87,000

5 days = \$145,000

7 days = \$203,000

Plus

Advertising & Marketing

\$10,000/yr

## • Proposed Marketing Plan for Funded Event

Our marketing plan will be centered on creating awareness of this new service through print and digital media. We will print rack cards and/or desk placards for placements at all area hotels and businesses which receive special event related service – including the civic center. The City of Alpine Hot logo will be prominently displayed and thus a co-marketing campaign would further support the service and drive hotel guest activity. We hope that the City of Alpine recognizes the potential co-marketing opportunity to showcase the service for tourist outside of the City of Alpine. We will also create a special website to showcase the service and the service locations. We plan to establish agreements with events for unique add-on services such as trips to- and -from Alpine hotels to McDonald observatory or Marfa Lights viewing center. This expands the marketability of the City of Alpine hotel stay. We will leverage digital media in the form of a new website and social media engagement. Below is more information on the general marketing plan.

### Target Market:

The target market for this transportation service includes individuals staying at area hotels and motels and overnight accommodations within the city limits of Alpine, Texas and events and businesses that can benefit from increased clients.

### Marketing Objectives:

1. Increase brand awareness by 30% within the first six months of launching the marketing campaign.
2. Achieve a 20% increase in the number of new customers within the first year.
3. Increase customer retention by 25% by offering unique services for event organizations.
4. Increase non-subsidized revenue by 15% within the first year.

### Marketing Strategies:

1. **Social Media Marketing:** The company will use social media platforms such as Facebook, Instagram, and Twitter to promote its services. The company will create engaging content, post regularly, run paid ads, and collaborate with influencers to reach a wider audience.
2. **Search Engine Optimization:** The company will optimize its website with relevant keywords to rank higher on search engines. The website will have a user-friendly interface, clear call-to-action, and mobile responsiveness.
3. **Referral Programs:** The company will incentivize existing event organizers and businesses to refer new customers by offering discounts or free rides. This will help in increasing the customer base and promoting brand loyalty.
4. **Email Marketing:** The company will send regular newsletters to its subscribers, informing them about new offers, promotions, and discounts. The emails will also include personalized recommendations based on their past rides and preferences.
5. **Partnerships:** The company will partner with hotels, restaurants, and event planners to offer transportation services to their clients. This will help in expanding the customer base and creating brand awareness.
6. **Advertising:** The company will use traditional advertising methods such as billboards, flyers, and brochures to promote its services in high-traffic areas such as airports, train stations, and bus stops.

### Conclusion:

A well-designed marketing plan is crucial for the success of any transportation service company. By targeting the right audience, using effective marketing strategies, and analyzing the results, the company can achieve its marketing objectives and grow its business. The company must continuously monitor and adapt its marketing plan to stay competitive in the market.

- **Schedule of Activities or Events Relating to the Funded Project**

We expect at least 66% occupancy / hr for this service on Saturdays throughout the year; this models the average occupancy on an annual basis; if 12 per max per route, that's 8 pax/half hour, or 16 pax per hour x 8 hrs x 52 days = 6,656 pax per year

Given the amount of special events occurring on the weekend, and our first year plan to operate every Saturday, we should provide this service for almost every event. For example, even though the primary stops are the hotels and motels along the Highway 90 corridor, we can add a special stop at the Civic Center (e.g. for the Gem Show), or the Gallego center (for the gun show), Cinco de Mayo, etc. etc.

In sum, this application is unique and responds to the growing transportation needs (for which our company primary brand and private car rental service Trans-Pecos Jeeps is further supporting). Further, in support of this application, it is also providing new transportation support to all of the growing number of events which take place in the City Limits.

- Estimated attendance and economic impact (primarily hotel stays) from prior event

We believe this application for funding, although exceptional from a percentage base support in the first year, can have a huge impact on increasing the overall satisfaction of event-goers, hotel/motel guests, and affording sustainability of general tourism given the enticement of having a dedicated circular route for new guests who may not know the area, and those arrival by train for example.

Given our priority to use a digital survey function (e.g. QR code) located on every seat, we anticipate high response rate on our qualitative and quantitative data strategy. Notably, this service, when coupled with a special event, like Art Walk for example, provides a direct mechanism to ask passengers specific questions to Art Walk or any other event. So not only is this application for a transportation service but also for a partner in supporting on-going tourism efforts by the City of Alpine. The initial and long-lasting impact on hotel stays and economic develop is of high potential.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5-4-2023

**RECEIVED**  
City of Alpine, Texas

Name of Organization: Historic Alpine, Inc.

Address: P.O. Box 304

MAY 05 2023 3:53 pm

City, State, Zip: Alpine, TX 79830

OFFICE OF THE CITY SECRETARY

Contact Name: Abbey Branch

BY: 

Contact Email Address: abbey@branchpr.com

Contact Phone Number: 713-515-1204

Web Site Address for Event or Sponsoring Entity: Historicalalpine.org

Is your organization: Non-Profit: x Private/For Profit: \_\_\_\_\_

Tax ID#: 74-2768618 Entity's Creation Date: December 2021

Name of Event or Project: Third Annual Historic Alpine Christmas Stroll

Date of Event or Project: Historic E. Sul Ross Stroll First weekend of December 2023, This could take place over several weeks

Primary Location of Event or Project: East Sul Ross Ave & Historic 6th Street

Amount Requested: \$135,000 \*Majority is for the City of Alpine to purchase quality holiday (COMMERCIAL) decorations to accentuate and tell the story of our historic buildings

How will the funds be used: The funds will be used to purchase quality, commercial holiday decorations to be used annually.

Also, we would like to be able to offer lodging to public high school bands that perform so they don't have to drive back late after the events.

Additionally, we would like to pay for hay rides and bus rides for guests.

Brief Description of Funded Activity/Facility: This event is outdoors in Alpine to encourage historic tourism.

Percentage of Hotel Tax Support of Related Costs:

60% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 30,000.00

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \$5000.00

☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ 100,000.00

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☒ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \$3,000.00

Questions for All Funding Requests:

How many years have you held this Event or Project: Two

Expected Attendance: 3000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 50%

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Pending Approval

How will you measure the impact of your event on area hotel activity? Survey

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Not financial. Other organizations have offered to volunteer.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☐ Total Paid Advertising: \$ \$30,000
- ☐ Newspaper \$ 2000.00 ☐ Radio \$ 2,000.00 ☐ TV \$ \_\_\_\_\_
- ☐ Press Releases to Media \$ \$20,000.00
- ☐ Direct Mailing to out of town recipients \$ \_\_\_\_\_
- ☐ Digital or Social Media \$ \$6,000.00 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

Austin, San Antonio, Dallas, Houston, East US, West US

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 50,000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Event Name Fiscal Year

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 3,000.00
Ticket sales	
Booth sales	Free Event
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$10,000
<b>Total</b>	<b>\$ 13,000.00</b>

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 50,000.00
Arts	\$ 5,000.00
Restoration or Preservation	\$ 100,000.00
Sporting Event	\$ -
Transportation	\$ 3,000.00
Labor	\$5,000.00
Supplies	\$ 1,500.00
Equipment	\$3,000.00
Sanitation	\$1,500.00
Utilities	\$1,000.00
Beverages	\$ 1,000.00
Food	\$200
Merchandise	\$ 1,000.00
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ 3,000.00
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Insurance	\$1,500.00
Other (Ice Rink)	\$15,000
<b>Total</b>	<b>\$ 191,700.00</b>

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$50,000.00	for the specific use of
Arts (Bands - Hotel rooms for Presidio and Ft)	\$ 5,000.00	the funds being requested.
Restoration or Preservation	\$100,000	
Sporting Event	\$ -	
Transportation ( Hay Rides)	\$3,000.00.	
<b>Total HOT fund request</b>	<b>\$ 155,000.00</b>	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor *We need help installing decorations	\$ -	
Other	\$ -	
<b>*CITY OF ALPINE HAS GRACIOUSLY DONATED THESE IN THE PAST</b>		
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 191,700.00
Event Revenue	\$0
HOT Fund Total	155,00
In-Kind Total	\$ 10,000.00
<b>Total Revenue</b>	<b>\$ 283,000.00</b>

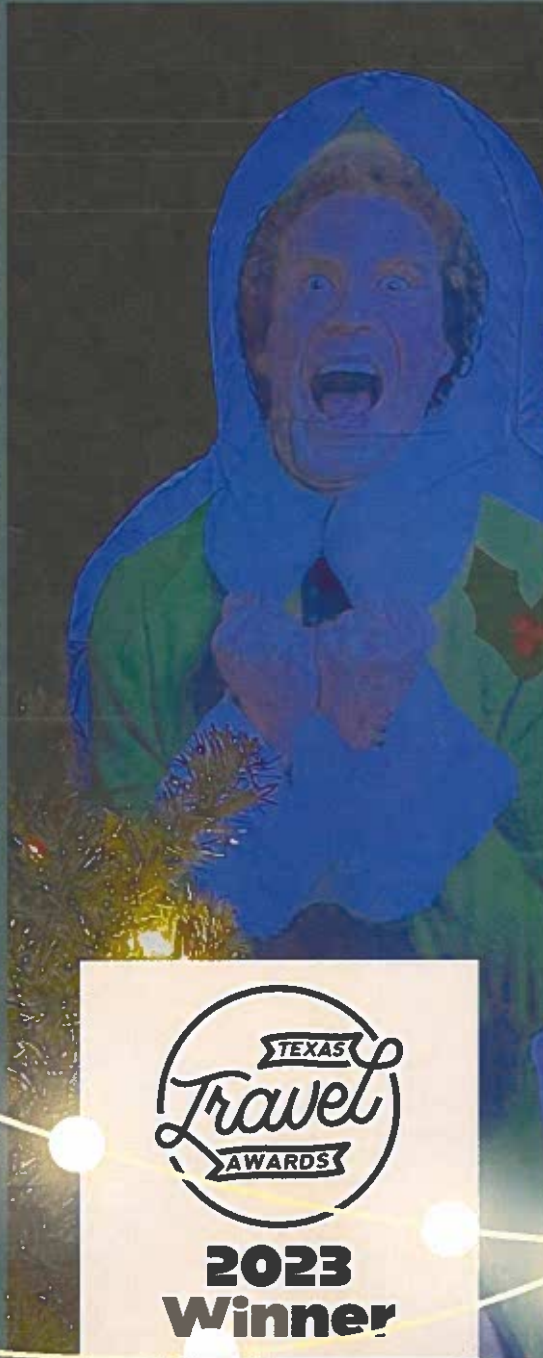
(Donated by Abbey Branch, AHA & ABA)

% of HOT Funds to Total Event Expenses (TEE)	0.808555034
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

# HISTORIC ALPINE CHRISTMAS STROLL

**\*WINNER OF THE 2023 TEXAS TRAVEL AWARDS®**

*\*PART OF THE CHRISTMAS IN THE ALPINE SEASON OF EVENTS*



**2023  
Winner**

[HISTORICALPINE.ORG](http://HISTORICALPINE.ORG)



# Alpine Historical Society brings Christmas cheer

BY ROXANNE HILL

Staff Writer

It's that time of year again, a time to partake in the holiday spirit and create new Christmas memories while interacting with neighbors. Alpine hopes to continue a popular Christmas stroll that will appeal to everyone as they relish the Christmas memories from yesteryear. That is what Abbey Branch, president of the Alpine Historical Society, hopes to achieve as the second annual Christmas Stroll kicks off on Saturday, Dec. 3, on Sul Ross Ave. "Driving along Sul Ross Ave during Christmastime in the late 70's was magical," Branch reminisced. "Once a year, the kids from the community stood in line with their families and friends to see Santa Claus at the Methodist Church, where he gifted us with oranges, apples, and walnuts. Following, our community filled the sanctuary for Charles Dickens' Christmas Carol production. When it concluded, we drove, and some walked to the Catholic Church to see the beautiful Christmas luminaries."

This year's Christmas Stroll will kick off at 4:30 p.m. with kids' crafts at the 130-year-old Old School House, formerly known as the old Sunshine House, located at 207 E. Sul Ross Ave. At 4:45 p.m., musician Neil Trammell will entertain everyone with a family-friendly concert, per-



A joyful crowd gathers at last year's Christmas Stroll which is held on Sul Ross Ave. every first weekend of December.

*Courtesy photo*

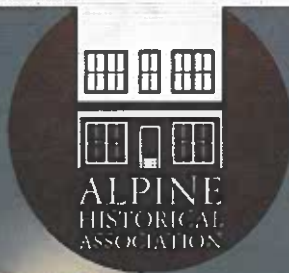
forming kids' songs and Christmas carols, followed by a meet and greet with Santa's helpers from CG Morrison True Value Family of Stores.

The first stroll, held last year and created by Branch, was a resounding success, and this year neighbors will join in the holiday spirit in front of their houses, sharing their beautifully decorated homes. There will be several different hot cocoa and cookie stations at each festive home, and even a number to text to vote for Crowd Favorite. Awards for decorations will be for Most Historical, Best Theme, Best Porch, Best Inflatables, Most Creative, and Crowd Favorite. "I love awards and games and we thought that it would be a great incentive," Branch ex-

claimed. There will also be more hayrides, more hot chocolate, and Alpine Community Projects will be giving away Christmas cookies, biscochos, and hot cocoa. Branch added, "There will be some hayrides for those that are less mobile and don't want to walk, and we want to encourage everybody to bundle up, dress warmly, and wear comfortable shoes."

The Sul Ross Choir and Concert Band will perform at 6 p.m. at First United Methodist Church. From there, strollers will make their way east on Sul Ross Ave, with live performances every 15 minutes along the way from Chuck Wilson, the Alpine High School Band, and the Fort Stockton High School combined choirs. The crowd

will make its way to the Christmas tree in front of Sul Ross's Lawrence Hall, where all the musicians will wrap up the night with a community sing-along before a visit from Jolly Saint Nick himself. The party will wrap up with The Swifts, who will perform at the Vaquero Family House, located at 208 N. Cockrell, at 8:15 p.m. "My goal for Historic Alpine's Christmas Stroll is to give our community the gift of one of my earliest memories of Alpine and encourage holiday spirit, camaraderie, and togetherness," said Branch. "Alpine is a wonderful town, near and dear to many of our hearts, and we hope everyone will come out and enjoy it as much as we've enjoyed organizing it. It's our gift to Alpine."



# HISTORIC ALPINE CHRISTMAS STROLL

**\*WINNER OF THE 2023 TEXAS TRAVEL AWARDS®**

## Who?

THE ALPINE HISTORICAL ASSOCIATION | HISTORIC ALPINE, INC. (AHA) IS A NON-PROFIT 501 (C)(3) ORGANIZATION. OUR MEMBERS HAVE AN INTEREST IN MAINTAINING THE HISTORY OF ALPINE. THEY INCLUDE INDIVIDUALS, CORPORATIONS, AND ORGANIZATIONS. AHA OPERATES WITH A MISSION OF ENHANCING AND PROMOTING THE ALPINE HISTORICAL ASSOCIATION FOR THE BENEFIT OF ITS MEMBERSHIP. AHA IS ENGAGED WITH ALPINE'S LOCAL LEADERS AND VARIOUS GROUPS TO MAINTAIN THE LOCAL QUALITY OF LIFE, HELP SECURE AND PROTECT ALPINE'S HERITAGE AND ENSURE A HEALTHY BUSINESS AND LIVING ENVIRONMENT IN ALPINE'S HISTORIC DOWNTOWN AREAS AND HISTORIC OVERLAYS. WE ARE SUPPORTED BY MEMBERSHIP FEES, DONATIONS, GRANT FUNDING, COMMUNITY FUNDRAISING AND OUR LOCAL EVENTS AND TOURS.

[HISTORICALALPINE.ORG](https://HISTORICALALPINE.ORG)



# HISTORIC ALPINE CHRISTMAS STROLL

**\*WINNER OF THE 2023 TEXAS TRAVEL AWARDS®**

**\*PART OF THE CHRISTMAS IN THE ALPINE SEASON OF EVENTS**

Bundle up and join us for THE AWARD-WINNING Historic Alpine's Third Annual Christmas Stroll. This event is free and open to the public. This is the first time we have reached out for grants.

In 2022, we had about 1130 participants, and 30% were from out of town. We only marketed it locally, and it grew organically. We plan to triple our attendance by expanding our target audience for the Christmas Stroll. Additionally, by combining historical and holiday tourism, we will put Alpine on the map for holiday destinations! Rather than one weekend, let's promote Alpine as a travel destination for the entire months of November and December!

We are looking to purchase quality commercial holiday decorations that could be used annually by the City of Alpine to line East Sul Ross, 6th Street, Murphy, portions of Holland, and 5th Street to not only help the attendance of the Christmas Stroll but will contribute to all of the holiday events from Art Walk to New Years Day.

We would begin decorating after Halloween and keep the decorations up through January 10th.

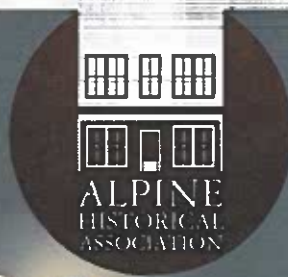
With a hot fund grant, we could expand the walk to include a parade, promote the businesses of Alpine for a shopping night and our traditional music event, and **promote Alpine as a holiday experience FOR NOVEMBER & DECEMBER!**

With public relations and advertising, we could begin promoting Alpine immediately for heritage tourism and to the film commission for promotion opportunities. With our help and dedication, Alpine will be the next Natchez, the Hallmark movie capital. Historic Alpine's intent is to help the Alpine community flourish. We also invite all non-profits in the community to participate.

On the evening of the events, streets will be closed to encourage walking.

\*\*\*This is a free event and is open to all.





# HISTORIC ALPINE CHRISTMAS STROLL & CHRISTMAS IN ALPINE

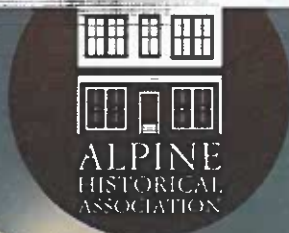
## What?

BUILDING ON THE SUCCESS OF THE LAST TWO YEARS OF HISTORIC ALPINE'S AWARD-WINNING CHRISTMAS STROLL AND THE TOUR OF HOMES FROM PREVIOUS YEARS, ALONG WITH THE OTHER NOTABLE HOLIDAY EVENTS PRODUCED BY OUR COMMUNITY, HISTORIC ALPINE WOULD LIKE TO CREATE A TWO-MONTH-LONG "CHRISTMAS IN ALPINE" EXPERIENCE TO INCREASE HISTORICAL TOURISM IN ALPINE, TEXAS.

REGARDLESS IF YOU CELEBRATE CHRISTMAS, CHAUNKAUUA, KWANZAA, FESTIVUS, OR LOVE THE GIVING SPIRIT, ALPINE CAN BE EVERYONE'S HOME FOR THE HOLIDAYS.

RATHER THAN PROMOTING SINGLE EVENTS, LET'S ENCOURAGE A SMALL-TOWN AMERICANA HOLIDAY EXPERIENCE FROM NOVEMBER TO JANUARY. EVERY WEEKEND, THERE ARE A HOST OF EVENTS TO CHOOSE FROM. SO, WHEN OUR TOURIST FRIENDS ARE NOT PARTICIPATING IN A FIESTA, ART TOUR, OR CHRISTMAS CONCERT, THEY ARE INCLINED TO SAVOR ALPINE FROM A CAFE, HOTEL LOBBY, OR MUSEUM OR COMPLETE THEIR SHOPPING LIST IN OUR CHARMING LOCALLY OWNED RETAIL STORES.

MOST IMPORTANTLY, OUR VISITORS SPEND MONEY, STAY IN OUR HOTELS, TELL THEIR FRIENDS; AND, COME BACK THE FOLLOWING YEAR.....



# HISTORIC ALPINE CHRISTMAS STROLL

## CHRISTMAS IN ALPINE

### HOW? Marketing Plan

- **BIG ASK!** Let's invest in quality commercial decorations -- not just lights, but those that are historically inspired, timeless, and accentuate our historic architecture and landscape. We will pre-plan and make sure the decorations are tasteful, editorial, and, most of all, help tell the story of Historic Alpine.
- **MARKET LOCAL!** In addition to hot funds, let's reach out to the large local businesses that could help us contribute to making Alpine a holiday Christmas Experience.
- **PUBLIC RELATIONS!** We will use our advertising budget to invest in a top-notch public relations campaign to market Alpine to new audiences. We will further develop and refine Alpine's story, develop a strategic plan, and put Alpine on the map as everyone's home for the holidays by targeting specific influencers, including reporters, professionals, writers, bloggers, artists, and volunteers.





# HISTORIC ALPINE CHRISTMAS STROLL & CHRISTMAS IN ALPINE

## HOW - Marketing Plan

- **COLLABORATE!** We will market Alpine to the Big Bend Film Commission by featuring editorial photos of Alpine at Christmastime and begin sharing our story to production companies like Hallmark Media for Christmas movie locations.
- **MARKET OUR HERITAGE!** Let's work with our partners at Texas Mountain Trail to spread the word about additional campaigns to promote Alpine as a Heritage tourist location during the months of December
- **CHRISTMAS PHOTO MARKETING!** Christmas photos are one of the most cherished holiday traditions that have become more important with social media. Let's capitalize on that and promote Historic Alpine as the perfect holiday backdrop and plan additional events with local photographers.
- **QUALITY, NOT QUANTITY!** When we raise our aesthetic standards our community will follow.
- **THEY WILL PARTICIPATE IF WE DO IT RIGHT!** Our community members, businesses, city, county, and Sul Ross will all want to participate in various parades and events when we raise the bar and make them proud to be from Alpine.



# HISTORIC ALPINE CHRISTMAS STROLL & CHRISTMAS IN ALPINE

## WHY- Economic Impact!

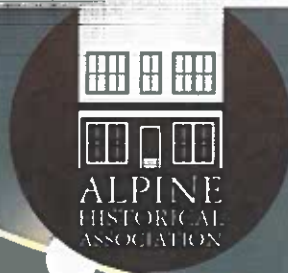
NUMEROUS STUDIES SHOW THAT HERITAGE AND HOLIDAY TOURISM PRODUCE MORE MONEY FOR THE LOCAL ECONOMY THAN ANY OTHER TOURISM EVENT. SUPPOSE WE GROUP THESE AND PROMOTE ALPINE AS A HISTORIC HOLIDAY TOURIST DESTINATION. IN THAT CASE, WE WILL BOOST IMMEDIATE HOTEL STAYS AND TAX REVENUE AND BE CONSIDERED FOR CHRISTMAS MOVIES AND PRODUCTIONS.

DO YOU KNOW THAT NATCHEZ, MISSISSIPPI IS THE HALLMARK MOVIE CAPITAL OF THE WORLD? DO YOU KNOW WHY? IT IS A DIRECT RESULT OF THE CITY INVESTING IN DECORATING THE TOWN AND MARKETING ITS EVENTS AROUND THE GLOBE. THE CITY OF NATCHEZ MAKES \$5.8 MILLION FOR EACH FILM ON TOP OF THE ADDITIONAL TAX AND REVENUE HISTORIC TOURISM BRINGS IN DURING DECEMBER.

BETWEEN EIGHT AND TEN THOUSAND VISITORS ATTEND THE OPENING WEEKEND OF JOHNSON CITY, TEXAS LIGHTS SPECTACULAR. EACH YEAR FROM FRIDAY AFTER THANKSGIVING TO JANUARY 10TH. THEY AVERAGE 3,000 ADDITIONAL VISITORS EACH WEEKEND IT IS OPEN, WITH A TOTAL OF 30,000 PLUS VISITORS TO THEIR CITY EVERY CHRISTMAS HOLIDAY. THESE TOURISTS STAY IN LOCAL HOTELS, SHOP IN STORES, AND EAT IN RESTAURANTS.

WHAT IF WE HAD A FRACTION OF THIS?





# HISTORIC ALPINE CHRISTMAS STROLL



## CHRISTMAS IN ALPINE

### Why: ECONOMIC IMPACT

\*INCREASE TOURISM BY MORE THAN 50%

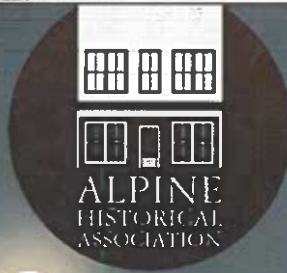
\*DOUBLE COA'S NOVEMBER & DECEMBER TAX REVENUE FROM PREVIOUS YEARS

\*DOUBLE OUR HOTEL STAYS FOR NOVEMBER AND DECEMBER

\*CREATE EVENTS THAT BRING TOURISTS TO OUR LOCAL RETAIL ESTABLISHMENTS RATHER THAN OUT OF TOWN POP UPS.

\*ONE MOVIE = \$ 8 MILLION CITY REVENUE

*IF WE INVEST IN QUALITY,  
IT WILL CONTINUE TO GROW!*



# CHRISTMAS IN ALPINE

## 2023 Schedule Examples

\*NOVEMBER 9TH LIGHT UP THE TOWN

\*NOVEMBER 16TH EVENING HOLIDAY  
SHOPPING

\*NOVEMBER 17-19 ART WALK

\*NOVEMBER 30TH SRSU TREE LIGHTING

\*DECEMBER 1ST -3RD MOUNTAIN  
COUNTRY CHRISMTAS

\*DECEMBER 2ND-3RD COURTHOUSE  
TREE LIGHTING

\*DECEMBER 8TH BIG BEND CHORALE

\*DECEMBER 9TH HISTORIC ALPINE  
CHRISTMAS STROLL

\*DECEMBER 16TH BLUE SANTA PARADE

\*CHRISTMAS ON MURPHY STREET

\*DECEMBER 17TH ALPINE COMMUNITY  
BAND



# Schedule of Events EAST SUL ROSS AVENUE STARTING AT 4:30 PM

**4:30 pm** Join us for kid's crafts hosted by the City of Alpine and Alpine Public Library  
City of Alpine's 130-year-Old School House.

**\*Kids crafts will continue until 6pm**  
207 E Sul Ross Ave

**4:45 pm** Performance by Neil Trammel  
City of Alpine's 130-year-Old School House.  
207 E Sul Ross Ave

**5:45 pm** Meet & Greet with Santa's Helpers from CG Morrison True Value Family of Stores  
City of Alpine's 130-year-Old School House.  
207 E Sul Ross Ave

**6:00** Sul Ross Choir and Band, directed by Dr. Andrew D. Alegria  
208 E Sul Ross Ave (Methodist Church)

**6:15 pm** Fort Stockton Combined Choirs, directed by Omar Guerrero  
608 E Sul Ross Ave (Dunagan Family Home)

**6:30 pm** Chuck Wilson Surprise  
701 E Sul Ross Ave (Barker-McFarland Family House)

**6:45 pm** Alpine HS Band, directed by Anna Kathryn Holmes  
803 E Sul Ross Ave (Hancock-Quiett Family House)

**7:00 pm** Santa will make his way from the Porter's location up East Sul Ross to Lawrence Hall

**7:30 pm** All bands and choirs to perform together, directed by Dr. Andrew D. Alegria  
SRSU's Lawrence Hall for SRSU's tree lighting

**8:15 pm** -The Swifts (The Vaquero; Branch Family House) 208 N. Cockrell  
###

\*EAST SUL ROSS AVENUE WILL BE CLOSED TO ENCOURAGE WALKING. YOU MAY DRIVE ALONG ADJACENT STREETS. WE ENCOURAGE ALL SPECTATORS TO WEAR COMFORTABLE SHOES.

# Stroll With Us!



artwork adapted from Olavica, Manuel Toussaint, 1926

Historic Alpine is hosting the  
2nd Annual Christmas Stroll along Sul Ross Avenue on the  
evening of Saturday, December 3

## **Non-profits, local businesses, school groups, etc.**

Please contact Kirsten Moody at [kirstenmoody2003@yahoo.com](mailto:kirstenmoody2003@yahoo.com)  
to set up a fundraiser along the Stroll route.

No fees to participate.

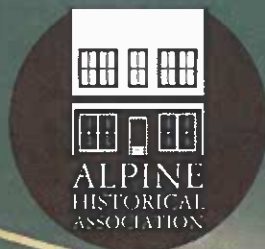
## **Do you have a golf cart?**

Would you like to volunteer to give rides to less mobile stroll-goers?

Please contact Katie Franks Nixon at  
[katiefnixon@gmail.com](mailto:katiefnixon@gmail.com) or (214) 608-3300

## **Would you like to be a sponsor or buy Luminarias?**

Please go to <https://historicalpine.org>  
or contact Abbey Branch at [abbey@branchpr.com](mailto:abbey@branchpr.com) or (713) 515-1204



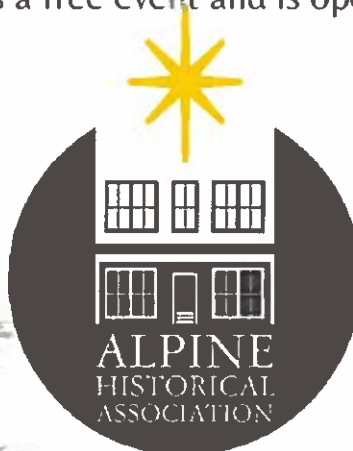
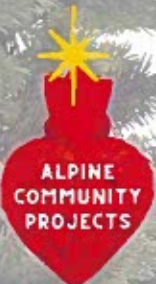


## East Sul Ross Avenue Starting at 4:30 pm

Bundle up and join us for Historic Alpine's Second Annual Christmas Stroll. East Sul Ross Avenue will be closed to encourage walking. We encourage all spectators to wear comfortable shoes.

Musicians from Alpine and Ft. Stockton will ~serenade~ you as you see all the beautiful historic homes and lights on East Sul Ross Avenue.

This is a free event and is open to all.

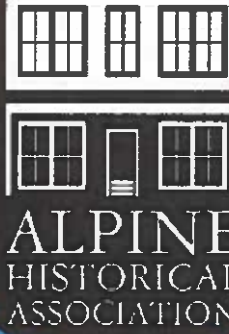




ALPINE  
HISTORICAL  
ASSOCIATION

# INSPIRATION





# INSPIRATION



\$1,450.00  
EACH X50

TOTAL: \$72,500.00







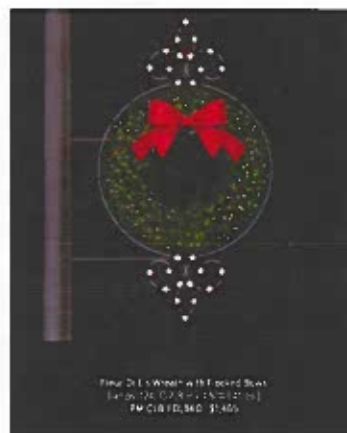


Traditional SERIES

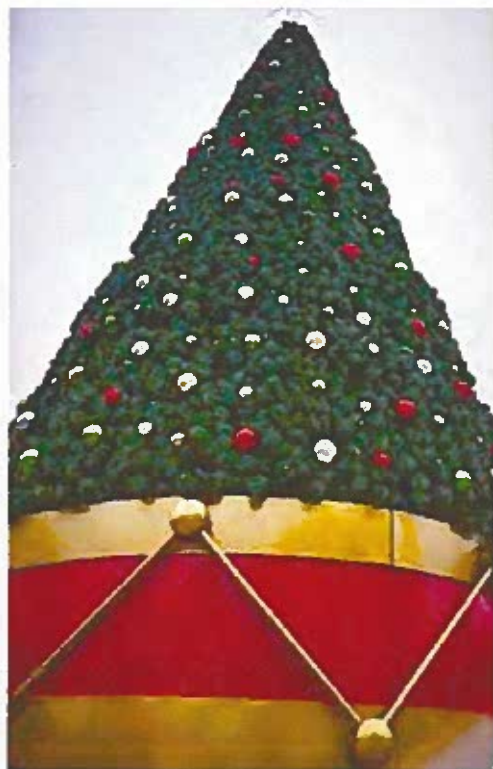
## Classic COLLECTION

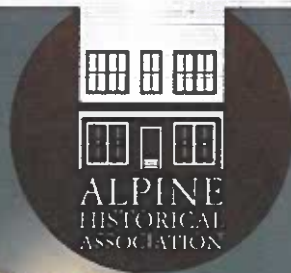
Our Classic Collection features holiday staples you can't do without. Warm white lights, wreaths of all sizes and classic shapes bring a classic

Traditional



**Triple Wreath Skyline**  
Lamps: 210, C-7 (40'1135 lbs.)  
**VD-R-40-TWS \$3,710**





# HISTORIC ALPINE CHRISTMAS STROLL

\*WINNER OF THE 2023 TEXAS TRAVEL AWARDS®

# THANK YOU,

## ABBEY BRANCH



**2023  
Winner**

[HISTORICALPINE.ORG](http://HISTORICALPINE.ORG)

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5/5/2023

Name of Organization: Start Local, LLC

**RECEIVED**  
City of Alpine, Texas

Address: 211 E Holland Ave

MAY 05 2023 4:15pm

City, State, Zip: Alpine, TX 79830

OFFICE OF THE CITY SECRETARY

Contact Name: Benjamin Garcia

BY: 

Contact Email Address: benjamin@startlocal.llc

Contact Phone Number: (432) 294-5720

Web Site Address for Event or Sponsoring Entity: alpine.events

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: ☒

Tax ID#: 88-1812864 Entity's Creation Date: 4/18/2022

Name of Event or Project: Alpine Events

Date of Event or Project: Year round, 2023-2024 fiscal year

Primary Location of Event or Project: Alpine, Texas

Amount Requested: \$25,000

How will the funds be used: To advertise events in Alpine to potential visitors who would stay overnight

See attachment

Brief Description of Funded Activity/Facility: Alpine Events is a new ticketing website built to promote experiences in Alpine. See attachment.

Percentage of Hotel Tax Support of Related Costs:

55.55% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. **Civic Center Rental:** use of civic center facility; \$ X

3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 25,000

4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ X

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ X

6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ X

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ X

Questions for All Funding Requests:

How many years have you held this Event or Project: Inaugural Event

Expected Attendance: 6,000 is our target for sales made to visitors in our first year.

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: N/A

How many nights will they stay: N/A

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? We will survey the local

hoteliers on a monthly basis to see if they're noticing any uptick in bookings that correlate to upticks in sales on our website.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ 30,000.00

Newspaper \$ 5,000.00 Radio \$ 5,000.00 TV \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_

Direct Mailing to out of town recipients \$ \_\_\_\_\_

Digital or Social Media \$ 15,000 Other \$ 5,000.00

What cities/regions/demographics do you reach with your advertising and promotions?

We'll be publishing recurring newspaper ads in Midland, Odessa, Lubbock, San Angelo, Van Horn, and other small towns between Alpine and the larger metro areas. We will also purchase radio ads in these same regions. We will purchase digital ads directly in all the major metro areas in Texas.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 1,000,000+

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# Start Local

Alpine.Events

## Introduction

Start Local, the driving force behind the Granada Theatre, La Sala Studio, and Alcove Social, is working to launch a new ticketing service for the region, called Alpine Events. This is a service that would be available to all event organizers and venues in Alpine. The goal is to create a single source for learning about all experiences in Alpine that are open to the public as well as a place to conveniently register and/or purchase entry to these experiences. Consolidation of local events onto one website makes for a far more effective marketing campaign outside the region. While Alpine Events will serve as a local resource for all the happenings in Alpine, there will be a separate landing page for site visitors with non-local IP addresses so that they are marketed events that are most likely to lead them to visit Alpine.

Start Local is applying for a HOT grant to pay for digital ads to promote Alpine.Events across Texas and the country. It will be a general ad to bring visitors to our website, where they will see marketing materials for every event in Alpine that has received a HOT funds grant. The goal is for this marketing approach to be significantly more cost effective than all the events promoting themselves individually. This will also benefit from cross promotion, getting visitors to learn about more than one experience at a time and incentivise them to book multiple trips per year.

Applying for \$25,000 in ad funding.

## Budget:

Sponsorships	\$12,000
Paid Placement	\$12,000
Design & Implementation Services	\$6,000
<b>Gross Sales</b>	<b>\$30,000</b>

Development Costs	\$15,000
Advertising	\$30,000
<b>Gross Costs</b>	<b>\$45,000</b>

<b>Sales</b>	<b>\$30,000</b>
<b>Costs</b>	<b>\$45,000</b>
<b>Profit</b>	<b>-\$15,000</b>
<b>% of HOT Funds to Total Event Expenses</b>	<b>55.55%</b>

**Marketing Plan:** One significant advantage of building a ticketing and experiences website is the persistent marketing value. Rather than having to advertise events individually, we can just market our website which will always have up-to-date information on events in Alpine. This means it will be worthwhile to purchase recurring paper and radio advertising in the regional rural hubs of West Texas. Additionally, we will purchase digital ads in the metro areas of Texas, promoting potential visitors to visit our site, which will then automatically show them the marquee events most likely to drive them over from out of town.

As we accumulate sales overtime, this will enable us to notify past attendees of future events they may be interested in. The centralization of a mailing list for Alpine visitors is immensely valuable to ongoing success. At the moment, organizers of the major events maintain their own discrete mailing lists which are not utilized at all for promoting other events in Alpine. With the establishment of Alpine.Events, all of our inaugural events without a pre-existing following would have a much higher chance of success.

**Schedule of Activities:** Not Applicable to this type of project. Alpine Events will be online 24/7 year-round and we'll be advertising year round. We will likely tailor our advertising each month to reflect upcoming events in Alpine.

**Prior Event Economic Impact Analysis:** This is a new business without a prior analysis.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5/5/2023

Name of Organization: Historic Alpine, Inc. (AHA)

Address: PO Box 304

City, State, Zip: Alpine, TX 79831

Contact Name: Abbey Branch

Contact Email Address: abbey@branchpr.com

Contact Phone Number: 713-515-1204

Web Site Address for Event or Sponsoring Entity: historicalalpine.org

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 74-2768618 Entity's Creation Date: July 3, 2000

Name of Event or Project: Alpine Ghost Tours

Date of Event or Project: Oct/Nov 2023 and April 2024

Primary Location of Event or Project: Guided walking tour through  
downtown Alpine, Murphy Street, and  
Gallego

Amount Requested: \$12,000

How will the funds be used: Publicity, advertising, historical research, production

Brief Description of Funded Activity/Facility: Our intent is to continue sharing the rich history,  
folklore, and our excitement about Alpine through a walking ghost tour. The tour highlights historic  
buildings and streets in Alpine and not only promotes the town itself but also continues fostering  
AHA's relationship with Sul Ross as we partner with its theatre program.

**RECEIVED**  
City of Alpine, Texas

**MAY 05 2023 4:30 pm**

OFFICE OF THE CITY SECRETARY

BY: 

Percentage of Hotel Tax Support of Related Costs:

40% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \$5,000

☒ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \$4,000

☒ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \$3,000

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 2

Expected Attendance: 250

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 200

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? Online ticket sales  
provide address info of our patrons.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross Theatre Program

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- ☒ Total Paid Advertising: \$ 5,000
- ☒ Newspaper \$ 1,000 ☒ Radio \$ 1,000 ☐ TV \$ \_\_\_\_\_
- ☒ Press Releases to Media \$ 2,000
- ☒ Direct Mailing to out of town recipients \$ \$500
- ☒ Digital or Social Media \$ 500 ☐ Other \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

Brewster County, Presidio County, Jeff Davis County, Houston, Dallas, Austin, San Antonio

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 200

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

Revenue	Estimated Amount
Retained Revenue	\$1,000
Sponsorships and Donations	\$5,000.00
Ticket sales	\$5,000
Booth sales	\$
Beverage Sales	\$
Food Sales	\$
Merchandise Sales	\$
Volunteer Time	
<b>Total</b>	<b>\$11,000</b>

Event Expenses	Cost
Civic Center Rental	\$
Advertising	\$ 5,000.00
Arts	\$ 5,000.00
Restoration or Preservation	\$ 3,000.00
Sporting Event	\$
Transportation	\$
Labor	
Supplies	
Equipment	\$ 1,000.00
Sanitation	\$
Utilities	\$
Beverages	\$
Food	\$
Merchandise	
Security	\$
Closing of Street/Barricades	\$
Lighting	\$
Police Escort	\$
Trash Receptacles/Disposal	\$
Utilities	\$
Labor	\$
Other	
<b>Total</b>	<b>\$ 14,000.00</b>

## Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$	
Advertising	\$ 5,000.00	Print, Radio, & Social Media
Arts	\$ 3,000.00	Theatre & Promotion of the arts
Restoration or Preservation	\$ 3,000.00	Historic Buildings Tour
Sporting Event	\$	
Transportation	\$	
<b>Total HOT fund request</b>	<b>\$ 11,000.00</b>	

## Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$	-	Provide detail info.
Police Escort			
Trash receptacles	\$	-	for the specific services or equipment
Utilities	\$	-	being requested.
Labor	\$	-	
Other	\$	-	
	\$	-	
<b>Total In-Kind request</b>	<b>\$</b>	<b>-</b>	

Summary	
Total Event Expenses	\$25,000
Event Revenue	\$11,000
HOT Fund Total	\$ 14,000.00
In-Kind Total	\$ 2,000.00
<b>Total Revenue</b>	<b>\$0.00</b>

% of HOT Funds to Total Event Expenses (TEE)	56.00%
% of In-Kind to TEE	8%
Total % of HOT & In-Kind to TEE	64%

## Alpine Ghost Tours 2022-2023 Marketing Plan Proposal

The first two years of the Alpine Ghost Tours were very popular. Tickets sold very well and by the second year (2022-2023) word of mouth and advertising for the tour yielded many audience members from outside the area – including many from out of state! The Alpine Ghost Tours also benefitted from winning a Texas Travel Award for Best Small Market Ghost Tour: <https://texastravelawards.com/2022/under-the-radar-activity-small-market/>

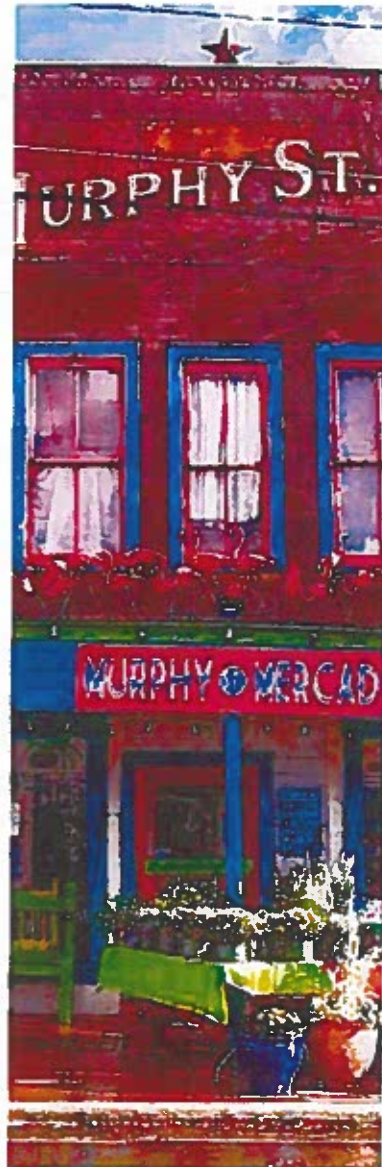
The plan for 2023-2024 plan is to position this tour as the best small-town ghost tour in the west and to mention its award-winning status. We also plan to market it as an “expanded” tour with new “thrills and chills” (something like that).

As for the promotion plan, we will maintain our current strategy of posters, newspaper ads, social media, and word-of-mouth while adding more radio and television ads in the following markets:

Midland/Odessa  
Lubbock  
El Paso  
Austin  
San Antonio  
Houston  
San Angelo  
Del Rio

The Alpine Ghost Tours production team plans to offer 4-6 weekends of tours between October 2023 and April 2024.

# Historic Alpine Walking Ghost Tours



[WWW.HISTORICALPINE.ORG](http://WWW.HISTORICALPINE.ORG)

## WHAT

Historic Alpine, Inc. (AHA) will offer Alpine Ghost Tours beginning October 2022.

## WHY

Telling the story of Alpine through a walking and interactive ghost tour will help boost travel and tourism while raising awareness about historic Alpine's buildings, art, and culture.

Alpine Ghost Tours will benefit Historic Alpine, Inc. (AHA), a non-profit organization dedicated to historic preservation, rehabilitation, beautification, and sustainable economic development for Alpine, Texas. AHA helps Alpine revitalize and restore historic buildings, houses, and neighborhoods while building awareness and appreciation of our history, art, and heritage.

## HOW

We have identified twenty-one historic buildings or structures and have worked with the Big Bend Archives to gather history and folklore accordingly. In addition, we will offer several guided walking tours in partnership with the Sul Ross Theatre Department.

# Alpine Ghost Tours

## Schedule of Activities

October 26<sup>th</sup>, 27<sup>th</sup>, & 28<sup>th</sup>,  
November 3<sup>rd</sup> & November 4<sup>th</sup>  
April 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup>  
July 25<sup>th</sup>, 26<sup>th</sup> & 27<sup>th</sup>

## Attendance Estimate

Ticket sales are estimated to be approximately 605 in total.

**From:** Marc Lishewski info@ruinsbigbend.com  
**Subject:** Re: HOT Grant Application  
**Date:** May 12, 2023 at 8:27 AM  
**To:** Christopher Ruggia chris@vastgraphics.com



Thank you so much and good morning!

I'd like to formally drop my grant submission at this time. Hopefully, by next round, we will have the important questions of location and date pinned down, with the ball rolling a bit more.

Best, Evin

On Tue, May 9, 2023, 4:03 PM Christopher Ruggia <[chris@vastgraphics.com](mailto:chris@vastgraphics.com)> wrote:  
Hi Evin!

I have received the applications from Geo and am going through to make sure everyone has all of the required attachments.

The Balloon Festival has them all except for a schedule of events. I know that is in flux, but do you think you could send a very short description of how you think it MIGHT work, schedule-wise and say it is subject to change?

I just need to get something this week so I can check that box and make sure it can go to the committee for review.

THANKS!

Chris

Christopher and Ellen Ruggia  
Vast Graphics  
(432) 837-9008  
<http://www.vastgraphics.com/>

## HOTEL OCCUPANCY TAX GRANT APPLICATION

RECEIVED

City of Alpine, Texas

Date: May 5, 2023

Name of Organization: Lone Star Cowboy Poetry Gathering, Inc.

MAY 05 2023 4:52 pm

Address: P.O. Box 1076

OFFICE OF THE CITY SECRETARY

City, State, Zip: Alpine, TX 79831

BY: [Signature]

Contact Name: Kay Nowell / Bob Saul

Contact Email Address: kay@hilltopwt.com / bob@saugroup.com

Contact Phone Number: 432-244-9967 / 817-718-5433

Web Site Address for Event or Sponsoring Entity: LoneStarCowboyPoetry.com

Is your organization: Non-Profit: Yes Private/For Profit: \_\_\_\_\_

Tax ID#: EIN 84-2494155 Entity's Creation Date: July 9, 2019

Name of Event or Project: Lone Star Cowboy Poetry Gathering, Rodeo, Online film streaming

Date of Event or Project: Feb 14-17, 2024 (in-person) & all year (films stream on internet)

Primary Location of Event or Project: Alpine, TX (Sul Ross State University) & Internet

Amount Requested: \$72,400

How will the funds be used: Promotion of Arts: \$22,000 (20% of cost for performers).

Advertising: \$48,000 toward total of \$84,000 in advertising throughout Western states.

Transportation: \$2,000 for shuttles between hotels and venues; Civic Center rental: \$400.

Brief Description of Funded Activity/Facility: Promote, advertise, conduct, and facilitate a four-day event of performance and celebration of authentic cowboy poetry and music involving more than 40 paid performers from US and other countries. ALSO promote a Wed. evening non-competition 'show rodeo' by the Sul Ross State University rodeo team to draw out-of-town visitors to Alpine (motels) earlier in the week, PLUS promote Alpine, TX as a destination through our DVDs and streaming videos.

Percentage of Hotel Tax Support of Related Costs:

24% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

X 1. **Civic Center Rental:** use of civic center facility; \$ 400

X 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 38,000

X 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 22,000  
(ADDITIONAL Thurs night show; PLUS special Sat night show with 12 nationally-known performers )

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$                     

X 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ 10,000

Wed night Show Rodeo with Sul Ross Rodeo team to draw people for an extra night in Alpine:

How many individuals are expected to participate? 450

How many of the participants are expected to be from another city or county? 170

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 200

X 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ 2,000

Questions for All Funding Requests:

How many years have you held this Event or Project: 5 years - Previous org. for 33 years

Expected Attendance: 3,000 in Alpine / 10,000 viewers of streaming videos and DVDs.

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 3,000 from Gathering and 500 throughout the year from streaming and videos.

How many nights will they stay: 3 to 6 for Gathering / 2 to 5 from streaming and videos

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: All hotels - as many rooms as we could get.

How will you measure the impact of your event on area hotel activity? Number of rooms  
booked and attendance.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: 37 local businesses, 14 regional businesses, and 165

individuals. (See 2023 Event Program pg 28 for list of members, donors, and sponsors.)

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- X Total Paid Advertising: \$ 84,000
- X Newspaper \$ 9,000      X Radio \$ 4,000      X TV \$ Free interviews
- X Press Releases to Media \$ 2,000
- X Direct Mailing to out of town recipients \$ 32,000      Rack cards \$5,000
- X Digital or Social Media \$ 14,000      X Other \$ 18,000 billboards

What cities/regions/demographics do you reach with your advertising and promotions?

All of TX, OK, and NM plus Western US states.

In 2023 ticketed people from 29 states and 2 countries (2022: 30 states and 4 countries).

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 82 million

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

**Lone Star Cowboy Poetry Gathering 2024 Projection - Feb 14-17 in-person; annual streaming**

<b>INCOME</b>	<b>.. 2020 ..</b>	<b>.. 2022 ...</b>	<b>.. 2023 ...</b>	<b>.. 2024 ...</b>
Grants (Hotel Tax)	40,000	41,000	48,750	72,400
Donations	97,000	7,520	57,862	60,000
Membership Fees	14,780	20,017	22,928	32,000
Sponsors	29,500	28,890	34,750	38,000
Event Ticket Sales	23,561	36,931	68,370	72,000
Videos Streaming/DVDs			110	1,000
Merchandise - Logo	9,733	8,228	13,264	14,000
Merchandise - Performers	8,106	9,772	13,970	15,000
Loans/Misc Received			20,000	-
<b>Total Income</b>	<b>222,680</b>	<b>152,358</b>	<b>280,004</b>	<b>304,400</b>
<b>EXPEND</b>	<b>.. 2020 ..</b>	<b>.. 2022 ...</b>	<b>.. 2023 ...</b>	<b>.. 2024 ...</b>
Accounting/Banking/Legal/Web/Taxes	(3,721)	(12,181)	(8,111)	(8,000)
Advertising	(33,666)	(34,302)	(34,571)	(84,000)
Facilities/Insurance	(2,200)	(2,420)	(4,125)	(4,400)
Printing, Supplies, Shipping	(14,257)	(8,953)	(9,404)	(10,000)
Video Production		(5,000)	(10,000)	(10,000)
Event Performers Fees/Lodging	(80,153)	(47,150)	(95,364)	(85,000)
Event Shuttles	(1,267)	(1,649)	(1,226)	(2,000)
Event AV/Mercantile/IT/Admin	(38,352)	(20,669)	(40,960)	(42,000)
Event Welcome/Green Rm/ Line Camp	(7,123)	(7,623)	(8,562)	(9,000)
Chuckwagon Breakfast/Cowboy Supper	(3,336)	(2,830)	(4,368)	(5,000)
Merchandise - Logo	(11,609)	(2,390)	(6,622)	(8,000)
Merchandise - Performers	(7,049)	(6,582)	(10,324)	(11,200)
Loans/Misc Paid	(7,049)	(7,818)	(20,000)	
<b>Total Expenses</b>	<b>(209,782)</b>	<b>(159,567)</b>	<b>(253,637)</b>	<b>(278,600)</b>
<b>BALANCE</b>	<b>12,898</b>	<b>(7,209)</b>	<b>26,367</b>	<b>25,800</b>

2023 room nights used for staff and performers were 382 (LSCPG pd for 169)

2023 attendance at Gathering was over 2,260 persons, most stayed in hotels

2023 registered attendees from 29 states and 2 countries. **Alpine is a major draw.**

- We have produced and are streaming 2 feature-length films showcasing five performers each.
- Streaming reached more than 3,200 viewers and promotes Alpine as a destination.
- We only have anecdotal evidence of hotel visits our film produced.
- We are promoting membership to attendees to draw them to future hotel stays.

2024 Proposed billboards on I-10, I-20, I35, and I-40 featuring LSCPG and VisitAlpineTX logos .

2024 Feb Gathering will add a 'Show Rodeo' Wed to draw attendees for extra hotel nights.

2024 Marketing: PR, mags, radio, billboards, direct mail, social media, website, and rack cards.

2024 Schedule: Feb 14-17, Wed-Sat at venues in Alpine. 7 ticketed shows, 41 free shows.

**2024 ADDED A THURSDAY NIGHT PAID SHOW to draw attendees for an extra hotel night.**

2024 Attendance estimate: 3,000; Hotel nights estimate 500.


## Marketing Plan for Lone Star Cowboy Poetry Gathering Feb 14-17, 2023

**Total Paid Advertising: \$84,000 outside Alpine using VisitAlpineTX logo.**

- \* Newspapers and magazines: \$9,000.
  - \$5,000 for ads in TX, OK, and NM weekly newspapers highlighting the Show Rodeo on Wed night to draw people to Alpine for an extra hotel night.
  - \$4,000 for magazine ads in TX and nationally
  - See example newspaper/magazine ad below.*
- \* Radio: \$4,000.
  - \$4,000 for ads on TX, OK, and NM radio stations highlighting the Show Rodeo on Wed night to draw people to Alpine for an extra hotel night.
- \* TV: Free interviews by performers.
- \* Press releases to media: \$2,000 to pay for up-to-date email list of media outlets in Western US.
- \* Direct mailing to out-of-town recipients: \$32,000.
  - Mailing postcards to retail stores servicing our clientele (western wear, farm and ranch stores, saddleries, etc.) requesting they distribute our flyers to their customers. Each flyer has a unique store code number, so customers receive a discount on a ticket purchase and the store receives a wholesale credit discount toward our DVDs. We will build our email list from customers and store owners who respond.
- \* Rack cards to hotel and visitor bureau racks for out-of-town recipients: \$5,000.
  - Using our network of 'ambassador' volunteers, as well as contracting with companies to place our rack cards with VisitAlpineTX logo and our generic date (third Thu/Sat each Feb) in travel and vacation racks in hotels and visitor bureaus across TX, OK, and NM.
  - See image of rack card below.*
- \* Digital or social media: \$14,000.
  - Facebook and Instagram worked extremely well in 2022-2023 to attract 35% of attendees who were new to Alpine/cowboy poetry (from the survey of ticket holders).
  - Currently contracting for a weekly post to Facebook and Instagram using photos of attendees taken at the 2023 Feb Gathering along with a blurb from interviews with them.
  - Website: LoneStarCowboyPoetry.com
- \* Billboards: \$18,000.
  - In 2022-23 we placed 9 billboards across Texas: 1 on I-10, 2 on I-20, 2 on I-35, and 4 on I-40. Each billboard featured a short, unique URL (domain name) so we could track responses. This helped us bring in 35% new attendees who were new to Alpine/cowboy poetry (from the survey of ticket holders). **Billboards each displayed the VisitAlpineTX logo.**
  - See map and image of 2022-23 billboards below.*


**Lone Star Cowboy Poetry Gathering** **Third Fri/Sat each February**

\$5 off in-person Gathering ticket Feb 17-18, 2023, or \$5 off one feature-length film streaming on website LoneStarCowboyPoetry.com with promo code WW3M



**Lone Star Cowboy Poetry Gathering**

**KEEPING THE TRADITION ALIVE**  
John and Erika Moore films streaming on the internet



*Stories of the cowboy told in poetry and song*


**ALPINE TX**

Example of newspaper/magazine ad

**COWBOY POETRY**  
Third Fri/Sat each February **ALPINE TX**  
AND ON FILM  
LoneStarCowboyPoetry.com

**Lone Star Cowboy Poetry Gathering**

*Stories of the cowboy told in poetry and song by those who have lived that life to those who enjoy and learn from it every day*



*Cowboy poetry is born in the dust of hard work*

Rack card – front

**Lone Star Cowboy Poetry Gathering** **Third Fri/Sat each February**

AND ON FILM LoneStarCowboyPoetry.com

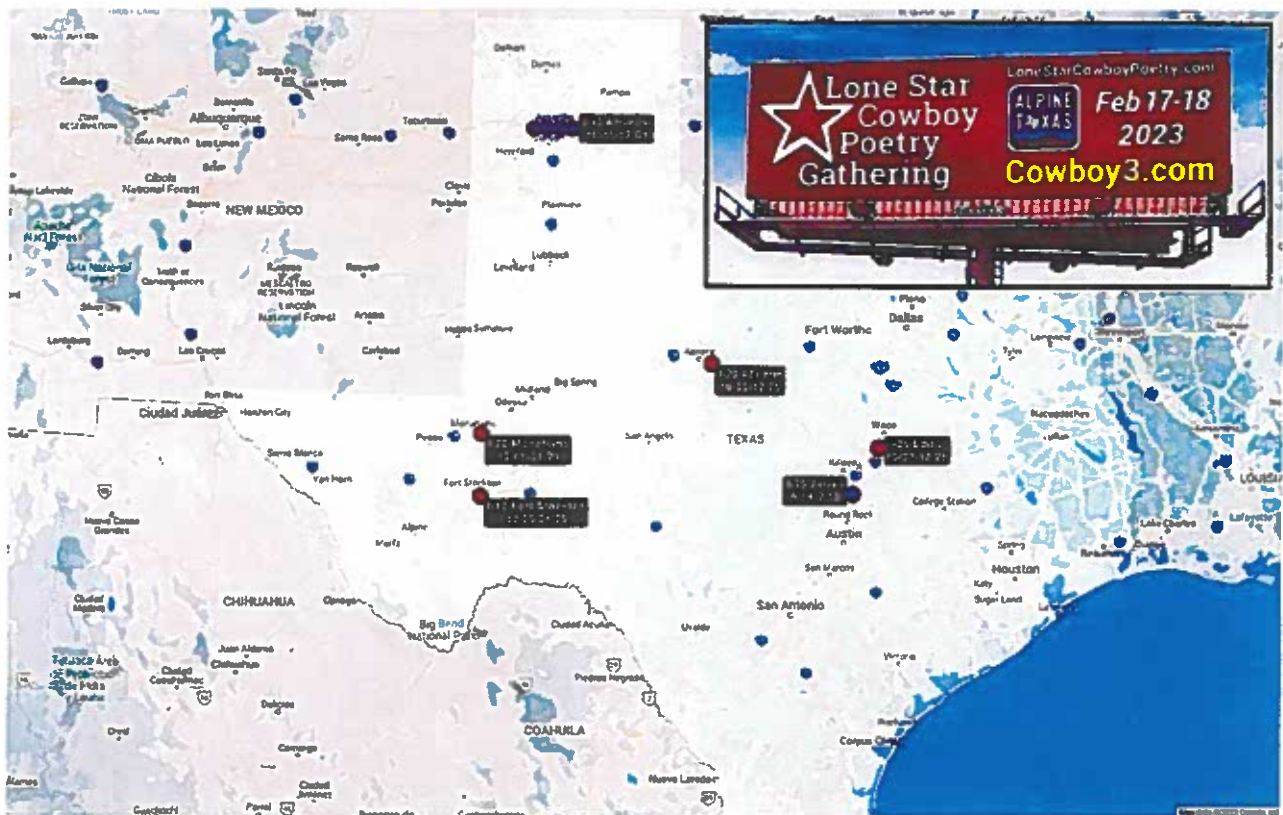
**Stories, Rhymes, and Songs**  
A cowboy poetry gathering is like a family reunion for working cowboys (young and old, male and female, ranchers, rodeo fanatics, trailblazers, farmers, team ropers, and more). When they get together, they speak in the fact that they are also writers, storytellers, poets, actors, entertainers, musicians, singers, and instrumentalists. If you enjoy music and words, gather with us under the clear sky of beautiful Alpine, Texas.

**Poetry and Music in the High Desert**  
Main events start with an authentic chuckwagon breakfast under the stars at Koenig's Cafe. The Valley State History Company is in series as a registered cowboy poet or historian tells the story with a chuckwagon. Followed by five multi-performer singing and talented after-noon and night shows. Enjoy the month's poetry contest, question and answer workshop, and "Open the Saloon" providing audiences for singing performers. Enjoy a stay longer, welcome many of the High Desert region.

www.lonestarcowboypoetry.com

**ALPINE TX**  
YOUR BIG BEND STARTS HERE

Rack card – back



Billboard map and photo.



## Friday, February 17, 2023

7:30 - 8:30 am **Chuckwagon Breakfast at Poet's Grove, Kokernot Park**

8:30 am The Mercantile opens in University Center, second floor

9:00 - 9:30 am **Welcome** Marshall Auditorium

9:30 - 10:00 am **Keynote Address** Marshall Auditorium

B. Byron Price — "Goodnight's Life and Haley's Pen: Writing a Cowman's Biography"

10:00 - 10:30 am **Preview Charlie Goodnight: His Life in Poetry and Song** Marshall Auditorium

10:30 - 10:45 am Break

10:45 - 11:45 am **"A Taste of the Gathering"** Marshall Auditorium

Dale Burson, Sean Sexton, Chuck Milner, Jake Riley, Chris Ryden, R.P. Smith,  
Amy Hale, Juni Fisher, Waddie Mitchell, Dave Stamey, and Carson Houser

---

12:00 - 1:00 pm **Grub up!** Lunch on your own

---

1:00 - 1:45 pm **Friday Afternoon Show: Humor on the Range** Marshall Auditorium (ticket required)

R.P. Smith and Jake Riley MC — Yvonne Hollenbeck

2:00 - 3:15 pm *Free daytime sessions*

Marshall Auditorium **Songs and Poems of Horses**

Randy R. Eaman (host), Joel Nelson, Chuck Milner, and Gail Steiger

UC Open **It's the Story...**

Dale Burson (host), Waddie Mitchell, Vess Quinlan, Barry Corbin, and Ross Knox

Fine Arts Theater **Songs We Learned from Buck**

Andy Hedges (host), Pipp Gillette, Rod Taylor, and Jeff Gore

Museum of the Big Bend, Education Room **Carrying on the Tradition**

R.P. Smith (host), Jim Wilson, Jack George, and Carson Houser

Museum of the Big Bend, Gallery **Maverick Verse**

Sean Sexton (host), Andy Wilkinson, Jake Riley, and Amy Hale

Lawrence 300 **Mandolin Question and Answer Workshop** with John Moore

Dave Stamey (back up guitar)

3:30 - 4:45 pm **Late Friday Afternoon Show: Around the Campfire** Marshall Auditorium (ticket required)

The Riffers, Dale Burson, and Andy and Emily Wilkinson MC — Gail Steiger

3:30 - 4:45 pm *Free Daytime Sessions*

UC Open **Cowboy Songs Old and New**

Kristyn Harris (host), Brigid Reedy, Chris Ryden, and Juni Fisher

Fine Arts Theater **Blues on the Range**

Pipp Gillette (host), Randy Rieman, and Andy Hedges

Museum of the Big Bend, Education Room **Let It Fly!**

Chuck Milner (host), The Prescotts, Sean Sexton, and Amy Hale

Museum of the Big Bend, Gallery **Top Hands**

Jeff Gore (host), Carson Houser, Craig Carter, and Yvonne Hollenbeck

Lawrence 300 **Open Mic** MC — Jim Wilson

---

5:30 - 7:00 pm **Cowboy Supper at the Civic Center**, catered by Roux Alpine (ticket required)

Full menu: chopped BBQ beef sandwiches, Roux chipotle potato salad, chili beans,  
chopped green salad with Roux ranch, pecan fudge brownies, water, and iced tea

---

7:30 - 9:45 pm **Friday Night Show at Marshall Auditorium** (with intermission; ticket required)

Joel Nelson, Chris Ryden, Waddie Mitchell, and Dave Stamey

MC — Patrick Sullivan

## Saturday, February 18, 2023

7:30 - 8:30 am **Chuckwagon Breakfast** at Poet's Grove, Kokernot Park

8:30 am The Mercantile opens in University Center, second floor

10:00 - 10:45 pm *Free daytime sessions*

Marshall Auditorium **Closed for Rehearsals**

UC Open **Cowboy Ballads**

Juni Fisher (host), Jeff Gore, and Craig Carter

Fine Arts Theater **Western Harmony**

Brigid and Johnny Reedy (hosts), the Prescotts and the Riffers

Museum of the Big Bend Education Room **The Life and Times of Gail I. Gardner** with Gail Steiger

Museum of the Big Bend, Gallery **Bovine Tales and Woes**

Carson Houser (host), Sean Sexton, R.P. Smith, and Vess Quinlan

Lawrence 300 **Four Strands of Rawhide: Passing Down the Tradition**

Randy Rieman MC — Gary Dunshee

11:00 - 11:45 pm *Free daytime sessions*

Marshall Auditorium **Closed for Rehearsals**

UC Open **Joel Nelson Talks Poetry and Songwriting**

Fine Arts Theater **Cowboys, Minstrels, and Medicine Shows**

Pipp Gillette (host) and Lloyd Wright

Museum of the Big Bend Education Room **Western Wit**

Jack George (host), Yvonne Hollenbeck, Dale Burson, and Jake Riley

Museum of the Big Bend, Gallery **Up the Trail**

Jim Wilson (host) and Ross Knox

Lawrence 300 **Youth Poetry Contest and Cowtown Opry** MC — Elizabeth Baize and Karen McGuire

---

12:00 - 1:00 pm **Grub up! Lunch on your own**

---

1:00 - 1:45 pm **Saturday Afternoon Show: Howlin' at the Moon** Marshall Auditorium (ticket required)

Juni Fisher and Kristyn Harris MC — Amy Hale

2:00 - 3:15 pm *Free daytime sessions*

Marshall Auditorium **The Lonely Space**

Chris Ryden (host), Chuck Milner, The Riffers, and Jeff Gore

UC Open **Rhymes of the Ranges: The Poetry of Bruce Kiskaddon**

Vess Quinlan (host), Carson Houser, Randy Rieman, and Joel Nelson

Fine Arts Theater **Rattlin' Rocks**

Craig Carter (host), Brigid and Johnny Reedy, Jack George, and R.P. Smith

Museum of the Big Bend, Education Room **Poems as Songs**

The Prescotts (hosts), Andy Hedges, Jim Wilson, and Gail Steiger

Museum of the Big Bend, Gallery **Ranch Women**

Yvonne Hollenbeck (host), Amy Hale, Juni Fisher, Kristyn Harris

Lawrence 300 **Guitar Question and Answer session** with John Moore

3:30 - 4:45 pm **Late Saturday Afternoon Show: Come All You Cowboys** Marshall Auditorium (ticket required)

Andy Hedges, Waddie Mitchell, and Pipp Gillette MC — Randy Rieman

## Saturday, February 18, 2023

Continued from page 16

3:30 - 4:45 pm *Free Daytime Sessions*

**UC Open Dos Amigos**

John Moore (host) and Dave Stamey

**Fine Arts Theater Working Ranch Families**

Chuck Milner (host), Amy Hale, Gail Steiger, and Dale Burson

**Museum of the Big Bend, Education Room Poems Worth Saving**

Jake Riley (host), Vess Quintan, Brigid Reedy, and Yvonne Hollenbeck

**Museum of the Big Bend, Gallery Riding Drag**

Kristyn Harris (host), Jack George, The Prescotts, and Craig Carter

**Lawrence 300 Open Mic** MC — Jim Wilson

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5:30 - 7:00 pm **Cowboy Supper at the Civic Center** catered by Roux Alpine (*ticket required*)

Full menu. Guinness pot roast with vegetables, sharp cheddar mashed potatoes, spinach salad w/ egg, bacon vinaigrette walnut, and tomato, Roux biscuits, chocolate cobbler, water and iced tea.

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7:30 - 9:45 pm **Saturday Night Show at Marshall Auditorium** (*no intermission, ticket required*)

**Charlie Goodnight: His Life in Poetry and Song** Featuring Barry Corbin, Andy Wilkinson, Jim Bradley,

Pipp Gillette, Alissa Hedges, Andy Hedges, Maggie Rose Hedges, Lloyd Maines, Donnie Maines,

Chuck Milner, Waddie Mitchell, Joel Nelson, B. Byron Price, Don Richmond, Larry Scott, Dave Stamey,

Rod Taylor, Emily Wilkinson, Ian Wilkinson, Pixel Wilkinson, and Sterling Wilkinson.

MC — Gene Nowell, Wrap Up — Jim Goodnight

### A Masterpiece of Texas Music and Literature

■ Almost thirty years after I first heard the Goodnight album, I still consider it a masterpiece of Texas music and literature. It's so good, in so many ways, it leaves me thinking, "Let's just turn out the lights, lock the doors, and go home. There's nothing left to say." Coming from one author to another, that is high praise. ■

It also causes me to wonder...do school kids in Lubbock and Abilene and Amarillo and Perryton even know it exists?

Those of us who grew up on the Llano Estacado have a tendency to define "culture" and "literature" as things that happened somewhere else, far from cow lots and cotton gins. It's a kind of regional inferiority complex and I've struggled with it myself. It arises, in part, from the absence or near-absence of regional literature and music in our schools, which serve as definers and conduits of cultural material. ■

I hope that at some point in their school careers, our kids will encounter Andy's songs and poetry, because they're more than local history. Andy finds the universal in the particular, a whole galaxy in a raindrop, the story of all mankind in the lives of Goodnight, his wife, his cowboys, displaced Comanches, and poor, tragic Cynthia Ann Parker.

John R. Erickson

from "Charlie Goodnight & Andy Wilkinson: Reflections on a 30-Year Masterpiece" published in the Fall 2022 issue of the Ranch Record, a publication of the National Ranching Heritage Center. ■

## **Economic Impact of Feb 2023 Lone Star Cowboy Poetry Gathering**

### **Statistics of Feb 2023 Gathering**

- \* Estimated 2,260 attendees.
- \* Sold \$68,370 in tickets, compared to \$36,931 in 2022 Gathering tickets.
- \* Sold tickets to people in 29 states and 2 countries.
- \* Sold out Marshall Auditorium for Sat night show by Fri morning!
- \* Over 35% of attendees were new to Alpine/cowboy poetry.
- \* Hotel nights: LSCPG paid for 177 hotel nights during the week.
  - Highland Inn -- 39 nights
  - Quality Inn -- 49 nights
  - Holland Inn -- 28 nights
  - Maverick Inn -- 6 nights
  - Hotel Parker -- 46 nights
  - Lost Alaskan -- 1 night
  - AirBnBs -- 8 nights
- \* Hotel nights: Added to the above, board members, contractors, and press paid for 215 more hotel nights, totaling 392 hotel nights, not including those of more than 2,260 attendees.

### **National and Regional Press**

We were thrilled to have noted cowboy poetry photographer Jessica Lifland with us this year in Alpine from California to document the 2023 Gathering. Watch for her photos will appear in Facebook and Instagram posts and in print and media ads nationwide. Three other press passes were issued to Texas-wide reporters and photographers whose stories will be published during the next year.

### **Show Rodeo**

Held on Wednesday evening, February 15<sup>th</sup>, in Alpine, the Show Rodeo spotlighted the SRSU Rodeo Team. Tri-County residents, SRSU students, and visitors from as far away as Quebec experienced the thrills and spills of chute wrestling, calf roping, barrel racing, team roping, and saddle bronc riding. The event raised \$1,170 to help support the SRSU team.

### **Chuckwagon Breakfasts**

A chilly morning for the Friday Chuckwagon Breakfast did not dampen the spirits of the attendees sipping cowboy coffee around the warming fire at Poets Grove in Kokernot Park. They enjoyed scrambled eggs, biscuits, and sausage gravy from authentic cowboy cooks at the wagon. It was warmer on Saturday, and the fresh food was just as tasty. Thanks to the Alpine Lions Club for serving, and the chuckwagon cooks and helpers for rising before dawn to start fires and cook us a hearty breakfast to kick off the Gathering day.

### **Buck Ramsey Award**

Poet and bull rider Carson Houser of McClusky, North Dakota, was the 2023 recipient of the Buck Ramsey Award given at the Lone Star Cowboy Poetry Gathering. This plaque and check are awarded to an "individual who demonstrates significant promise to contribute to the cowboy

canon including poetry, music, and story." Buck's daughter, Amanda Ramsey, and Patrick Sullivan participated in the presentation.

### **Keynote**

Historian B. Byron Price gave the keynote address on Friday morning, entitled "Goodnight's Life and Haley's Pen: Writing a Cowman's Biography." It was a fascinating talk from the distinguished expert on Charles Goodnight and was well-received by the audience.

### **A Taste of the Gathering**

Where do you get 11 or more of the top cowboy poetry and music performers from around the country on one stage in a free show? In Alpine! This year, the free "Taste of the Gathering" session included Dale Burson and Chris Ryden of Texas (musicians), Sean Sexton of Florida (poet), Chuck Milner of Oklahoma (musician), Jake Riley and R.P. Smith of Nebraska (poets/humorists), Amy Hale of Arizona (poet), Juni Fisher and Dave Stamey of California (musicians), Waddie Mitchell of Nevada (poet), and Carson Houser of North Dakota (poet).

### **Sessions**

Concurrent free daytime sessions are always well attended. The only problem is choosing which ones to see when confronted with the excellent talents of all the performers. Each session is carefully put together to achieve that "Gathering Magic" which takes the attendees along for the ride.

### **Youth Poetry Contest**

The 2023 Lone Star Cowboy Poetry Gathering Youth Poetry Contest garnered 110 entries over five levels. Contestants included students from Alpine Christian School, Alpine ISD, Fort Davis ISD, Valentine ISD, Marathon ISD, Balmorhea ISD, Austin ISD, Uvalde Classical Academy, and Columbia Elementary School in Louisiana, along with several home schools in West Texas, Central Texas, Ohio, and Alaska.

Many of the winners, including several students who received honorable mentions, shared their poems in a Saturday session at the Gathering. Young musicians from the Buckaroo Club of the Cowtown Opry in Fort Worth also performed, rounding out a terrific session showcasing the talents of our youth.

### **Shows**

Special, ticketed shows really show off the gifts of our artists. Some sell out the auditorium, and the crowds are treated to a representation of the cowboy way of life in a very entertaining way.

### **Photo Booth**

Musician and photographer Almeda Bradshaw took photos and collected anecdotes from attendees at our new photo booth to help tell the story of the Gathering each week during the coming year on Facebook.

## **Attendee Comments**

### ***Phil Elmore***

"What a great gathering this year!! To the many talented artists, thank you for taking us on an unforgettable journey again this year. Keep up the good work, and know that you are appreciated."

### ***Geanie Burns***

"I was first introduced to the cowboy poetry gathering through an informal jam session by some of the performers on the patio of the Holland Hotel a few years ago, and I was hooked. I come back year after year to the event, and the sight and sound of a rugged wrangler with workman's hands reciting the sometimes tough, sometimes tender, verse he has penned always touches me. There is art in the cowboy's heart."

As a member, I want to thank you for another great event. I know so much work goes into the gathering that we, as spectators, never see. I am grateful that you did not let this tradition die out."

### ***Todd Johnson***

"Thanks to all who worked so very hard on the Gathering. We had a great time. And thanks to the performers who signed my poster. We're already planning on attending next year."

### ***Mike Querner***

"I attended the 2023 gathering. It was one of the best I've been to in years. KUDOS to Kay Nowell and the crew. Very well put together. Great entertainers. Saw a lot of my friends and had a great time. Don't miss this one in 2024. Guaranteed good times!!!! You won't be disappointed!"

### ***Chris Ryden***

"Thank y'all for putting on such an unforgettable weekend!"

### ***Joan Kahl***

"That was an incredible weekend. A very special thank you to you and all the great talent we had for our event. Dave, Andy, John, Waddie, Barry, Kristyn, Juni, and everyone else who made it so special. Can't wait for next year's event. Hopefully, it will be as great as the one we just had."

### ***Jean Prescott***

"It was incredible again this year! Thank you guys for everything!"

## HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 5/5/2023

RECEIVED  
City of Alpine, Texas

Name of Organization: Theatre of the Big Bend

Address: Sul Ross State University, Box C-43

City, State, Zip: Alpine, TX 79832

MAY 05 2023 4:56pm  
OFFICE OF THE CITY SECRETARY

Contact Name: Marjie Scott

Contact Email Address: msscott3@sulross.edu

Contact Phone Number: 432-837-8039

Web Site Address for Event or Sponsoring Entity: www.sulross/theatre

Is your organization: Non-Profit: ☒ Private/For Profit: ☐

Tax ID#: 74-6000027 Entity's Creation Date: 1965

Name of Event or Project: Summer Repertory Theatre (titles of shows TBA)

Date of Event or Project: June 1 - August 15, 2024

Primary Location of Event or Project: Kokernot Outdoor Theatre

Amount Requested: \$40k

How will the funds be used: Advertising and Publicity

Brief Description of Funded Activity/Facility: ToBB's summer season is 58 year tradition in Alpine.

We plan to expand our advertising in 2024, reaching audiences in New Mexico and other western

states. Our production goal is to offer a straight play and a musical appropriate for all audiences.

Percentage of Hotel Tax Support of Related Costs:

16% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

☐ 1. **Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

☒ 3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 40,000

☐ 4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_\_\_\_\_

☐ 5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ \_\_\_\_\_

☐ 6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

☐ 7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 58

Expected Attendance: 4000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 2000

How many nights will they stay: 2 - 3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? Audience surveys  
and online ticket sales

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University, NEA grant (pending)

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

☒ Total Paid Advertising: \$ 34,000  
☒ Newspaper \$ 8,000 ☒ Radio \$ 2,000 ☐ TV \$ 10,000  
☒ Press Releases to Media \$ 2500  
☒ Direct Mailing to out of town recipients \$ 5,000  
☒ Digital or Social Media \$ 2,500 ☒ Other \$ 4,000

What cities/regions/demographics do you reach with your advertising and promotions?  
All over the state of TX and metropolitan areas in New Mexico and Oklahoma

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500,000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# Theater of the Big Bend Summer 2023 Estimated Budget.

Assumes 2 shows/9 talent total

Personnel	Units	Estimated Cost Per Unit	Total
Director	2	\$ 5,000.00	\$ 10,000.00
TD/Set Design	1	\$ 8,400.00	\$ 8,400.00
Music Director	1	\$ 4,200.00	\$ 8,000.00
Music Accompanist/Band Leader	1	\$ 8,000.00	\$ 8,000.00
Producer	1	\$ 8,400.00	\$ 8,400.00
Costume Designer	1	\$ 6,000.00	\$ 6,000.00
Lighting Designer	2	\$ 2,000.00	\$ 4,000.00
Sound Engineer	1	\$ 3,000.00	\$ 3,000.00
Choreographer	1	\$ 1,500.00	\$ 1,500.00
Musicians	5	\$ 780.00	\$ 3,900.00
Summer II Stipend for Costumer	1	\$ 600.00	\$ 600.00
Publicity Stipend for publicity manager	1	\$ 2,000.00	\$ 2,000.00
Stage Manager	1	\$ 3,000.00	\$ 3,000.00
Student Scholarships (summer)	1	\$ 5,700.00	\$ 5,700.00
Shop Foreman	1	\$ 1,500.00	\$ 1,500.00
Shop Apprentice	1	\$ 1,000.00	\$ 1,000.00
Understudy	1	\$ 1,200.00	\$ 1,200.00
Actors	9	\$ 3,000.00	\$ 27,000.00
<b>TOTAL PERSONNEL</b>			<b>\$ 103,200.00</b>

## **Rights and Publicity**

Rights	2	\$ 3,000.00	\$ 6,000.00
Publicity (print, radio, posters, programs)	1	\$ 25,000.00	\$ 25,000.00
<b>Total Rights and Publicity</b>			<b>\$ 31,000.00</b>

## **Equipment, Consumables, and Construction**

Set (building materials, paint)	2	\$ 5,000.00	\$ 10,000.00
Costumes	2	\$ 3,000.00	\$ 6,000.00
Travel to retrieve costume items	1	\$ 500.00	\$ 500.00
Hair/Makeup	2	\$ 200.00	\$ 400.00
Sound (mics, music, etc.)	6	\$ 340.00	\$ 2,040.00
Lights	1	\$ 400.00	\$ 400.00
Props	2	\$ 1,000.00	\$ 2,000.00
Miscellaneous (SM kit, masks, etc.)	2	\$ 300	\$ 600.00
<b>Total E, C &amp; C</b>			<b>\$ 21,940.00</b>

**Travel and Meals**

Company Meals	2	\$500	\$	1,000.00
Housing for Actors	9	\$858	\$	7,722.00
Airport Transfer costs (fuel)	2	\$500	\$	1,000.00
Housing items for actors	3	\$250	\$	750.00
Travel Stipend for Actors	9	\$ 300.00	\$	2,700.00
<b>Total Travel and Meals</b>			\$	<b>13,172.00</b>

**TOTAL BEFORE CONTINGENCY****\$ 169,312.00****10% Contingency on Materials****1 \$ 2,194.00 \$ 2,194.00****TOTAL BUDGET****\$ 171,506.00**

## **Theatre of the Big Bend 2024 Proposed Marketing Plan/Schedule of Events**

### **Marketing Plan**

Theatre of the Big Bend (ToBB) brings high quality theatre to the Big Bend Region and attracts tourists from around the state of Texas and beyond. Over the past 58 years, ToBB has operated mainly as a community theatre, only occasionally hiring professional actors and designers. Since 2022, ToBB has revised its brand to resemble an Actor's Equity/League of Regional Theaters (LoRT) model, which is proving to be a bigger tourism draw.

Theatre of the Big Bend is committed to providing summer entertainment and cultural experiences to Alpine and surrounding communities, while increasing tourism to the area.

Theatre of the Big Bend plans to advertise our 2024 summer season via social media, print, radio, and television ads in the following markets:

Midland/Odessa  
Lubbock  
El Paso  
Austin  
San Antonio  
Houston  
Dallas  
San Angelo  
Del Rio  
Metropolitan areas of New Mexico and Oklahoma

We also plan to utilize billboards in the Midland/Odessa and El Paso to attract audience from those markets.

### **Schedule of Events**

Rehearsals for ToBB productions will begin on or around June 1, 2024.

The first production (straight play) will open the first week of July and run for 3-4 weeks, with performances on Thursdays, Fridays, Saturdays, and Sundays at 8:00 pm.

The second production (a musical) will open in late July, and run for 4 weeks, with performances on Thursdays, Fridays, Saturdays, and Sundays at 8:00 pm, closing in August.

## Theatre of the Big Bend Attendance Estimate

We sold about 800 tickets last summer and about 40% of our audience was from out of town.

Some of our audience gets in for free — veterans, press members, sponsors, radio giveaways, all SRSU students, staff, faculty, and all cast members get 4 comp tickets each for family/friends. Some of these folks traveled to Alpine and stayed in hotels but did not actually pay for theatre tickets. I did not include these in the 800 tickets sold.

## HOTEL OCCUPANCY TAX GRANT APPLICATION

RECEIVED  
City of Alpine, Texas

Date: 5/5/2023

MAY 05 2023 5:19pm

Name of Organization: Granada, a protected series of Start Local, LLC OFFICE OF THE CITY SECRETARY

Address: 207 E Holland Ave

BY: 

City, State, Zip: Alpine, TX 79830

Contact Name: Benjamin Garcia

Contact Email Address: benjamin@granadatheatre.events

Contact Phone Number: (432) 294-5720

Web Site Address for Event or Sponsoring Entity: granadatheatre.events

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: ☒

Tax ID#: 88-1961355 Entity's Creation Date: 4/18/2022

Name of Event or Project: Granada Presents

Date of Event or Project: Year round, 2023-2024 fiscal year

Primary Location of Event or Project: 207 E Holland Ave, Alpine, TX 79830

Amount Requested: \$13,500.00

How will the funds be used: Paying for talent and advertising. See attachment.

Brief Description of Funded Activity/Facility: We'll be promoting Alpine as a destination for weddings and bringing non-music events to town. See attachment.

Percentage of Hotel Tax Support of Related Costs:

50.94% Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. **Civic Center Rental:** use of civic center facility; \$ X

3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ 9,000.00

4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 4,500.00

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ X

6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ X

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ X

Questions for All Funding Requests:

How many years have you held this Event or Project: Inaugural Event

Expected Attendance: 1,800

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,200

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? Surveying customers and hoteliers.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: N/A

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ 10,000.00

Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_ TV \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_

Direct Mailing to out of town recipients \$ \_\_\_\_\_

Digital or Social Media \$ 8,000.00 Other \$ 2,000.00

What cities/regions/demographics do you reach with your advertising and promotions?

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 25,000

**Required Attachments:**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event

# Granada Theatre

## Events

### Introduction

Since its grand reopening just eight months ago, the Granada Theatre has already hosted more than 100 events, demonstrating our ability to efficiently organize worthwhile and memorable experiences. As we continue to grow, we are keen on organizing larger events with broader appeal, including positioning ourselves as the ideal venue for destination weddings.

There is a rising trend among couples from urban areas seeking Western-themed weddings, drawing them to the picturesque Big Bend region for their special day. While the ceremonies often take place on sprawling ranches, the majority of these couples prefer a sheltered space to host their receptions. The Granada Theatre has already had the pleasure of hosting one such wedding on New Year's Eve. These destination weddings attract out-of-town guests, boosting local hotel bookings significantly. A single wedding party of 150-200 guests can secure a minimum of 100 rooms for at least two nights.

The Granada Theatre is requesting \$6,000 in HOT funds for an annual marketing campaign promoting Alpine as the perfect wedding destination and the Granada as the ideal reception venue. If our efforts lead to one destination wedding every other month, each bringing in 150 visitors for two nights and accommodating two guests per room, it could generate over \$135,000 per year in hotel bookings and contribute over \$9,500 to HOT collections.

### Wedding Budget:

Weddings	6
Price	\$3,000
<b>Gross Sales</b>	<b>\$18,000</b>

Production Costs	\$6,000
Marketing Costs	\$6,000
<b>Gross Costs</b>	<b>\$12,000</b>

Sales	\$18,000
Costs	\$12,000
<b>Profit</b>	<b>\$6,000</b>
% of HOT Funds to Total Event Expenses	50.00%

In addition to hosting private parties, the Granada Theatre seeks to diversify its cultural offerings by organizing six non-music shows per year featuring out-of-town talent. Our goal is to introduce unique and captivating art forms to the Alpine community, such as magic shows, comedians, live theatre, and more.

Booking these performers often involves covering their accommodation or providing an upfront deposit before any ticket sales are made. One advantage of bringing in out-of-town talent is their established fanbase, who are notified of upcoming performances. By showcasing these artists in Alpine, we can attract their followers to our town, further boosting tourism.

To support this initiative, we are requesting a \$4,500 grant from the Promotion of the Arts fund, which would allow us to allocate a \$750 deposit for each of the six shows in the next fiscal year. Additionally, we are applying for \$3,000 in advertising funds to invest \$500 per show in digital advertising campaigns targeting El Paso, Midland/Odessa, San Antonio, and Austin.

By investing in the Granada Theatre's vision to enrich Alpine's cultural landscape, we can foster a vibrant artistic community and attract new visitors to our town, supporting local businesses and elevating Alpine's reputation as a hub for diverse cultural experiences.

**Non-Music Events Budget:**

<b>Ticket Sales</b>	<b>\$18,000</b>
---------------------	-----------------

<b>Talent Costs</b>	<b>\$9,000</b>
<b>Advertising Costs</b>	<b>\$4,000</b>
<b>Production Costs</b>	<b>\$1,500</b>
<b>Total Costs</b>	<b>\$14,500</b>

<b>Sales</b>	<b>\$18,000</b>
<b>Costs</b>	<b>\$14,500</b>
<b>Profit</b>	<b>\$3,500</b>
<b>% of HOT Funds to Total Event Expenses</b>	<b>51.72%</b>

**Blended Profit Budget:**

<b>Sales</b>	<b>\$36,000</b>
<b>Costs</b>	<b>\$26,500</b>
<b>Profit</b>	<b>\$9,500</b>
<b>% of HOT Funds to Total Event Expenses</b>	<b>50.94%</b>

**Marketing Plan:** We'll be purchasing digital ads in major Texas metro areas and booking talent who will be obliged to advertise their performance to their followers. We may also pay for some sponsored content with social media influencers.

**Schedule of Activities:** This isn't a single event with a clear schedule. We will be looking to organize 6 events with foreign talent that coincide with other events in the region so that visitors are incentivized to come and participate in several events on their trip. We'll also be aiming to have 6 destination weddings in the year, though it's impossible to know yet when they are likely to be booked.

**Prior Event Economic Impact Analysis:** This is a new project without a prior analysis.