



TOURISM BOARD MEETING

CITY OF BAY CITY

**Wednesday, July 22, 2020 at 9:00 AM
COUNCIL CHAMBERS | 1901 5th Street**

Bay City is committed to developing and enhancing the long-term prosperity, sustainability, and health of the community.

AGENDA

CALL TO ORDER

ACCEPT MEETING MINUTES

REVIEW FINANCIALS

REGULAR ITEMS FOR CONSIDERATION AND/OR APPROVAL

1. Review, Discuss and or approve changes to the 2020 Bay City Tourism Council Sponsorship Application
2. Review, Discuss and or approve changes to the Bay City Tourism Department Post Event Report
3. Review approved changes to Bay City Tourism Council Bylaws
4. Review and Discuss Bay City Tourism Council Strategic Plan Update 2020 - 2021
5. Review, Discuss and or Approve Sponsorship Application for Surf & Turf Fest Matagorda
6. Review, Discuss and or Approve Sponsorship Application for CAST production of Strangers
7. Review, Discuss and or Approve Sponsorship Application for Matagorda Bay Bird Fest Palacios
8. Review, Discuss and or Approve Sponsorship Application for Full Moon Food Truck Festival
9. Discussion on Bird-Friendly Communities
10. Concert Committee Update

11. Art Committee Update

TOURISM MANAGERS REPORT**ITEMS / COMMENTS - MEMBERS****PUBLIC COMMENTS****ADJOURNMENT****CERTIFICATION OF POSTING**

This is to certify that the above notice of a Regular Called Tourism Board Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on **Friday, July 17, 2020 before 9:00 a.m.** Any questions concerning the above items, please contact Heidi Martinez at (979) 323-1176.

AGENDA NOTICES:Bay City Tourism Council:

The Bay City Tourism Council serves as an advisory body to City Council and the Mayor. Therefore, although the Bay City Tourism Council does not fall under the purview of the Texas Open Meetings Act, its meetings shall be open to members of the public.

Attendance by Other Elected or Appointed Officials:

It is anticipated that members of other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that board, commission or committee subject to the Texas Open Meetings Act.

The facility is wheelchair accessible and accessible parking spaces available. Request for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact the City Secretary's Office at 979-245-5311 or email, dholubec@cityofbaycity.org for further information.

Lillie Norris

City Clerk

HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the City of Bay City, Texas, collects a Hotel Occupancy Tax (HOT) from hotels, motels, and 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. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- i) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- ii) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) **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;
- iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** that the 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 the presentation, performance, execution, and exhibition of these major art forms, and
- v) **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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- vi) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional 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 city or its vicinity.

I, _____, understand I must follow all state and local Hotel Occupancy Tax laws.

City Policy: Visit Bay City accepts applications from groups and businesses whose program fits into one or more of the above categories. **All requests for funds should be submitted in writing accompanied by the official application 90 days in advance before the funds are needed. Invoices and proof of receipts must be turned in within 90 days after the event has taken place. Anything that exceeds the 90 day deadline will not be paid.** The application will be reviewed by the *Bay City Tourism Council* at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. **Only complete information will be submitted.**

Initial here

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Bay City / Matagorda County. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event. If an event will not generate any meaningful hotel night activity, 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 hotel or other lodging facilities that attended the funded event;** and/or
- d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors** to local lodging properties.

Use of Local Vendors: Visit Bay City encourages all event organizers to patronize Bay City and Matagorda County businesses for food, supplies, materials, printing, etc.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from **Visit Bay City** funding of a particular event. **Visit Bay City logo must be included in any and all advertising for the event. Any sponsorship package benefits will be given directly to the Visit Bay City.**

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

- _____ W-9 Form and 501 (c) status Form
- _____ Schedule of Activities or Events Relating to the Funded Project

Submit to: Visit Bay City Matagorda County
 1901 5th Street, Bay City, TX 77414
 Attn: Heidi Martinez
hmartinez@cityofbaycity.org
 979-323-1176

Application

Organization Information

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

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

Tax ID #: _____ Entity's Creation Date: _____

Purpose of your organization: _____

What category does your request apply under? _____
(refer to page 1)

Name of Event or Project _____

Date and Location of Event or Project: _____

Amount Requested: _____

How will the funds be used: _____

Primary Purpose of Funded Activity/Facility: _____

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:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

Sporting Related Event Funding:

How many individuals are expected to participate? How many are from another city or county?

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 *Bay City and Matagorda County* hotels, motels or bed & breakfasts?

How many nights will they stay? _____

Do 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 organization, government entities and grants that have offered financial support to your project: _____

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

Paid Advertising ____ Newspaper ____ Radio ____ TV ____ Internet _____

Press Releases to Media ____ Direct Mailing to out of town recipients _____

Other _____

What areas does your advertising and promotion reach:

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

POST EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas (Chapter 351 of the Tax Code), the City of Bay City collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfast, inns, and other lodging properties. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **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;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms.
- e) **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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

The City of Bay City accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the City of Bay City to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to Bay City, Texas.

Post Event Report Form

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

How were/will the funds used:

How many years have you held this Event or Project? _____

Event Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): _____
2. What would you estimate as the actual attendance at the event? _____

3. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

4. How many room nights were generated at _____ Bay City hotels by attendees of this event or project? _____ Was a room block established for this event at an area hotel, and if so, did the room block fill? _____

5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Bay City hotels by attendees of this Event or Project?

Last Year _____

Two Years Ago _____

Three Years Ago _____

6. What method did you use to determine the number of people who booked rooms at Bay City hotels (e.g.; room block usage information, survey of hoteliers, etc.)?

Event Promotion Information

1. Please check all efforts your organization used to promote this Event and how much was actually spent in each category:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media _____

Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

- 2. Did you include a link to the Tourism Department website on your promotional handouts and in your website for booking hotel nights during this event?
- 3. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

- 4. Please attach samples of documents showing how Visit Bay City, Matagorda County was recognized in your advertising/promotional campaign.
- 5. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city’s newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

Additional Event Information

What Bay City businesses did you utilize for food, supplies, materials, printing, etc?

Please Submit no later than (insert deadline) to:

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

Support Documentation:

- Online ticket sales usually can show if people purchased from out of town.
- Social Media (Facebook) statistics can help support out of town reach.
- Hotels can let you know who all came into town due to event. If you did not track this year—
 - Hotels can use special codes tracking visitors for events
 - Copies of Invoice/Checks
 - Profit/Loss Statement
- Copies of all advertisement and publicity related to event (make sure it lists where advertised)



Bay City Tourism Council

ARTICLE 1. PURPOSE AND RESPONSIBILITIES

I. PURPOSE

The Bay City Tourism Advisory Council ("Tourism Council") is hereby established for aiding and promoting the tourist and convention industry; raise the public visibility of local activity. The tourism council shall serve as an advisory body only.

Mission Statement: Bay City Tourism Council promotes and develops tourism and awareness of our beaches, birds, thriving arts and downtown culture.

Commented [HM1]: Add mission statement

Vision Statement: To be Nationally recognized as the Birding Capital and unique family destination where the country meets the coast.

Commented [HM2]: Add vision statement

II. RESPONSIBILITIES

Each member shall represent and advocate for what is best for the City of Bay City and the surrounding areas, putting aside personal and special interests.

The Tourism Council shall be focused on such activities as:

- a) Developing and regularly updating a Strategic Plan to include objectives for preservation and appreciation of historic and cultural attributes of the Bay City community; advertising and marketing, application of the arts and other activities for the promotion of tourism.
- b) Developing guidelines and evaluating proposals for the City's awarding of sponsorship funds, in compliance with local and state law.

ARTICLE 2. MEMBERSHIP

The Tourism Council shall be composed of five (5) to nine (9) members. Members shall be recommended by the Tourism Manager, and appointed by the Mayor, subject to Council's consent. Members shall be appointed in December prior to the new calendar year term.

- a) ~~The members shall serve two-year terms. A successor shall be selected prior to the expiration of the member's term.~~ Members shall serve no more than ~~three~~ two consecutive ~~two~~ three-year terms and shall be eligible for reappointment after one full term has passed. A successor shall be selected prior to the expiration of the member's term.

Commented [HM3]: Changing from two-year terms to three to offer time for board members to get settled into their role.

- b) Members shall be appointed from the following categories: the arts community, the hotel/motel industry, the restaurant industry, major tourist attractions, eco-tourism, and

representatives from local county tourist destinations (i.e. Matagorda, Palacios and Sargent).

- c) Members shall comply with Hotel Motel Tax Laws (Chapter 351 of Texas Tax Code).
- d) Vacancies that occur during a term shall be filled as soon as reasonably possible and in the same manner as an appointment. The time a Member spends serving during a vacated term is not included as a term for purposes of counting consecutive terms.
- e) All Members serve without compensation. The Tourism Council and its Members have no authority to expend funds, to incur or make an obligation on behalf of the City, to make rules, or to adjudicate any matter. Members may be reimbursed for expenses if the expense(s) is first authorized and approved by the Tourism Manager.
- f) Partnerships to the advisory council are including but not limited to the Bay City Parks and Recreation, Bay City Mainstreet Program, Bay City Community Development, Matagorda County Economic Development and Bay City, Sargent, Matagorda and Palacios Chambers of Commerce.

ARTICLE 3. MEETINGS AND SUBCOMMITTEES

I. MEETINGS

Regular Meetings of the board may be held bimonthly at City Hall in the Council Chambers as determined by the Tourism Manager.

- a) The Tourism Advisory Council shall meet a minimum of six times a year.
- b) Agenda items may be placed on the agenda by the Tourism Manager or at the request of a Member. Written notice to the Tourism Manager must be given seven business days in advance to be included on agenda. The Member requesting the agenda item is responsible for the presentation and any other relevant information.
- c) Special Meetings may be called by the Tourism Manager or Mayor.
- d) A Member shall notify the Tourism Manager if unable to attend a meeting. Excessive absenteeism may result in the Member being removed.
- e) Decisions will be made based on the majority vote of the present Members of the meeting.
- f) Tourism Council meetings shall be conducted in accordance with these Bylaws.

Commented [HM4]: To offer clarity on sponsorship applications.

II. SUBCOMMITTEES

When deemed necessary by a majority of the Tourism Council, Subcommittees may be formed for specific projects related to Tourism Council matters.

- a) Subcommittees may include non-Members; however, it must be chaired by a Tourism Council Member.
- b) No Subcommittee, or Member of a Subcommittee, has the authority to expend funds, incur an obligation on behalf of the City or the Tourism Council, to make rules, or to adjudicate any matter.

ARTICLE 4. AMENDMENTS

The Tourism Council's proposed Bylaws and amendments to the Bylaws must be approved by City Council.

Approved and adopted at a meeting of the City Council on the _____ day of _____.



Visit Bay City – Matagorda County Matagorda · Palacios · Sargent Strategic Planning Goals 2020 - 2021

1. Marketing

Goal: Create Marketing Plan

Promote Bay City as Birding Capital

- Develop new logo/brand
- More tech marketing
- Destination awareness in large cities
- Promoting art, culture, and history
- Create destination materials
- Promote Bay City / Matagorda as Birding Capital in North America
- Brand uniqueness of Matagorda County/ Clear messaging

2. Love Where You Live / Clean-up Campaign

Goal: Positivity Campaign

Positive Promotion / Education for Locals

- Positive Promotion of what we offer
- Coordinate promotion of Matagorda County
- Overcome negative stigma
- Create local pride

Goal: Create county clean-up awareness & buy in

Clean up City & County

- Improve cleanliness & attractiveness
- Spring & Fall City-Wide Cleanup Partnership

3. Brand Recognition

Goal: Brand Development

Create Something Remarkable

- Create guest surveys (Becca Sitz, Carla Rae Southard)
- Develop visitor attractions (Murals, Interactive Art Displays)
- Create Way Finding signage
- Create/Relocate Entry Signs (Research if funded by Hot Tax)

4. Funding

Goals: Develop budget based on goals of strategic plan

Budget to Match 2040 Vision & Yearly Proposed Budget Goals

- Programs for fundraising
- Funds to advertise
- Strategic spending of HOT \$\$ to enhance Bay City's Reputation
- Incubation program for events

5. Staff/Professional Services

Goal: Build Case/Proposed Position(s)/ for social media/tech staff person

More CVB Staff

- Increase staff
- Tech, design, social media

Parking Lot
More advertisements in Texas and other states
Showcase eco-tourism
Sample Itineraries
Relationships with travel writers/press packages
Develop tour packages
Appeal to Winter Texans

Application

Organization Information

Date: 1/28/20

Name of Organization: Tropical Maniacs of Matagorda Foundation DBA Surf & Surf Festival

Address: PO Box 744

City, State, Zip: Matagorda Tx 77457

Contact Name: Circo Avant

Contact Phone Number: 979-240-9058

Web Site Address for Event or Sponsoring Entity: TropicalManiacFoundation.org

Is your organization: Non-Profit Private/For Profit

Tax ID #: 83-2659745 Entity's Creation Date: 10/8/18

Purpose of your organization: Beaches & Bay Area Beautification & ~~conservation~~ Conservation to enhance the Beach for Tourism

What category does your request apply under? Advertisizing, 3j4
(refer to categories 1-6)

Has your organization attended training to enhance your event/festival? (please circle) Yes No

If yes, please list when and the name of the training organization: Christ Bishop

Name of Event or Project Surf & Turf Festival

Date of Event or Project:: March 14th

Primary Location of Event or Project: Matagorda Surf & Turf

Amount Requested: \$3000

How will the funds be used: Advertising & Entertainment

Primary Purpose of Funded Activity/Facility: Promote Tourism ~~of~~ through Beach and Bay Area Beautification and area Heritage & Culture

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:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>First year</u>			

Which Categories Apply to Funding Request:

- 1. **Convention Center or Visitor Information Center:** construction, improvement, 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, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.**
- 4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- 5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** 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 promotional 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 city or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?
N/A

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county?
N/A

If the event is a sporting related function/facility: Explain how the funded activity will increase economic activity at hotel and motels within the city or its vicinity?
N/A

Questions for All Funding Requests:

How many years have you held this Event or Project: 1st

Expected Attendance: 2000

How many people attending the Event or Project will use Bay City and Matagorda County hotels, motels or bed & breakfasts?

How many nights will they stay: 2 nights

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: I will coordinate room blocks in Bay City.

How will you measure the impact of your event on area hotel activity?
check with Con firm Block usage

Please list other organization, government entities and grants that have offered financial support to your project: HEB, Crosstimbers Development, OYEA, Buddys Seaford, STP

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

Paid Advertising ___ Newspaper ___ Radio TV ___ Internet
Press Releases to Media Direct Mailing to out of town recipients ___
Other ___

What areas does your advertising and promotion reach: Houston, San Antonio, Austin.

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

12,000

Application

Organization Information

Date: 2/6/20Name of Organization: CAST - Community Actors of South TexasAddress: P O. Box 813City, State, Zip: Bay City, TX 77414Contact Name: Kevin KnoxContact Phone Number: 979-318-6227Web Site Address for Event or Sponsoring Entity baycitycast.comIs your organization: Non-Profit Private/For Profit Tax ID #: 06-1709290 Entity's Creation Date: 1999

Purpose of your organization We are a non-profit community theatre organization in Bay City, Texas. It is our mission to promote and provide the fine arts to Matagorda County and surrounding areas. We currently present three productions a year, with our seasons running from September through August. Although our name calls us as "actors" we offer a variety of opportunities in technical theatre as well as on stage performance.

What category does your request apply under? 4
(refer to categories 1-6)

Has your organization attended training to enhance your event/festival? (please circle) Yes No

If yes, please list when and the name of the training organization: _____

TNT – Texas Non-Profit Theatres Annual Conference – Deer Park Texas, March 2019

Name of Event or Project CAST ORIGINAL WRITER'S SHOW, A play, *Family of Strangers*Date of Event or Project: June 5, 6, 7, 12, and 13, 2020Primary Location of Event or Project: Bay City Civic CenterAmount Requested: \$3000

How will the funds be used: ___ To offset rental of facility _____

Primary Purpose of Funded Activity/Facility: ___ 1.) Recognize and promote original writing to enhance theater production; 2.) Promotion of AIDS/HIV education during National AIDS month _____

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:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Bay City	June 2018	\$3000	20
Bay City	June 2017	\$3000	25

Which Categories Apply to Funding Request:

- 1. Convention Center or Visitor Information Center:** construction, improvement, 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, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.**
- 4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- 5. Historical restoration and preservation projects or activities or advertising and conducting solicitation 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 promotional 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 city or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county?

If the event is a sporting related function/facility: Explain how the funded activity will increase economic activity at hotel and motels within the city or its vicinity?

Questions for All Funding Requests:

How many years have you held this Event or Project: _____ This is the first. Wanting to make this an annual event _____

Expected Attendance: 200+ _____

How many people attending the Event or Project will use *Bay City and Matagorda County* hotels, motels or bed & breakfasts?

Because this is not a dinner theater we average 50 people utilizing restaurants, approximately 20 people using hotels/motels (based on numbers from 2020's NOB)

How many nights will they stay: _____ Most stay 1 night _____

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____ No, we let them get their own but have helped many by suggesting hotels available in the area _____

How will you measure the impact of your event on area hotel activity? _____ We monitor online ticket sales to determine if someone is traveling to see one of our productions from out of town. We also monitor with surveys at the events _____

Please list other organization, government entities and grants that have offered financial support to your project: _____ Matagorda County Hospital District _____

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

Paid Advertising \$1,500 _____ Newspaper _____ Radio _____ TV _____ Internet _____

Press Releases to Media Direct Mailing to out of town recipients _____ \$300 _____

Other _____ AIDS Quilt raffle donated by Donna Younger in memory of her brother _____

What areas does your advertising and promotion reach: _____ Matagorda , Wharton, and Brazoria counties _____

What number of individuals will your proposed marketing reach that are located in another city or county? _____ 1800 _____

This is a new adventure for CAST as we try to expand our offerings and encourage the creative process.

This program was advertised in the CAST brochure and repeated in the three productions already presented this season...Attendance: 800.

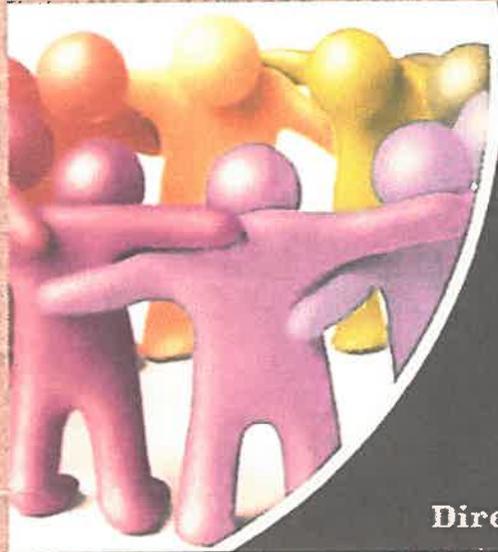
Local Quilters are creating an AIDS quilt as a prop for the play and it will be auctioned at the end of the play based on a raffle. The raffle will also be used to offset the cost of the production.

MEHOP will provide an information booth at the show for those needing additional information about AIDS/HIV.

Survey forms will be presented to determine use of hotels and restaurants or attendance at other events during the run of the show.

**CAST Original
Writer's Show**

**This show is a season add-on that is not included in your patronage.*



Family of Strangers

By Bonnie Rutherford

Directed by Kevin Knox

**June 5-8 and 12-13 @ 7:00pm
June 17 @ 2:00pm**

Location- Bay City Civic Center

Tickets: \$15

Family of Strangers is set in the 1980's and is about people living with HIV/AIDS. Not all are gay, not all are men. The setting is a Living with Aids support group and the stories of the people in that group.

The play is rated "R" for sexual language, suggestive sexual content, and crude language that may be offensive to some. Under 17 must be accompanied by an adult.

Request for Taxpayer Identification Number and Certification

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

Go to 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.
Community Actors of South Texas

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) ▶

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.)

5 Address (number, street, and apt. or suite no.) See instructions.
P. O. Box 83

6 City, state, and ZIP code
Bay City, TX 77414

7 List account number(s) here (optional)

Requester's name and address (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

			-			-			
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or

Employer identification number

0	6	-	1	7	0	9	2	9	0
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Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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 ▶ *Mary Dylus, Treasurer* Date ▶ *2/11/20*

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.

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.

Name of Event or Project Matagorda Bay Birdfest 2020

Date of Event or Project: March 27 - 29, 2020

Primary Location of Event or Project: Three venues in Palacios including the Eastside Annex 901 2nd street, Palacios Educational Pavilion, and various outside locations including South Bay Parade route along the bayfront, Bay Boat tours, kayak tours & birding tours with meeting location at The Point 608 1st St.

Amount Requested: \$1500

How will the funds be used: Funds will be used to pay for advertising with Cornell Lab of Ornithology and other advertising costs, to bring the Bike Zoo to Palacios Parade of Birds, to rent venues including Palacios Pavilion, to cover the cost of the raptor show, to cover cost of prizes for county-wide Youth Art Contest and Photography Contest, and to cover the cost of bringing Lucas Miller, the Singing Zoologist, to the Celebration Concert for the Youth Art Contest.

Primary Purpose of Funded Activity/Facility: To raise awareness of Matagorda County's role and place as an Avitourism asset in the state of Texas as well as educating youth and adults alike of our local ecosystem.

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:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Bay City	Feb 2019	\$1500	Approximately 10
Palacios	Feb 2019		Approximately 40
Bay City	Mar 2020	\$1500 (request)	Est 15-20, this should increase annually with the growth of the festival

Which Categories Apply to Funding Request: 3 and 4

1. Convention Center or Visitor Information Center: construction, improvement, 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

X 3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

X 4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation 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 promotional 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 city or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?
N/A _____

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? N/A _____

If the event is a sporting related function/facility: Explain how the funded activity will increase economic activity at hotel and motels within the city or its vicinity? While not a sporting event, this annual festival brings individuals and families from outside Matagorda County, and they will likely return and utilize our hotels, motels, bed and breakfasts, vacation rentals, restaurants, and local stores while they are visiting.

Questions for All Funding Requests:

How many years have you held this Event or Project: _This will be our 4th Annual Event

Expected Attendance: _700

How many people attending the Event or Project will use *Bay City and Matagorda County* hotels, motels or bed & breakfasts? Palacios is essentially fully booked and we are referring people to Bay City. We have a special rate at the Fairfield and have referred guests and speakers to them.

How many nights will they stay: _2-3 nights__

Do 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 do all the bookings, we refer people and they book themselves. We currently are aware of 9 rooms booked at the Fairfield for 2020 and expect several more. Not sure about other Bay City hotels, some of those could take bookings as well that we are unaware of.

How will you measure the impact of your event on area hotel activity? _We will collect Data this year at check in when people pick up their registration materials.

Please list other organization, government entities and grants that have offered financial support to your project: _Private and Business funding through our own network of funding partners____

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

Paid Advertising - \$1000 for advertisement on Cornell labs website, \$1950 for advertisement in Cornell's "Living Bird" magazine__ Newspaper - \$500 in colored advertising and Press releases to several Newspapers across Texas. Radio: free PSA's TV _____ Internet - \$300 social media boosted posts on Facebook

Press Releases to Media formal press releases to several Texas newspapers _____

Other _____

What areas does your advertising and promotion reach: National exposure through Cornell's website and magazine, across Texas with press releases, newspaper ads, and social media

What number of individuals will your proposed marketing reach that are located in another city or county? Last year 75% of our registrants were from outside Matagorda County. We do expect this to increase as our festival gains recognition and exposure across Texas and other states. We have already had out-of-state registrants.

Application

Organization Information

Date: 2/21/20
 Name of Organization: Matagorda County Birding Nature Center
 Address: 1025 S. Hwy 35
 City, State, Zip: Bay City Tx 77414
 Contact Name: Sue Crow or Stephen Logan
 Contact Phone Number: 979-557-1015 or 979-
 Web Site Address for Event or Sponsoring Entity mcbnc.org
 Is your organization: Non-Profit Private/For Profit
 Tax ID #: _____ Entity's Creation Date: _____
 Purpose of your organization: Nature Park, Birding Facility
Tourist Destination, Education

What category does your request apply under? 3, 4
(refer to categories 1-6)

Has your organization attended training to enhance your event/festival? (please circle) Yes No

If yes, please list when and the name of the training organization: _____
Seminar at Bay City Chamber by State

Name of Event or Project Full Moon Food Truck Festival

Date of Event or Project: June 20, 2020

Primary Location of Event or Project: MCBNC

Amount Requested: \$3000

How will the funds be used: Advertising, Entertainment, Eco Tourism education and interest - Awareness of Facility As Tourist and Birding site.

Primary Purpose of Funded Activity/Facility: Educating Public on Birding and Conservation projects, Landscaping to comply with natural habitat -

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:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Bay City	June, 2017		Unknown
Bay City	June, 2018		Unknown
	2019 - June 2019		10
<u>Will improve Room Tracking</u>			

Which Categories Apply to Funding Request:

- 1. Convention Center or Visitor Information Center:** construction, improvement, 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, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.**
- 4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- 5. Historical restoration and preservation projects or activities or advertising and conducting solicitation 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 promotional 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 city or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?

N/A

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county?

If the event is a sporting related function/facility: Explain how the funded activity will increase economic activity at hotel and motels within the city or its vicinity?

Questions for All Funding Requests:

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

Expected Attendance: 300

How many people attending the Event or Project will use *Bay City and Matagorda County* hotels, motels or bed & breakfasts?

25

How many nights will they stay: 1

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

Fair Field Inn best Western
Hampton Inn

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

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

Some Individual Contributions or Tables

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

Paid Advertising ___ Newspaper Radio ___ TV ___ Internet Mostly

Press Releases to Media Direct Mailing to out of town recipients _____

Other _____

What areas does your advertising and promotion reach

Promote Internet to Austin, Houston Sites

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

Unknown