



AGENDA

E. P. ROOM OCCUPANCY TAX COMMITTEE MEETING
THURSDAY, MAY 14, 2015 AT 5:30 P.M.
ADMINISTRATIVE CONFERENCE ROOM, CITY HALL BUILDING,
100 S. MONROE STREET, EAGLE PASS, TEXAS

ESTABLISHMENT OF QUORUM

CITIZENS COMMUNICATIONS

MINUTES

1. Approval of minutes for February 12, 2015

REPORTS

2. Financial report on the Room Occupancy Tax Refund for the month of April 2015.

NEW BUSINESS

3. Consideration and possible action on the request for funds submitted by Eagle Pass Riders Motor Club for the 9th Eagle Riders Motorcycle Club Rally

ADJOURNMENT

CERTIFICATION

I, the undersigned City Secretary, do hereby certify that the agenda mentioned above was posted on the Bulletin Board located in the Lobby at City Hall, 100 South Monroe Street, Eagle Pass, Texas, on May 7, 2015, at 2:15 p.m.

Imelda B. Rodriguez
City Secretary

THE STATE OF TEXAS)(
COUNTY OF MAVERICK)(
CITY OF EAGLE PASS)(

The Eagle Pass Room Occupancy Tax Committee held a regular meeting on Thursday, February 12, 2015, at 5:30 p.m. in the Administrative Conference Room, of Eagle Pass City Hall, 100 S. Monroe Street. All legal notices were duly posted in accordance with the law.

ESTABLISHMENT OF QUORUM

Present: Chairperson, Samuel Mijares, Yolanda Ramon, Lytia C. Gonzalez

Absent: Committee members: Martha Pena, Arianna Perez

With a quorum being established, Chairperson, Samuel Mijares called the meeting to order.

CITIZENS COMMUNICATIONS/CONCERNS

With no citizens being present, there were no comments or concerns to be heard.

Worskshop

1. Discussion of guidelines for use of room occupancy tax funds presented by the Texas Hotel and Lodging Association.

Brian Sullivan, Associate General Counsel for the Texas Hotel and Lodging Association, and Carolyn McCall-Squires, Assistant Director of Marketing and Membership were present to present the information to the Committee to talk about how the City can utilize the tax money available from the hotel tax.

Made it clear that in order to use the hotel tax funding, it must meet 2 criteria, those being that:

- 1.) Every dollar must directly enhance, and promote tourism, and the hotel, and convention industry.
- 2.) Must fit into one of the nine categories:

- a. can fund the establishment, improvement, or maintenance of a convention center, or visitor centers
- b. paying administrative costs for registration of tourists at convention center
- c. advertising / promotion
- d. promotion of the arts
- e. historical restoration and preservation
- f. promotional expenses to a sporting event, for counties with a population of under 1 million
- g. enhancement or upgrading of existing sporting facilities
- h. transportation of tourists to area attractions
- i. signage directing tourists to sights and attractions

During the course of discussion, on how the B. Sullivan suggested that it would be a good idea to have hotelier, restaurateur, or member of the Chamber of Commerce as a member on the Room Occupancy Tax Committee to better brainstorm on ways to promote tourism in Eagle Pass.

B. Sullivan noted that Texas Hotel and Lodging has a partnership with the Governor's office of the State of Texas, to list their members on the Governor's website, of which the City is a member of.

ADJOURNMENT

Motion: Adjourn meeting.
Moved: L. Gonzalez
Second: Y. Ramon
Ayes: 3
Nays: 0
Absent: M. Pena, and A. Perez

ATTEST:

Samuel Mijares
Chairperson

Ita A. Cortinas
Records Management Specialist

PART 2: APPLICATION FORM

SECTION 1. REQUESTOR(S) INFORMATION

Name of Person/Organization: EAGLE RIDERS MOTORCYCLE CLUB

Address: 3265 Hwy. 57 DARTM. FACIE PAUL, TX. 78852

Daytime telephone Number: _____

Web Site Address for Event or Sponsoring Entity: FACEBOOK eagle Riders me

Non-Profit or For-Profit status: NON-PROFIT Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization: Motor club helping community, scholarships families with problems, student sports, elder people

Joe
DeLa
Garza
PRES

SECTION 2. EVENT INFORMATION

Name of Event or Project: 9th Eagle Riders Motorcycle Club Rally

Date of Event or Project: October 16-17, 2015

Primary Location of Event or Project: Maverick County Fair Grounds

Total cost of event: \$ 31,700.00

Amount Requested from hotel tax funds: \$ 15,000.00

How will the funds be used: MUSIC, RADIO, NEWS PAPER, FLYERS, INTERNET POSTERS, BANNERS, DOOR PRIZES, SECURITY, PROFESSIONAL RIDERS

Primary Purpose of Funded Activity/Facility: SCHOLARSHIPS, DONATION TO OUR COMMUNITY FAMILIES IN DISTRESS, MEDICAL EXPENSES

Percentage of Hotel Tax Support of Related Costs:

50% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

50% Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

50% Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 50 %

SECTION 4. QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

1. How many years have you held this event/project: 9 years
2. Expected Attendance: 800 or more
3. How many people attending the event/project will use Eagle Pass hotels? 250
Number of nights they will stay: 2
4. Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: AT GUEST - DISCRETIONAL CHOICE
5. List the following information for the last 3 years that you have hosted your event/project:
- | Month/Year Held | HOT Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-----------------------|----------------------------|
| <u>10/2014</u> | <u>9000.00</u> | <u>100-150</u> |
| <u>10/2013</u> | <u>6000.00</u> | <u>80-120</u> |
| <u>10/2012</u> | <u>6000.00</u> | <u>60-80</u> |
6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? VERY GOOD IMPACT
7. Please list other organization, government entities, and grants that have provided financial support to your event/project: LOCAL BUSINESS, PRIVATE SECTOR, OURSELVES
8. Will there be an admission charge? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used? YES, YES, WE CAN NOT FIGURE THAT WILL BE USED TO SCHOLARSHIPS, DONATIONS TO FAMILIES IN DISTRESS, ELDERLY PEOPLE
9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:
- | | | |
|-----------------|--------------------|--|
| Newspaper: | \$ <u>900.00</u> | Number of Press Releases to Media: _____ |
| Radio: | \$ <u>3,150.00</u> | Number of Direct Mailings to out of town recipients: _____ |
| TV: | \$ _____ | Other Promotions: _____ |
| Other Paid Ads: | \$ <u>100.00</u> | |
10. Will you include a link on your promotional handouts and in your website for booking hotel nights during this event? _____
11. Will you negotiate a special rate or hotel/event package to attract overnight stays? yes
12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
SOCIAL MEDIA, WEBSITE, FACEBOOK, PEER-TO-PEER, RADIO NEWS PAPER
13. What geographic areas does your advertising and promotion reach: SABINAS, ROSITA, MONTEVISTA, PIEDRAS VERDES, DEL RIO, UVALDE, CRYSTAL, CARRIZO SPRINGS, SAN ANTONIO, LAMPASAS
14. How many individuals will your proposed marketing reaches that are located in another city or county? 60,000
15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):
- Expected Attendance Monthly/Annually: N/A
- Percentage of those in attendance that are staying at area hotels/lodging facilities: _____ %

Eagle Riders Byke Rally 2015
Estimate inflows, outflows

Presupuesto

Music & Show

Animador	\$ 1,200.00	\$ -
Sonido para Sabado Domingo	\$ 1,500.00	\$ 1,350.00
Show de profesionales de motos	\$ 2,500.00	
Cunjunto del Viernes		
Oxido	\$ 1,000.00	\$ 400.00
El Gran Sabor	\$ 3,000.00	\$ 1,200.00
Conjunto del Sabado		
Alkanze	\$ 1,500.00	\$ 1,200.00
Tropa Estrella	\$ 2,000.00	\$ 1,500.00
Harthless	\$ 3,000.00	\$ 100.00
	\$ 15,700.00	

Radio Spots, and news paper

Keps 10 FM	\$ 400.00	\$ 192.00
KINL 92.7 FM	\$ 400.00	\$ 240.00
KUVA Coyote	\$ 400.00	\$ 240.00
KDRX Outlaw	\$ 450.00	\$ 240.00
KDRX La Ley Laredo	\$ 500.00	
XHMU La Rancherita del Aire	\$ 700.00	\$ 300.00
Anuncio del Zocalo	\$ 600.00	\$ 770.00
Pulguila y La Mera Leona	\$ 300.00	\$ 150.00
Red House, Lonas Posters	\$ 300.00	
Internet and Web Page	\$ 300.00	
Senalaminetos Quatity signs	\$ 200.00	
	\$ 4,150.00	

Others

Flyers and banners	\$ 500.00	
Maverick County Fair Grounds	\$ 1,000.00	\$ 1,000.00
Trophies for competitors	\$ 500.00	
Awards in cash	\$ 400.00	
Security	\$ 1,500.00	\$ 640.00
Portable restrooms	\$ 300.00	
Beberages and food for organizers	\$ 1,500.00	
Tables and chairs	\$ 400.00	
Portable light towers	\$ 500.00	
Cleaning of facilities	\$ 400.00	
Ice,	\$ 300.00	
Door prizes and raffles	\$ 500.00	
150 camisetes de publicidad	\$ 1,500.00	
Edecanes	\$ 500.00	
Parches & camisas del club	\$ 1,700.00	
Others	\$ 350.00	
	\$ 11,850.00	\$ 9,522.00

Total **\$ 31,700.00**