



**NOTICE OF MEETING
OF THE
HOTEL MOTEL TAX ADVISORY COMMITTEE
Wednesday, February 19, 2025 at Noon**

Notice is hereby given that a meeting of the Hotel Motel Tax Advisory Committee will be held **Wednesday, February 19, 2025, at 12:00 pm** in the City Hall Council Chambers located at 800 Third Street, Marble Falls, Texas, at which time the following subjects will be discussed:

1. Call to Order
2. Administration of Oaths of Office. *Christina McDonald, City Secretary*
3. Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2024/2025 Hotel Occupancy Tax Budget. *Christina McDonald, City Secretary*
 - (a) Texas Tournament Zone. *Submitted by Corey Johnson*
4. Review of HOT Fund Award for Highland Lakes Chili Pod 2025. *Christina McDonald, City Secretary*
5. Future Agenda Items. Next meeting June 11, 2025.
6. Adjournment.

Certificate of Posting

I, Christina McDonald, City Secretary for the City of Marble Falls, Texas, do certify that this Notice of Meeting was posted on February 14, 2025 at 10:00 am and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Christina McDonald

Christina McDonald, TRMC
City Secretary

In compliance with the Americans with Disabilities Act, the City of Marble Falls will provide for reasonable accommodations for persons attending Open Meetings. To better serve you, requests should be received 24 hours prior to the meeting. Please contact Ms. Christina McDonald, City Secretary at (830) 693-3615.

February 19, 2025

2. Administration of Oaths of Office. *Christina McDonald, City Secretary*
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Agenda Item Cover Memo
February 19, 2025

Agenda Item No.: 2
Submitted by: Christina McDonald, City Secretary

AGENDA CAPTION

Administration of Oaths of Office.

BACKGROUND INFORMATION

City Secretary Christina McDonald will administer Oaths of Office to the reappointed committee members.

STAFF RECOMMENDATION

February 19, 2025

- 3(a). Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2024/2025 Hotel Occupancy Tax Budget for the Texas Tournament Zone. *Submitted by Corey Johnson*
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Agenda Item Cover Memo
February 19, 2025

Agenda Item No.: 3(a)
Submitted by: Corey Johnson, Texas Tournament Zone

AGENDA CAPTION

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2024/205 Hotel Occupancy Tax Budget for the Texas Tournament Zone.

BACKGROUND INFORMATION

Staff has received a HOT Reimbursement Grant Application requesting \$2,500 in HOT funds for the Texas Tournament Zone event, scheduled for March 22, 2025, on Lake LBJ.

Funding History:

- FY 2017/2018: \$2,500
- FY 2018/2019: \$11,500
- FY 2019/2020: \$2,500
- FY 2020/2021: \$2,500
- FY 2021/2022: \$2,500
- *No event was held in FY 2022/2023 or 2023/2024.*

The requested funds would come from the FY 2024/2025 HOT fund budget.

STAFF RECOMMENDATION

Recommend an amount for Council's consideration.

HOT Reimbursement Grant Application

Please print clearly and complete the following application.

Organization

Today's Date: 12/23/24

Name of Organization: TEXAS TOURNAMENT ZONE (TTZ)

Mailing Address: 2906 Kinloch Dr

City, State, Zip: Cedar Park, Tx. 78613

Contact Name: Corey Johnson

Contact Phone Number: 512-698-1641

Contact E-mail: ~~Corey Johnson Fishing Page~~ Corey.JohnsonFishing@gmail.com

Is your organization: Non-profit Private/For-Profit Tax ID# _____

Purpose of your organization:
BASS Fishing Team trail Event. This Particular event to be held
ON LAKE LBW - 3/22/25

Proposal Information

Does your Event/Expenditure pass **Part One** of the statutory test, defined specifically as directly enhancing and promoting tourism in Marble Falls **AND** directly promoting the overnight accommodation industry in Marble Falls by increasing overnight stays? Yes No

Does your Event/Expenditure pass **Part Two** of the statutory test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories? (1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center; (2) Paying the administrative costs for facilitating convention registration; (3) Paying for advertising, solicitations, and promotion that attract tourists and convention delegates to the city or its vicinity; (4) Expenditures that promote the arts; (5) Funding historical restoration or preservation programs; (6) Certain sporting event related expenses; (7) Certain tourist shuttles; (9) signage directing tourists to attractions frequently visited by hotel guests. Yes No

If the answer to one of the above two questions is no, you are NOT eligible for Hotel Occupancy Tax (HOT) funds and need not continue.

Funding Request

Amount Requested: \$ 2500

Does the proposed event plan to become self-supporting in the future? Yes No

Total advertising/promotion budget: \$ _____

- a) What is your organization's direct contribution to the above? \$ _____
- b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?
- Please see the TTZ Sponsorship packet for further details
regarding this section.
- \$2500 has been the normal donation from Marble Falls for past events
- c) How will the funds be used?
- Secure Launch Facility - Misc as needed
- Generator fuel
- water /soda - Post tournament
- d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising \$ _____ Radio \$ _____ Newspaper \$ _____

Press Releases to Media \$ _____ Television \$ _____

Direct Mailing \$ _____ Distribution of Brochures \$ _____

Other (describe) \$ _____

* PLEASE see Sponsor packet.

Required Attachments

Along with the application, please submit the following attachments:

1. Itemized, detailed list of expenditures relevant for HOT revenue use
2. Advertising/ Marketing Plan, including targeted audience, detailed list of media to be used
3. List of Board of Directors/ Event Committee with contact phone numbers
4. Event planning timeline
5. Schedule of activities relating to your event/ expenditure

- 1 - Please see above
- 2 - Radio, social media, website, flyers
- 3 - Corey Johnson
Don Gordon
Brian Mater } All contact information on sponsor packet
- 4 - Promote February / March up to event date.

Event or Expenditure Description

- 1) Name of your event/expenditure: TEXAS Tournament Zone
- 2) Website address of your event/expenditure: TTZ1.Com
- 3) Date (s) of event/expenditure: 3/21 - 3/22/2025
- 4) Will there be an admission charge for this event/expenditure? Yes No
- 5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc...)
Activity Event Entry only Cost \$ 250 / Team
Activity _____ Cost _____
Activity _____ Cost _____
- 6) Primary location of event/expenditure: _____
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)
1- TTZ TEAM trail EVENT -
2- Hotel Locations, FOOD, FUEL for EVENT
- 8) Purpose and goal of your organization and who benefits from your success:
MARBLE FALLS will benefit from the anglers staying in MARBLE FALLS. The expectation is 200 teams (400 anglers) generating revenue for the city. In addition, there will be additional families and fans that will come to watch live weigh in.

Visitor Impact

- 1) Previous year's number of persons expected attending this event/expenditure:
Local: 100 Out of Town: 100
- 2) Number of total persons expected to attend this event/expenditure:
Local: 150 Out of Town: 100 - 125 DAY Guest 50 - 75
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? 125 - 150
- 4) Do you reserve a room block for this event/expenditure? Yes No
- 5) Which hotels have you negotiated a special rate if this reimbursement request is being used for an event? Please list hotels (do not list rates).
Currently no special rate discount. A list of hotels close to the event will be provided to anglers and event supporters

Revised 7/6/2016

Local HOT Use Request for Funding Agreement Form

Please return completed application with necessary attachments and signature to the City of Marble Falls, 800 Third Street, Marble Falls, TX 78654 by the grant application deadline. If you have any application questions, please contact Christina McDonald at (830) 693-3615.

I fully understand the Local Hotel Occupancy Tax (HOT) Special Events Grant Application, Application Process, Reimbursement Process, and Rules Governing the Application established by the City of Marble Falls. I intend to use this funding for the aforementioned event to forward the efforts of the City of Marble Falls in **directly** enhancing and promoting tourism **and** the convention and hotel industry by attracting visitors from **outside** Marble Falls into the city or its vicinity.

I have read the Local Hotel Occupancy Tax (HOT) Special Events Grant Application guidelines including the Rules Governing the Application and the Reimbursement Process.

I understand that if I am awarded my request for Hotel Occupancy Tax (HOT) funding by the City of Marble Falls, any deviation from the approved event or from the Rules Governing the Application may result in the partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) Special Events Grant Application.

Texas Tournament Zone

Organization Name



Applicant's Signature

12/23/24

Date



SPONSORSHIP MARKETING PLAN

CALENDAR YEAR 2025



The leadership of Outdoor Marketing Solutions (d. b. a. Texas Tournament Zone or TTZ) is confident in our ability to foster and promote a successful and unique partnership, providing measurable exposure among bass anglers and increasing sales. This proposal outlines the features and benefits available to our corporate sponsors through existing assets, event promotions and program components customized to your needs.



TEXAS TOURNAMENT ZONE seeks to initiate a customizable marketing program that effectively leverages all available TTZ assets to drive sales, reinforce brand awareness, and educate our ever-growing statewide customer base for the benefit of our sponsors.

ABOUT US

Outdoor Marketing Solutions, d.b.a. Texas Tournament Zone (TTZ) is dedicated to

PROVIDING THE COMPETITIVE ANGLER AN IMMEDIATE AND SINGULAR SOURCE FOR ALL THINGS TOURNAMENT FISHING.

TTZ runs a successful statewide tournament trail, hosts more than 70 weeknight tournaments per year, delivers tournament news and information pertaining to the sport of bass fishing, aligns the fishing community with philanthropy, and manages environmental initiatives for Texas lakes. Our emphasis on innovation and quality help us discover new approaches to reach and inform our anglers and serve our community.

IN THIS DOCUMENT

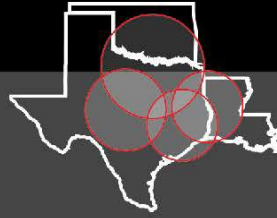
- SUMMARY OF DELIVERABLES
- TTZ TRAIL EVENT MARKETING
- TTZ WEEKNIGHT TOURNAMENT MARKETING
- SOCIAL MEDIA & DIGITAL MARKETING
- INCENTIVE PROGRAMS
- PROGRAM COSTS

- EVENT PROMOTIONS
- EMAIL MARKETING
- RADIO BROADCAST
- SPONSOR SERVICES
- SCHEDULE



TTZ TRAIL EVENT MARKETING

In 2025, TTZ will host four trail events in the spring season. In the fall, we will put on the Guadapalooza, the Cade Riley Memorial, and the two-day TTZ Team Championship. TTZ tournaments attract anglers from Dallas, Houston, San Antonio, Austin, and everywhere in between. With expansion into new regions from 2015-2019 TTZ saw historical growth.



2015
203
ANGLERS



2017-2019
432
ANGLERS

In 2015, this same region averaged 203 anglers per event. From 2017-2019 TTZ, averaged 432 anglers per event in our Central Texas Region. TTZ achieved an astonishing 159% growth.



SPONSOR BENEFITS

TTZ Trail events offer multiple branding opportunities to our sponsors. The TTZ weigh trailer and main stage feature custom logo wraps, a custom logo photo wall, multiple banners, as well as two large flat screens projecting the live leader board.

Through the PA system we not only announce weigh-in results, but also provide sponsor mentions throughout the weigh-in to the audience. Our custom release trailer with triage tanks accompanies our stage and weigh trailer, allowing further branding and signage opportunities for supporting sponsors.

Our **SPONSORS ARE FRONT AND CENTER** at TTZ tournaments as a prominent visual to anglers throughout Texas, bringing recognition to the specific contributors behind our ever-growing tournament trail.



TTZ WEEKNIGHT TOURNAMENT MARKETING

During daylight savings time, TTZ runs three tournaments a week: Lake Travis on Tuesdays, Canyon Lake on Thursdays, and Lake Georgetown on Thursdays.

Much like our trail events, TTZ has seen significant increases in angler participation at weeknight events. In 2019, Canyon Lake averaged 110 anglers per event, Travis averaged 63 anglers per week, and Georgetown averaged 45 anglers per week.

Combined, TTZ had 218 anglers per week, fishing events in three different geographic regions in 2019. Weekly events occur eight months a year, three nights a week, for a total of 74 weekly tournaments a year. In 2020, park shutdowns from Covid-19 put a halt to our weeknight events. With parks reopened, we have been rebuilding and are primed to set new records in weeknight tournament participation.

FEATURED LAKES



CANYON LAKE

110 ANGLERS PER WEEK

Area: 12.86 mi²
Elevation: 909'
Max. depth: 125 ft

LAKE GEORGETOWN

45 ANGLERS PER WEEK

Area: 2.027 mi²
Elevation: 791'
Max. depth: 85 ft



LAKE TRAVIS

63 ANGLERS PER WEEK

Area: 29.58 mi²
Elevation: 681'
Max. depth: 210 ft



SPONSOR BENEFITS

Weeknight tournaments provide the TTZ team an opportunity to interact on a more personal, face-to-face level with our customer base. These three weekly events also provide an excellent opportunity for sponsors to market products or services on a weekly basis and remain in continuous contact with TTZ customers.

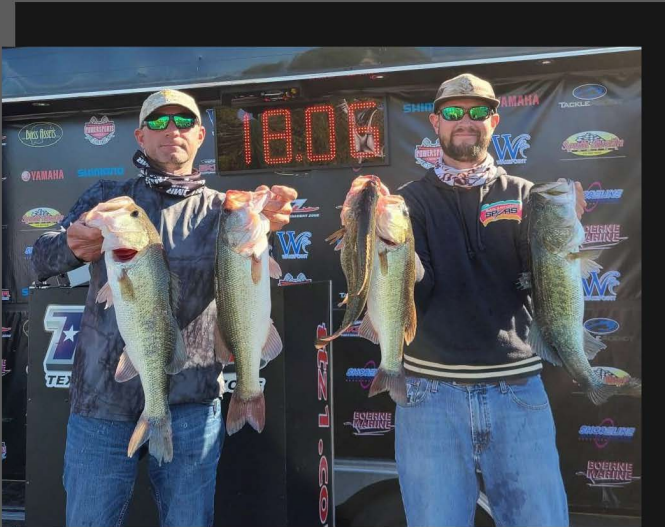
THESE ARE THOUSANDS OF IMPRESSIONS THAT OUR SPONSORS CAN TAKE ADVANTAGE OF ON A WEEKLY BASIS.

TTZ has signage opportunities on the weeknight banners, a custom logo photo wall, online links and logos for the weekly web pages, and logo opportunities for the weekly live leader board.



SOCIAL MEDIA AND DIGITAL MARKETING

TTZ's primary focus on growth and expansion in 2025 will be based in Social Media Marketing, with a strong emphasis on Facebook Ads. Working with an outside consulting firm, TTZ developed a 200,000 angler database of Facebook users in Texas. By direct marketing through Facebook Ads within this database and using location analytics, TTZ was able to directly serve our schedule and event release fliers in the feeds of hundreds of thousands of Texas anglers.



200,000 ANGLERS IN DATABASE

10,000 PAGE VIEWS PER WEEK



SPONSOR BENEFITS

On top of our direct Ad Campaigns, TTZ has seen strong growth on our page analytics for both TTZ and the weekly tournament Facebook pages. Combined in tournament season, these pages averaged over

10,000 VIEWS PER WEEK AND HUNDREDS OF THOUSANDS OF IMPRESSIONS.

We are certainly proud of and grateful for this organic growth, as it is essentially free advertising opportunity. At the same time, we understand the growth potential we can reach through paid advertisements within the newly developed Texas Facebook angler database.

We are excited to see the 2025 results after a full year of utilizing this powerful marketing asset.

INCENTIVE PROGRAMS

Upon request, TTZ will build incentive programs into tournament payouts for the use of sponsored products or services. These programs facilitate stronger relationships with current customers, leading to higher conversion rates, increased volume and repeat sales.



HIGHER
CONVERSION
RATES



INCREASED VOLUME



REPEAT SALES



SPONSOR BENEFITS

Historically we have found incentive programs to be a cost-effective way to reinforce brands and build brand awareness for sponsors in a target market. Through the TTZ online angler application, we can track down to the dollar what was directly attributed to incentive programs and the implementation of our unique marketing initiatives per each event.



SPONSOR BENEFITS

EVENT PROMOTIONS

TTZ will partner to create a product or service giveaway program at registration, online or at any TTZ event sponsors choose. These creative proprietary components will connect you with our audience. In addition to giveaway programs, TTZ will have our select fishing team members promote the use of your products or services at events as well as through radio, TV and web media. Our team members are also available for demos or promotional events at a sponsor's location upon request.

EMAIL MARKETING

Historically, TTZ has had more than 5,000 Texas angler email subscribers who receive two e-newsletters per week in tournament season. These weekly announcements offer another vehicle for continued communication with TTZ anglers. Sponsors are encouraged to use these newsletters to help with product branding, promotions, or announcements. Email campaigns provide our sponsors an avenue to directly market to newsletter subscribers.



RADIO BROADCAST

TTZ has radio exposure on a weekly basis with an impact on millions of listeners in our demographic. Every week TTZ has segment exposure on 1300 am/103.1 FM on Ken Milam's "The Great Outdoors" on Saturday mornings, and "The Sunday Sportsman" every Sunday morning on KASE/KVET. The audience and listeners of these stations create a substantial footprint down the I-35 corridor from north of Waco, through Austin and San Antonio. TTZ utilizes these assets to promote events, initiatives and our partnerships on a weekly basis.

SPONSOR SERVICES

Sponsors are allowed access to all event visual media, have press conference/release access, along with input and prior disclosure of any reporting on events. Officials with our sponsors will have VIP Access to all TTZ events. Additionally, top tier sponsors are allowed exclusive, complimentary guided fishing tours for their executives and partners.



PROGRAM COSTS

2025 TTZ Sponsorship Cost: To be discussed for the following Assets:

- Placement of link and logos on TTZ1.com home page
- Facebook Ad Promotions with 200,000 Texas anglers database
- Facebook and Instagram product or service mentions on TTZ and Thursday Night pages
- Banners on TTZforum.com
- Placement in TTZ newsletters
- Placement on main tournament stage banners
- Placement on event checks (Additional \$1,000 annually)
- Promotional opportunities at TTZ Friends of Reservoirs environmental projects
- Promotional opportunities in weekly e-newsletter
- Primary real estate for event booths or tents, includes Trail events, Weekly events, and Opens
- Weekly mentions Saturday and Sunday on KASE/KVET radio show
- Fishing reports from team members will include highest levels of "ghost branding" in photos and recaps
- Promotional merchandise giveaways opportunities at all events, includes Trail events, Weekly events, and Opens

Custom Tournaments and Product Loyalty Programs are available. Please inquire for more information.



2025 TOURNAMENT TRAIL

TOURNAMENT
SCHEDULE

2025 TTZ Trail Events

LAKE BUCHANAN
LAKE LBJ
BELTON LAKE
LAKE TRAVIS

SPECIAL EVENTS
TOURNAMENT SCHEDULE

2025 Special Events

GUADAPALOOZA TTZ TEAM
CADE RILEY MEMORIAL
TTZ TWO-DAY CHAMPIONSHIP

TEAM CHAMPIONSHIP

Location TBD

\$10,000 For First Place at all Events with over **125** boats

Adult Teams
\$250 entry, includes Big Bass Pot



SPONSORSHIP MARKETING PLAN

CALENDAR YEAR 2025

TTZ is committed to creating a unique marketing solution that strongly promotes sales and brand delivery to our sponsors. We look forward to the opportunity to work with you to create such a partnership and hammer out the specifics to build a unique plan tailored to your business needs.

Don Gordon
512-784-7793
don@jeservice.com

Brian Mater
512-608-5231
materfishing@gmail.com

Corey Johnson
512-698-1641
coreyjohnsonfishing@gmail.com



February 19, 2025

4. Review of HOT Fund award for Highland Lakes Chili Pod 2025. *Christina McDonald, City Secretary*
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Agenda Item Cover Memo
February 19, 2025

Agenda Item No.: 4
Submitted by: Christina McDonald, City Secretary

AGENDA CAPTION

Review of HOT Fund award for Highland Lakes Chili Pod 2025.

BACKGROUND INFORMATION

Staff has been notified that Howdy Roo 2025 will be relocating to the City of Granite Shoals instead of the previously planned location at Lakeside Pavilion in Marble Falls. The organization was awarded \$1,500 in FY 2024/2025 HOT funds and has already received half of the award.

The committee is asked to review and confirm whether the HOT fund award remains appropriate given the event's relocation. Considerations include:

- Whether the event will still drive hotel occupancy and tourism in Marble Falls.
- The impact of the location change on the intended use of HOT funds.
- Any precedents for similar changes in the past.

Craig Schlicke will be present to answer any questions the committee may have.

STAFF RECOMMENDATION

The committee will determine if the HOT fund award should remain as allocated or be adjusted based on the event's relocation.

To: City of Marble Falls.

Highland Lake POD Board has voted to move Howdy-Roo to Granite Shoals this year.

Note that we are promoting your Hotels, Shopping and Restaurants in city of Marble Falls.

We have several people still going to stay in Motel in the city.

If we don't meet the HOT funds we will give the money back to the city.

I Craig Schlicke, Great Pepper of Highland Lake POD would Like to Thank the City

Of Marble Falls for they have done for us and hope we can still work together.

Thank You

Craig Schlicke

Great Pepper Highland Lake POD

RECEIVED
FEB 13 2025
City Secretary's Office