

AGENDA

Hotel Occupancy
Committee Meeting
October 7, 2014
8:30 am-City Hall
501 Sheppard Road
Burkburnett, Texas 76354

Item 1. Call meeting to order.

Item 2. CONSENT AGENDA

A. Approval of Minutes: May 5, 2014.

Item 3. Discuss and take any action necessary on Hotel Occupancy Tax Application request for Boomtown Glow/Friendship Festival.

Item 4. Adjournment.

I, Janelle Dolan, City Clerk for the City of Burkburnett, Texas do hereby certify that I posted this agenda on the glass front door of the City Hall, facing the outside at 11:00 a.m. on October 3, 2014 in compliance with the Open Meeting Act Chapter 551.



Janelle Dolan, City Clerk

Posted 10/3/14 @ 11:00 am

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this meeting. Please contact the City Clerk's office at (940)569-2263 for further information.

CITY OF BURKBURNETT
HOTEL/MOTEL TAX FUND REQUEST FORM
Application Deadline:

1. Name of Group/Organization requesting funds: BURKBURNETT CHAMBER/ CITY OF BURKBURNETT
2. Name of Event funds are being requested for: BOOMTOWN GLOW/ FRIENDSHIP FESTIVAL
3. Date of Event: 10/24 - 10/25/14
4. Contact Name for Group/Organization: LAKOMA VAUGHN -or- JANELLE DOLAN
Address: 501 SHEPPARD RD Phone Number 569-2231 or 569-2263
5. How many people are expected for this event?
Participants: 200+ Spectators: 1,500+
6. Of these people, how many will spend the night? 75
How many will travel over 50 miles? 150
7. How many hotel rooms are expected to be used during this event? 40-50
8. How many nights will the rooms be used? 1 TO 2 NIGHTS
9. How many meals will be eaten in the local restaurants? 350-500
10. Is this an annual or one time _____ event? (Check one)
(1ST ANNUAL FOR BOOMTOWN GLOW)
11. If this is an annual event, have you requested funds before? Yes ___ No
If yes, were the requested funds allocated, and if so how much money was received? Yes ___ No ___ Amount: \$ _____

If the request was denied, what was the reason given? _____

12. If this is an annual event, do you expect to request fund each year? Yes
No _____
13. What age group will participate in this event? ALL AGES
14. Where will this event be held? FRIENDSHIP & PERMIAN PARK
DESIGNATED ROUTE FOR BOOMTOWN GLOW

15. Where will participants and/or spectators be traveling from? OKLAHOMA, TEXAS, WICHITA FALLS

16. What is the total cost of this event? \$ 18,000 - \$ 22,000

17. What is the dollar amount the Hotel/Motel tax is being asked to fund? \$ 16,300

18. How will this funding be used? ADVERTISING OUTSIDE OF AREA, T-SHIRTS, GIFT/PROMO BAGS, GLOW ITEMS FEATURING BURKBURNETT, DIRECTIONAL BANNERS & FLAGS, INFORMATION BOOTH FOR VISITORS

19. What is the projected date in which you foresee your Group/Organization being self supported and not requiring Hotel/Motel Funding? UNDETERMINED

20. Does your Group/Organization make charitable contributions? Yes _____ No X
If so, what was the amount of money that was contributed last year? \$ _____

THE FOLLOWING MUST BE SUBMITTED ALONG WITH THIS COMPLETED APPLICATION:

- AN ITEMIZED BUDGET OF ALL ESTIMATED EXPENSES AND INCOME FOR THIS YEAR'S EVENT
- IF FUNDS HAVE BEEN RECEIVED IN A PREVIOUS YEAR, AN ITEMIZED BUDGET OF ACTUAL EXPENSES AND ALL INCOME (INCLUDING SPONSORSHIPS), FOR THE MOST RECENT YEAR THAT FUNDS WERE RECEIVED.

If funding is granted, an itemized budget of actual expenses and all income (including sponsorships) must be submitted to the City of Burkburnett within 60 days of the completions of the event. Failure to do so will affect future funding decisions. They must be mailed to:

City of Burkburnett
Hotel/Motel Committee
501 Sheppard Road
Burkburnett, TX 76354

FOR COMMITTEE USE ONLY

Total anticipated economic impact of this event on the City of Burkburnett: _____

Approve: _____ Amount: \$ _____

Denied: _____ Reason: _____

Boomtown Glow 5k Run/Walk-Friendship Festival

Advertising Budget

Item	Purpose	Amount
Advertising (Radio, billboards, mailing)	Promotion of Event	
Digital Sign Board		\$ 750.00
Radio Ad		\$ 2,000.00
Television		\$ 1,000.00
Mailing		\$ 2,500.00
Bags	Distribute Burkburnett Promo items	\$ 1,500.00
T-Shirts (Glow Run)	Promotion of Burkburnett & Businesses	\$ 1,800.00
T-Shirts (Friendship Festival)	Promotion of Burkburnett & Businesses	\$ 500.00
Glow items	Promotion/Event draw	\$ 500.00
Medallions	Promotion/Event draw	\$ 550.00
Posters	Promotion of Event	\$ 200.00
Banners (3)	Promotion of Event	\$ 1,500.00
You're Home Now Flags (2)	Promotion of Event	\$ 1,000.00
Information Booth (1)	Promotion of Burkburnett & Businesses	\$ 2,500.00
	TOTAL	\$ 16,300.00