



**NOTICE OF MEETING
OF THE
HOTEL MOTEL TAX ADVISORY COMMITTEE
Monday, March 31, 2025 at Noon**

Notice is hereby given that a meeting of the Hotel Motel Tax Advisory Committee will be held **Monday, March 31, 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. 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) FiestaJam. *Submitted by Richard Westerman*
3. Future Agenda Items. Next meeting June 11, 2025.
4. 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 March 18, 2025 at 19:30 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.

March 31, 2025

- 2(a). Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2024/2025 Hotel Occupancy Tax Budget for FiestaJam.
Submitted by Richard Westerman
-



**Agenda Item Cover Memo
March 31, 2025**

**Agenda Item No.: 2(a)
Submitted by: Richard Westerman, FiestaJam**

AGENDA CAPTION

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

BACKGROUND INFORMATION

Staff has received a HOT Reimbursement Grant Application requesting \$15,000 in HOT funds for FiestaJam, scheduled for May 1-3, 2025 in Johnson Park.

Funding History:

- FY 2021/2022: \$7,000
- FY 2022/2023 - \$27,500
- *No event was held in FY 2022/2023*
- FY 2024/2025 - \$10,000 (Event held October 10-12)

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

RECEIVED

Today's Date: March 10, 2025

MAR 17 2025 CM

Name of Organization: FiesterJAM

City Secretary's Office

Mailing Address: 906 Ave D

City, State, Zip: Marble Falls, TX 78654

Contact Name: Richard Westerman

Contact Phone Number: (512) 844-5330

Contact E-mail: richard@jbsales.net

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

Purpose of your organization:

- ① Bring Grammy quality music & entertainment to Marble Falls
- ② support youth music education

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.

Event or Expenditure Description

- 1) Name of your event/expenditure: Fiesta JAM on Lake Marble Falls
- 2) Website address of your event/expenditure: fiestajam.org
- 3) Date (s) of event/expenditure: May 1, 2025
- 4) Will there be an admission charge for this event/expenditure? Yes No except VIP
- 5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc...)

Activity	<u>VIP Tickets</u>	Cost	<u>single - \$100 / couple \$150</u>
Activity	<u>Song writer Seminars</u>	Cost	<u>\$ 99</u>
Activity	<u>Song contest</u>	Cost	<u>\$ 15</u>
- 6) Primary location of event/expenditure: _____
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)
Live Music, The Kent Finlay Texas Song Search
Song writer seminars
- 8) Purpose and goal of your organization and who benefits from your success:
 - ① For Marble Falls to become the #1 entertainment destination in Central Texas
 - ② support youth music education

Visitor Impact

- 1) Previous year's number of persons expected attending this event/expenditure:
Local: 800 Out of Town: 500
- 2) Number of total persons expected to attend this event/expenditure:
Local: 2500 Out of Town: 1500
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? 50
- 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).
we are paying for 17 hotel rooms

Revised 7/6/2016

Funding Request

Amount Requested: \$ 15,000

Does the proposed event plan to become self-supporting in the future? Yes

*This will take
No a few more
years*

Total advertising/promotion budget: \$ 15,750⁰⁰

a) What is your organization's direct contribution to the above? \$ TBD

b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?

- 15000 EDC
- 21,000 sponsors
- 13,000 our bank account

c) How will the funds be used?

- 1 Marketing
- 2 pay artist

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

Paid Advertising \$ 3782⁰⁰ Radio \$ 3468 Newspaper \$ _____

Press Releases to Media \$ 5250⁰⁰ Television \$ _____

Direct Mailing \$ _____ Distribution of Brochures \$ _____

Other (describe) \$ 2500 stage banners, banners, posters, merch

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

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.

Fiesta JAM 501C-3
Organization Name

Richard W. [Signature] 3-10-25
Applicant's Signature Date

Christina McDonald

From: Richard Westerman <richard@jbsales.net>
Sent: Monday, March 10, 2025 11:03 AM
To: Christina McDonald
Subject: FiestaJAM HOT Fund Grant Application
Attachments: Required Attachments HOT Funds Grant 3-10-25.docx; FiestaJAM PR Proposal 2425.pdf; 2022-05-31 16-47.pdf; FiestaJAM-2025-Poster.pdf

Good morning,

Thank you for your consideration. Please see the attachments. FiestaJAM has joined with the Chamber of Commerce for this May 1st, 2nd, and 3rd.

FiestaJAM's goal is to become know as top quality entertainment, bringing Grammy quality music to the Texas Hill Country and supporting youth music education.

This year's lineup is incredible. The entertainers have won 25+ Grammys with over 120 Grammy nominations.

Our budget to date is \$60,000 and growing.

Thank you for your support!

--

Richard Westerman
President of JB Sales, Inc.

P.O. Box 1728
Marble Falls, Tx 78654
C: 512.844.5330 O: 830.798.1888

REPRESENTING QUALITY MANUFACTURERS
Visual Comfort & Co
Studio Collection | Modern Collection | Fan Collection | Generation Lighting

www.jbsales.net

BUILDER SALES REPRESENTATIVE OF THE YEAR
2024

***I am often on the road and unable to respond immediately.**

If you are in need of immediate assistance -

Please email Karen at karen@jbsales.net or Lindsey at lindsey@jbsales.net .*

Required Attachments

- 1) Itemized, detailed list of expenditures relevant to Hot revenue use.
 - a. **Asleep at the Wheel**, \$23,000.00. FiestaJAM paid \$10,000.00 deposit **8-time Grammy winner with 30 nominations.**
 - b. Texas Tour Gear \$2800 (unexpected sound engineer expence)
 - c. **Rubin. Ramos** \$6000. **4 Grammy nomination 2 Grammy awares (Tejano album of the year)**
 - d. **Shawn Camp & Verlon Thompson** \$6000.00. **25 Grammy nomination, 11 CMA award 6 academy of Country Music awards, 1 CMT award, 5 BMI awards**
 - e. **Susan Gibson & /Bernie Nelson** \$1600.00 **15 Grammy awards, 60 Grammy nominations, 1 Grammy legend award, 1 Grammy life time achievement award.**

This lineup represents 36 Grammy Awards, with over 100 nominations.

- 2) Advertising / Marketing Plan, including target audience, detailed list of media to be used.

A) Victory Media April Edition

The Picayune Magazine

Full page

\$1,320

April 3 - May 3

DailyTrib Indoor Screens - 15 screens / Burnet, Cottonwood Shores, Kingsland,

Marble Falls

:15 second static commercial

\$348

April 7 - May 2

TheDaily Newsletter TOP BANNER

Banner ad linking to fiestajam.org

\$400

April 7 - May 2

DailyTrib.com TOP BANNER

Banner ad linking to fiestajam.org

\$400

Fiesta JAM's Cash Investment: \$2,468

Victory Media will be a \$1,000 Fiesta JAM sponsor as an in-kind media sponsor. Fiesta JAM will receive the following advertising in return:

April 7 - May 3
KBEY 103.9 FM Radio Picayune
Monday - Sunday • Run-of-Station • 6am - Midnight
(67) :30 second commercials

+ 2 morning show interviews (dates / times TBD)

- B) Social Media- \$3,782. Target is Marble Falls, Burnet County, Llano County Austin, Blanco, San Antonio, Johnson City, Blanco, Bertram, Liberty Hill, Lago Vista, Lampasas, Spicewood, Lakeway.
- C) Main Event Company \$2500
- D) Marble Falls Garphics \$2500 Posters, Banners, etc
- E) McGuckin Entertainment PR \$5,250. (See attached)



August 26, 2024

John Arthur Martinez
FiestaJAM
Via email: info@johnarthurmartinez.net

RE: PR consulting services for FiestaJAM events in October 2024 and April 2025

Dear John Arthur,

Please accept this letter as the proposal for providing services as a publicity consultant for 2 FiestaJAM events with a focus on increasing your market share through branding, imaging and awareness.

Goals of the PR campaign are to increase your fan base and to build awareness of your event in the regional music scenes through calendar listings, mentions, features and appearances.

Target groups: Americana and Texas music/entertainment local and regional media outlets.

The campaign is for three and a half months (September 1-October 15, 2024) and March 1, 2025-May 1, 2025) and is based on the following list of services:

Work closely with you on the “pitch/angle” to support the campaign.

Create a press release to support campaign.

Research appropriate print and electronic media outlets for this campaign.

Generate target lists.

Including newspapers, weekly entertainment and arts newspapers, and consumer and trade periodicals; influencers and VIPs; music websites, and freelance writers; and select regional/national broadcast and electronic, radio and TV outlets.

(more)

Coordinate the servicing of festival information to target outlets by email.

Recommend ideas for social media engagement and posts.

Follow up with media.

Request an interview and/or a feature story; set up phoners.

Request and coordinate radio and TV interviews.

I encourage you to contact me immediately regarding media requests and scheduling and to honor booked appearances unless an emergency arises. It is recommended that I be notified immediately when media contacts you directly.

The total fee for the PR campaign is \$5,250 with payments due:

September 1	\$1,500
October 1	\$750
March 1, 2025	\$1,500
May 1, 2025	\$1,500

Either of us may terminate this contract with a 30-day notice. Upon such termination all rights and duties toward each other shall cease except that you shall be obliged to pay, within thirty (30) days of the effective date of termination, all amounts owed for services completed and accepted by prior to the termination date.

I feel confident that I can meet the goals and objectives of the campaign, even though there are never any guarantees in public relations.

I look forward to working with you and I am prepared to start September 1. If this proposal is acceptable, please sign this copy and return it with the first month's fee.

Sincerely,

Heidi Labensart
heidi@mcguckinpr.com

Accepted: _____
By _____ Date _____



MAY 1-3
JOHNSON PARK AMPHITHEATER
MARBLE FALLS, TX



ASLEEP
AT THE WHEEL



SHAWN CAMP

THUR **MAY 1** 6PM

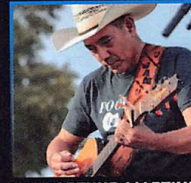
SHAWN CAMP
 VERLON THOMPSON
 SUSAN GIBSON
 BERNIE NELSON
 JOHN ARTHUR MARTINEZ



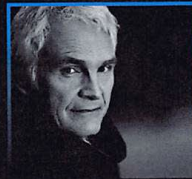
RUBEN RAMOS

FRI **MAY 2** 7PM

RUBEN RAMOS &
 THE MEXICAN REVOLUTION
 JAM AND TEJAS



JOHN ARTHUR MARTINEZ



VERLON THOMPSON

SAT **MAY 3** 7PM

ASLEEP AT THE WHEEL
 BLAKELY & MARTINEZ
 LAKE TRAVIS FIDDLERS

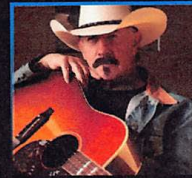
*LINEUP SUBJECT TO CHANGE



MIKE BLAKELY



SUSAN GIBSON



BERNIE NELSON



JAM AND TEJAS



LAKE TRAVIS FIDDLERS

Plus
 KENT FINLAY
 TEXAS
 SONG SEARCH
 FINALS

MAY 1
 5:30PM LIVE

FREE GENERAL ADMISSION
LAWN SEATING
 BRING YOUR OWN CHAIR/BLANKET. NO COOLERS



LIMITED VIP SEATS AVAILABLE AT
fiestajam.org