



**NOTICE OF MEETING  
OF THE  
HOTEL MOTEL TAX ADVISORY COMMITTEE  
Wednesday, June 11, 2025 – Noon**

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Notice is hereby given that a meeting of the Hotel Motel Tax Advisory Committee will be held **Wednesday, June 11, 2025, at Noon** 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. Hotel Occupancy Tax Economic update for FY 2025/2026. *Erin Burks, Downtown and Marketing Manager*
3. Update on Marble Falls' Tourism. *Kayla Gostnell, Tourism Manager and Erin Burks, Downtown and Marketing Manager*
4. Review of the FY 2025/2026 Hotel Occupancy Tax Budget. *Wade Nickerson, Director of Finance*
5. Discussion and Recommendation on HOT Reimbursement Grant Applications for funding from the FY 2025/2026 Hotel Occupancy Tax Budget. *Christina McDonald, City Secretary*
  - (a) Music on Main. *Submitted by Mitch McManus*
  - (b) Highland Lakes Chili Pod. *Submitted by Craig Schlicke*
  - (c) St. Frederick African American Museum. *Submitted by Bessie Jackson*
  - (d) The Falls on the Colorado Museum. *Submitted by Darlene Oostermeyer*
  - (e) Texas Tournament Zone. *Submitted by Corey Johnson*
  - (f) Highland Lakes Creative Arts. *Submitted by Erin Hinzmann*
  - (g) Highland Arts Guild and Gallery. *Submitted by Paulette Blake*

(h) Applications received after grant application submittal deadline.

6. Future Agenda Items.

7. 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 June 3, 2025 at 8:00 am and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.



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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.*

**June 11, 2025**

- 7(a) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for Music on Main.  
*Submitted by Mitch McManus*
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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(a)**  
**Submitted by: Mitch McManus**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for Music on Main.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application for the Music on Main Event. This event offers free live music in Downtown Marble Falls during the months of September through November and February through June.

Mitch McManus has requested \$45,000.00 from the FY 2025/2026 HOT fund budget. Council awarded \$35,000.00 in FY 2024/2025.

**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: 5/1/2025  
Name of Organization: Music ON Main - Downtown Marble Falls  
Mailing Address: P.O. Box 781948  
City, State, Zip: San Antonio, Texas 78278  
Contact Name: Mitch McManus  
Contact Phone Number: 210-860-0455  
Contact E-mail: mcmmanus1@aol.com  
Is your organization:  Non-profit  Private/For-Profit Tax ID# \_\_\_\_\_

Purpose of your organization:

To provide free live music in Downtown Marble Falls and encourage extended visits on Main Street

### 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: Music On Main - Downtown Marble Falls
- 2) Website address of your event/expenditure: livemusiconmain.com
- 3) Date (s) of event/expenditure: Sept 18 - Nov 15 2025 and Feb 26 - Jun 6 2026
- 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 None Cost \_\_\_\_\_  
Activity \_\_\_\_\_ Cost \_\_\_\_\_  
Activity \_\_\_\_\_ Cost \_\_\_\_\_
- 6) Primary location of event/expenditure: Old Oak Square and Harmony Park
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)  
Free live music in Downtown Marble Falls
- 8) Purpose and goal of your organization and who benefits from your success:  
To provide an entertaining environment in Downtown Marble Falls to attract and hold tourists and locals

**Visitor Impact**

- 1) Previous year's number of persons expected attending this event/expenditure:  
Local: 75 per event Out of Town: 75 per event
- 2) Number of total persons expected to attend this event/expenditure:  
Local: 100 per event Out of Town: 100 per event
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? 75 per event
- 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).  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Revised 7/6/2016

**Funding Request**

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Amount Requested: \$ 45,000

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

Total advertising/promotion budget: \$ 20,000

a) What is your organization's direct contribution to the above? \$ 60,000

b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?  
Local Business Sponsorships  
MFEDC Community Grant

c) How will the funds be used?  
All funds are spent on the cost of the music and its promotion

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) \$ 15,000 social media and professionals

**Required Attachments**

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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.

Music On Main - Downtown Marble Falls  
Organization Name

  
Applicant's Signature

5/1/2025  
Date

Revised 7/6/2016

Music On Main 2025-2026

Downtown Marble Falls - Harmony Park and Old Oak Square

September 18 - November 15, 2025 & February 26 - June 6, 2026

Harmony Park: Thursday, Friday and Saturday's 5-8 & Saturday 12-3

Old Oak Square: Wednesday, Thursday, Friday, and Saturday's 5-8 & Saturday 12-3

200+ Free Live Music Events

Music - 3 band and 6 acoustic for 24 weeks for a total of 200+ event	\$110,000	
Equipment	15,000	
Marketing	15,000	
Booking	15,000	
Management	15,000	
Total Expenses		\$170,000
Sponsors	100,000	
Hot Funds - MF	45,000	
Community Grant - MFEDC	25,000	
Total Anticipated Funds		\$170,000

**June 11, 2025**

7(b) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for Highland Lakes Chili Pod. *Submitted by Craig Schlicke*

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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(b)**  
**Submitted by: Craig Schlicke**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for the Highland Lakes Chili Pod.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application from the Highland Lakes Chili Pod for the annual Howdy Roo event. The event is scheduled for May 1-3, 2026 at the Lakeside Pavilion.

The organization has requested \$3,000.00 from the FY 2025/2026 HOT fund budget. Council awarded \$1,500.00 in FY 2024/2025.

**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: 5-6-25

Name of Organization: HIGHLAND LAKES CHILI POD

Mailing Address: 405 Wanta Hideaway

City, State, Zip: Spicewood Texas 78669

Contact Name: Craig Schlicke

Contact Phone Number: 512-507-9089

Contact E-mail: schlicke5603@yahoo.com

Is your organization: Non-profit Private/For-Profit Tax ID# 74-2330077

**RECEIVED**  
**MAY 06 2025**  
City Secretary's Office

Purpose of your organization:

To promote tourism and generate business from all over the world to Marble Falls. We also promote  
Chili and BBQ and raise money For local charities in Marble Falls Texas.

## 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: Annual (Howdy-Roo) Regional CASI Chili, Annual Lancaster BBQ State championship
- 2) Website address of your event/expenditure: \_\_\_\_\_
- 3) Date (s) of event/expenditure: May 1-3, 2026
- 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	<u>CASI Chili entry \$40.00 per entry</u>	Cost	<u>\$4.00 per cook \$25.00 fee to CASI</u>
Activity	<u>BBQ entry \$150.00 per cook</u>	Cost	<u>70% payback</u>
Activity	<u>Bean entry \$10.00 per entry</u>	Cost	<u>%50 payback</u>
- 6) Primary location of event/expenditure: Lakeside Pavilion Marble Falls Tx.
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)  
We promote Chili/BBQ and all proto local chareties in Marble Falls Texas. Charities are Marble falls Boyscout Troop # 284, Marble Falls High School Band booster and MFFFA, Granite Shoals Fire.
- 8) Purpose and goal of your organization and who benefits from your success:  
To raise money for our charities. Our guest started show up Wendnesday Thur Sunday. Our guest go shop and go to restaurants. We have approx 150 Chill cooker and approx 25 BBQ Cooker and 60 Beans Cooker.

## Visitor Impact

- 1) Previous year's number of persons expected attending this event/expenditure:  
Local: 600 Out of Town: 300
- 2) Number of total persons expected to attend this event/expenditure:  
Local: 1000 Out of Town: 500
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? 20%
- 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).  
I'm going to all Hotel and see what we can work out for 2026 and see who can give us the best deal.

## Funding Request

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Amount Requested: \$ 3000.00

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

Total advertising/promotion budget: \$ We are a nonprofit 501C organization we ask we ask for sponsorship, cook entry, vendors ect. raise money for charities.

a) What is your organization's direct contribution to the above? \$ \$11,000 (2025)

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

NONE we get donation and sponsorship to help with the cost and expenditures

c) How will the funds be used?

Advertising we give cook gifts and help pay for cost of putting the event on.

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) \$ \_\_\_\_\_

## Required Attachments

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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.

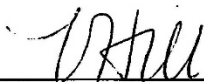
I understand that if I am awarded my request for Hotel Occupancy Tax (HOT) funding by the City of Marble Falls, any deviation from the approved event or from the Rules Governing the Application may result in the partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) Special Events Grant Application.

Highland Lakes POD

Organization Name \_\_\_\_\_

Applicant's Signature \_\_\_\_\_

Date \_\_\_\_\_



5-6-25

**June 11, 2025**

7(c) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for St. Frederick African American Museum. *Submitted by Bessie Jackson*

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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(c)**  
**Submitted by: Bessie Jackson**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for St. Frederick African American Museum.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application from St. Frederick Church for the African American Museum.

The organization has requested \$10,000 from the FY 2025/2026 HOT fund budget. The museum did not make a request in FY 2024/2025, however Council awarded \$8,000.00 in FY 2023/2024.

**STAFF RECOMMENDATION**

Recommend an amount for Council's consideration.



*St. Frederick*  
**BAPTIST CHURCH**  
FOUNDED 1893

301 Ave N @ 3rd Street  
PO Box 812  
Marble Falls, Texas 78654  
(830) 693-4499  
Rev. George Perry, Pastor  
E-mail  
revgeorgeperry@yahoo.com  
(830) 385-2897  
Sis. Bessie Jackson  
Administrator  
E-mail  
bessiejackson950@gmail.com  
(830) 385-2143

April 30, 2025

City of Marble Falls  
African American Museum  
Grant Request: \$10,000.

Thanks you for what you've already done, but we need a little more help to completely finish, to get a certificate of Occupancy from the City. This museum is a nonprofit organization which will provide a unique educational experience. Our purpose is to inspire our community and others to learn from those traditions to help shape a better future of inclusion

Thanks in Advance

Rev. George Perry Pastor  
Bessie Jackson President  
Jason Foelsing Member  
Cora Pimpleton Vice Pres.  
Jane Knapik Member  
Darlene Oostermier Sect.

Federal Tax ID #82-5470057

# HOT Reimbursement Grant Application

Please print clearly and complete the following application.

**Organization**

Today's Date: 4-30-25  
Name of Organization: St Frederick African American Museum  
Mailing Address: 311 Ave N or P.O. Box 812  
City, State, Zip: Marble Falls, Tx 78654  
Contact Name: Bessie Jackson  
Contact Phone Number: 830/385-2143  
Contact E-mail: bessiejackson950@gmail.com  
Is your organization: Non-profit Private/For-Profit Tax ID# 82-5470057  
Purpose of your organization:  
See Mission Statement

**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: Grand Opening of Museum
- 2) Website address of your event/expenditure: \_\_\_\_\_
- 3) Date (s) of event/expenditure: Feb 2026
- 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 \_\_\_\_\_ Cost \_\_\_\_\_  
Activity \_\_\_\_\_ Cost \_\_\_\_\_  
Activity \_\_\_\_\_ Cost \_\_\_\_\_
- 6) Primary location of event/expenditure: 311 Ave NL
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)  
Signage, Flyers, Radio, Word of mouth
- 8) Purpose and goal of your organization and who benefits from your success:  
Our purpose is to inspire our community to learn from those traditions to help shape a better future of inclusion for all.

**Visitor Impact**

- 1) Previous year's number of persons expected attending this event/expenditure:  
Local: 50 Out of Town: 25 <sup>2025</sup>  
*Soft Opening Feb 22*
- 2) Number of total persons expected to attend this event/expenditure:  
Local: — Out of Town: —
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? \_\_\_\_\_
- 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).  
I have ask, but no respond  
I got a list

**Funding Request**

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Amount Requested: \$ 10,000

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

Total advertising/promotion budget: \$ 8,000

a) What is your organization's direct contribution to the above? \$ 5,000

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

City of Marble Falls

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c) How will the funds be used?

to support lights, water, maintenance  
finish the bldg, paint the outside

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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 \$ 250

Other (describe) \$ Flyers 150 Fundraiser Items

**Required Attachments**

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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.

St Frederick African American Museum  
Organization Name

  
Applicant's Signature

4-30-25  
Date



← Your Reservation Confirmation ...

Earn 5X points on travel,  
dining, and at gas stations\*

Earn 140,000 bonus points  
— that's up to 4 nights  
at 4,400+ out of all IHG® Hot...

**IHG** Holiday Inn Express  
[www.ihg.com](http://www.ihg.com)  
To: Me ▾

12/5/24 

Thank you for booking with Holiday Inn Express Hotels & Resorts. View with images



AN IHG® HOTEL Make a Reservation | IHG One Rewards | Need Help?

**HOLIDAY INN EXPRESS MARBLE FALLS**

714 Corazon Drive  
Marble Falls, TX, United States 78654

Hotel Front Desk: 18306930707  
Email: [sj1\\_hix@gmail.com](mailto:sj1_hix@gmail.com)

Guest Name: BEVERLY ADAMS

Check In:	Check Out:	Rooms:	Adults:	Children:
20 Feb 2025 3:00 PM	24 Feb 2025 11:00 AM	1	2	1

- Modify Reservation
- Customer Care
- Property Overview
- Download the IHG App
- Ground Transportation
- Cancel Reservation

YOUR CONFIRMATION NUMBER IS: 64611370. SELECT YOUR PREFERENCES BEFORE YOUR STAY.

2 QUIET BEDS SUITE

**IHG** InterContinental Hotels G...

Visit site

-  Delete
-  Reply
-  Forward
-  Move
-  More

## Stay in Marble Falls

Feb 21, 2025 - Feb 24, 2025

La Quinta Inn & Suites by Wyndham Marble Falls

Hotels.com itinerary: 72061315926368

### Reservation details

Check-in	Check-out
Fri, Feb 21	Mon, Feb 24
3:00 PM	11:00 AM

#### Check-in and special instructions

Check-in time starts at 3:00 PM

Check-in time ends at anytime

Minimum check-in age is: 21

Front desk staff will greet guests on arrival at the property.

### Location

501 W. FM 2147, Marble Falls, TX, 78654 United States of America

### Room details

#### Executive Suite, 1 King Bed, Balcony, Lake View (3rd or 4th Floor)

##### Reserved for

BECKY DAVIS, 1 adult

##### Requests

1 King Bed

Non-Smoking

All special requests (such as in-room amenities, bed type, and smoking preference) are shared with the property, but requests are not guaranteed and may incur additional charges. We recommend you confirm them directly with the property before travel.

## Change and cancellation rules

If you cancel or change your plans, please cancel your reservation in accordance with the property's cancellation policies to avoid a no-show charge.

There is no charge for cancellations made before 6:00pm (property local time) on Feb 20, 2025.

Cancellations or changes made after 6:00pm (property local time) on Feb 20, 2025 or no-shows are subject to a property fee equal to the first night's rate plus taxes and fees.

## Payment details

### Room price

Fri, Feb 21	\$182.75
Sat, Feb 22	\$170.00
Sun, Feb 23	\$124.95
Taxes	\$62.11
Destination fee Payable at property	\$5.97
Fees Payable at property	\$0.78

**Total** **\$546.56**  
Pay at property

Member Deal Tier 2: 15%

Prices shown after \$84.30 savings

## Rewards

You earned rewards for this trip

## Hotels.com support

Contact Hotels.com if you need help managing this itinerary.



**Westside Park**  
 Saturday, June 21<sup>st</sup>  
 11 - 2 pm

**Bring Your Chairs & Come Celebrate**  
**With Food & Games**  
**& African American Museum Tour**

**SPONSORSHIP**

\$500 .....	1 Year
\$250 .....	6 Months
\$125 .....	3 Months

**FOR SALE**

T-Shirts
Tumblers
Cookies, Water



Join us for the GRAND  
OPENING

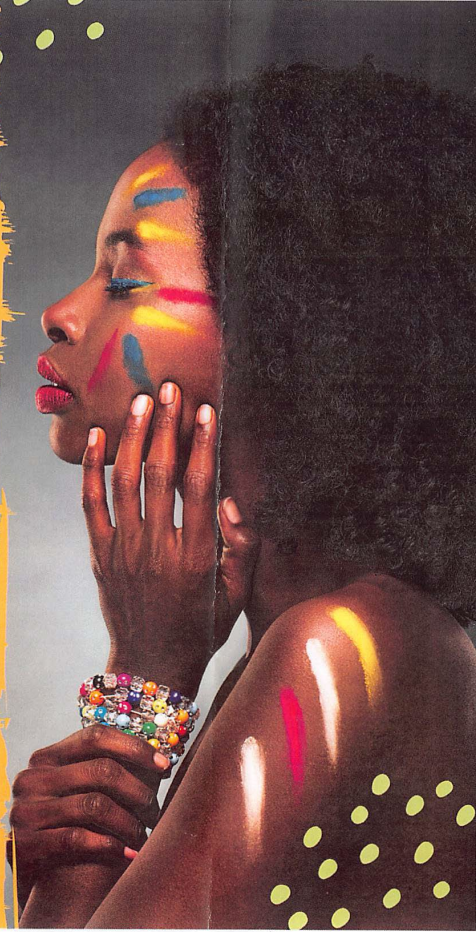
# AFRICAN AMERICAN

# History MUSEUM

FEB 22, 2025

12PM-3PM

Speaker, Refreshments,  
and souvenirs.





DATE: 04/17/2025

INVOICE N. 011

**BILL TO:**  
**St. Frederick Missionary**  
**Baptist Church**

**MsBee's Tee's**  
 622 Highcrest Dr.  
 Dallas, Texas 75232  
 Phone 469-222-7098  
 Email / bevadams\_1964@yahoo.com

NO.	description	QTY	UNIT COST	AMOUNT
1	T-Shirts	32	4.59	\$147.00
2	Tumblers	10	4.50	\$45.00
3	Coffee Mug	19	2.10	\$40.00
4				
5				
6				

**PAYMENT DETAILS:**  
 Cashapp: \$bevadams1964  
 Zelle: bevadams1964.ba@gmail.com

Total	232.00
Tax	
<b>TOTAL AMOUNT</b>	<b>\$232.00</b>

Special Notes and Terms:  
 St. Frederick African  
 American Black History Museum

THANK YOU FOR YOUR PURCHASE!



DATE: 03/29/2025

INVOICE N. 009

**BILL TO:**  
**St. Frederick Missionary**  
**Baptist Church**

**MsBee's Tee's**  
 622 Highcrest Dr.  
 Dallas, Texas 75232  
 Phone 469-222-7098  
 Email / bevadams\_1964@yahoo.com

NO.	description	QTY	UNIT COST	AMOUNT
1	T-Shirts for Sm-XL	52	2.99	\$155.48
2	T-Shirts for 2X	12	4.99	\$59.88
3	T-Shirts for 3X	12	5.99	\$71.88
4	Keychain - PAID	15	.36	0
5	Bookmarker PAID	24	.27	0
6	20oz Tumbler- PAID	20	4.11	0

**PAYMENT DETAILS:**

Cashapp: \$bevadams1964  
 Zelle: bevadams1964.ba@gmail.com

Total	287.24
Tax	
<b>TOTAL AMOUNT</b>	<b>\$287.24</b>

**Special Notes and Terms:**

St. Frederick African  
 American Black History Museum

THANK YOU FOR YOUR PURCHASE!



DATE: 03/29/2025

INVOICE N. 010

**BILL TO:**  
**St. Frederick Missionary**  
**Baptist Church**

**MsBee's Tee's**  
 622 Highcrest Dr.  
 Dallas, Texas 75232  
 Phone 469-222-7098  
 Email / bevadams\_1964@yahoo.com

NO.	description	QTY	UNIT COST	AMOUNT
1	Ink for Printer	1	40.00	\$40.00
2	Sublimation Paper	1	24.00	\$24.00
3				
4				
5				
6				

**PAYMENT DETAILS:**  
 Cashapp: \$bevadams1964  
 Zelle: bevadams1964.ba@gmail.com

Total	64.00
Tax	
<b>TOTAL AMOUNT</b>	<b>\$64.00</b>

Special Notes and Terms:  
 St. Frederick African  
 American Black History Museum

THANK YOU FOR YOUR PURCHASE!



DATE: 04/17/2025

INVOICE N. 011

BILL TO:  
St. Frederick Missionary  
Baptist Church

MsBee's Tee's  
622 Highcrest Dr.  
Dallas, Texas 75232  
Phone 469-222-7098  
Email / bevadams\_1964@yahoo.com

NO.	description	QTY	UNIT COST	AMOUNT
1	T-Shirts	32	4.59	\$147.00
2	Tumblers	10	4.50	\$45.00
3	Coffee Mug	19	2.10	\$40.00
4				
5				
6				

PAYMENT DETAILS:

Cashapp: \$bevadams1964  
Zelle: bevadams1964.ba@gmail.com

Total	232.00
Tax	
<b>TOTAL AMOUNT</b>	<b>\$232.00</b>

Special Notes and Terms:

St. Frederick African  
American Black History Museum

*230.00*  
*cash*  
*5/3/25*  
*[Signature]*

THANK YOU FOR YOUR PURCHASE!

No. 8143



Responsible Master Plumber  
Sidney "Tanker" Harris  
**830-385-5325**

PO Box 3042  
Marble Falls, TX 78654

M-41687  
OS-0026224

**Job Start Date:** 12/4/2023  
**Customer Name:** African American Museum  
**Contact Name:** Reverend George Perry  
**Job Address:** 311 Ave N  
**City / State / Zip:** Marble Falls, Texas  
**Phone Number:** 8303852897  
**E-mail:** [revgeorgeperry@yahoo.com](mailto:revgeorgeperry@yahoo.com)  
**Short Job Description:** New Construction

**Job Completion Date:** TBD

### DRAW INVOICE

Date	Description	Check #	Amount
12/4/2023	Total Price - Invoice 8143		\$11,400.00
12/7/2023	Draw #1 Request	121	(\$2,667.00) ✓
7/11/2024	Draw #2 request	160	(\$4,793.33) ✓
12/13/2025	Draw # 3 Request		(\$1,260.00)
	<b>REMAINING BALANCE</b>		<b>\$2,679.67</b>
<b>TOTAL DUE TODAY - \$1,260.00</b>			

WE APPRECIATE YOUR PAYMENT - THANK YOU

Texas State Plumbing Board 929 E. 41st St. Box 4200 Austin, Texas 78765 Tel: (800) 845-6584

Tanker's Plumbing & Septics, LLC

**June 11, 2025**

7(d) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for The Falls on the Colorado Museum. *Submitted by Darlene Oostermeyer*

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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(d)**  
**Submitted by: Darlene Oostermeyer**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for The Falls on the Colorado Museum.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application from The Falls on the Colorado Museum.

The organization has requested \$3,500.00 from the FY 2025/2026 HOT fund budget. Council awarded \$5,000.00 in FY 2024/2025.

**STAFF RECOMMENDATION**

Recommend an amount for Council's consideration.

THE FALLS ON THE COLORADO  
*Museum*

May 21, 2025

City of Marble Falls  
800 Third Street  
Marble Falls, TX 78654

Attn: Michael Hodge, City Manager

Ref: HOT Funding Request for City Budget Year 2025-2026

Dear Mr. Hodge:

The Falls on the Colorado Museum (FOCM) is submitting a request for \$3500.00 in its application for the HOT funding cycle 2025-2026. These funds will help develop the German Immigration to Central Texas exhibit on the second floor.

To support the story of German immigration from the 1830s to the establishment of many area ranches and farms in the 1850s, supplemental artifacts would lose their impact if not shown on more authentic tables and display stands rather than using those made of glass and metal. To achieve a better "feeling", a local carpenter has agreed to help us construct more time-appropriate displays from salvaged woods found in our area. This carpenter is donating 50% of his hourly rate of \$40 to help us keep the budget workable.

Also, much of the hardwood sourced has already been donated or will be acquired at a discounted price to achieve the maximum number of display stands and tables, etc.

FOCM appreciates the continued support given by the City of Marble Falls through HOT funding. We also are excited about showing off the expansion of the museum to the upper floor in late Fall.

Respectfully submitted,



Darlene Oostermeyer  
Chairman

PO BOX 1333 MARBLE FALLS, TX 78654 | 830.798.2157 | FOCMUSEUMCHAIR@GMAIL.COM  
2001 BROADWAY, MARBLE FALLS, TX (PHYSICAL) | FALLSMUSEUM.ORG

## 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.

the Falls on the Colorado Museum  
Organization Name

A. Dostumeyer  
Applicant's Signature

5/13/25  
Date

## HOT Reimbursement Grant Application

Please print clearly and complete the following application.

### Organization

Today's Date: May 13, 2025  
Name of Organization: The Falls on the Colorado Museum  
Mailing Address: PO B 1333  
City, State, Zip: Marble Falls TX 78654  
Contact Name: Darlene Oostermeier  
Contact Phone Number: 512-470-0813  
Contact E-mail: focmuseumchair@gmail.com  
Is your organization: (Non-profit) Private/For-Profit Tax ID# 74-2921663

Purpose of your organization: Mission statement

- To preserve our history;
- To further our heritage;
- To protect our artifacts;
- To provide an ongoing history of Marble Falls and the surrounding communities.

### 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: \$ 3500.

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

Total advertising/promotion budget: \$ 0

a) What is your organization's direct contribution to the above? \$ 0

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

N/A

c) How will the funds be used?

N/A

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 \$ yes, but at no cost Television \$ \_\_\_\_\_

Direct Mailing \$ \_\_\_\_\_ Distribution of Brochures \$ \_\_\_\_\_

Other (describe) \$ Local media promotions through our website and social media; efforts to our membership, special events are submitted to MFVC & Burnet Co. tourism for

**Required Attachments** Postings on their platforms

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

**Event or Expenditure Description**

- 1) Name of your event/expenditure: German Immigrants in Central TX
- 2) Website address of your event/expenditure: fallsmuseum.org
- 3) Date (s) of event/expenditure: Oct. 2025, with display furniture
- 4) Will there be an admission charge for this event/expenditure? Yes  No  lasting many years
- 5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc...)  
 Activity \_\_\_\_\_ Cost \_\_\_\_\_  
 Activity \_\_\_\_\_ Cost \_\_\_\_\_  
 Activity \_\_\_\_\_ Cost \_\_\_\_\_
- 6) Primary location of event/expenditure: 2001 Broadway, MF TX
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)  
This new exhibit will highlight the crucial role of German immigrants into this area. Many of the initial 'immigrants' families still live on their land 175 later!
- 8) Purpose and goal of your organization and who benefits from your success;  
Our visitors will benefit from new and expanded exhibits. Spot-lighting these original families will instill continued pride in their family's heritage, while educating our visitors.

**Visitor Impact**

- 1) Previous year's number of persons expected attending this event/expenditure:  
 Local: 170\* Out of Town: 404\*  
\*Closed for construction 10 weeks from 10/24 → 3/25.
- 2) Number of total persons expected to attend this event/expenditure:  
 Local: 500\*\* Out of Town: 1500\*\*  
\*\* Growth of visitors due to upstairs expansion
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? ± 120
- 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).  
N/A

<b>List of Expenditures</b>			
<b>The Falls on the Colorado Museum</b>			
<b>Category</b>	<b>Unit price</b>	<b>#</b>	<b>Total</b>
Antique & Salvaged Plank Wood ~ 43 BF	\$10.00	43	\$430.00
Materials	\$70.00		\$70.00
Craftsman's Rate*	\$20.00	140.00	\$2,800.00
Sawmill Cut tree trunks into planks	\$200.00		\$200.00
<b>TOTAL HOT REQUEST</b>		<b>Grand Total</b>	<b>\$3,500.00</b>
*Craftsman's time in-kind donation	\$20.00	140.00	\$2,800.00
A local wood craftsman is donating in-kind 50% of his hourly rate to construct display pieces that relate to the time of German immigration to our area.			

<b>Advertising/Marketing Plan</b>	
<b>Falls on the Colorado Museum</b>	
<b>Category</b>	<b>Description</b>
<b>Objective</b>	Increase public awareness of The Falls on the Colorado Museum as a destination for local and Central Texas history
<b>Target Audience</b>	Students and individuals—locals and out-of-towners—who are interested in learning about Marble Falls and Central Texas history
<b>Strategy</b>	Opening the second floor will allow for developing new exhibits and for expanding existing exhibits to enhance visitor experiences while promoting The Falls on the Colorado Museum as an exciting destination of discovery about local and Central Texas history. A dedicated Kids Room will help educate younger visitors about water conservation, where our electricity comes from and the excitement of digging in this amazing area of Texas.
<b>Marketing Channels</b>	Museum's website and Facebook page
	E-blast to members
	KBEY Interviews
	Presentations at local service organization meetings
	Monthly Press Releases to local newspapers
	List on Marble Falls and County Tourism/Visitor Center sites

## **Board Member Directory 2025**

### **Chairman**

Darlene Oostermeyer  
3000 Cedar Trail Rd.  
Marble Falls TX 78654  
[dfo@nctv.com](mailto:dfo@nctv.com)  
Hm: (830) 693-7025  
Cell: (512) 470-0813

### **Vice Chairman**

Jase Sutton  
1321 Primrose Ln.  
Marble Falls, TX 78654  
[Jdsutton6614@gmail.com](mailto:Jdsutton6614@gmail.com)  
Cell: (325) 665-7295

### **Treasurer**

Marianne Holland McEwin  
2350 CR 341  
Marble Falls TX 78654  
[mmcewin883@gmail.com](mailto:mmcewin883@gmail.com)  
Cell: (432) 438-8104

### **Secretary**

Bob Kent  
904 La Ventana  
Marble Falls, TX 78654  
[Sbkent11@gmail.com](mailto:Sbkent11@gmail.com)  
Cell: (714) 745-2539

### **Director**

Danielle Meredith  
6613 CR 120  
Marble Falls TX 78654  
[dmeredith4730@yahoo.com](mailto:dmeredith4730@yahoo.com)  
Hm: (830) 693-4730  
Cell: (830) 798-7696

### **Director**

Robyn Richter  
PO Box 993  
Marble Falls, TX 78654  
[Rrichter51@gmail.com](mailto:Rrichter51@gmail.com)  
Cell: (512) 567-3204

### **Director**

Nancy Ebeling  
601 Avenue F  
Marble Falls, TX 78654  
[nancyebeling1955@yahoo.com](mailto:nancyebeling1955@yahoo.com)  
(830) 265-8098

### **Director**

Rev. George Perry  
St. Frederick Baptist Church  
PO Box 812  
Marble Falls TX 78654  
[revgeorgeperry@yahoo.com](mailto:revgeorgeperry@yahoo.com)  
Ch: (830) 693-4499  
Cell: (830) 385-2897

### **Director**

Sharon Spencer  
275 Pecan Grove Lane  
HSB TX 78657  
[ssvelcro@gmail.com](mailto:ssvelcro@gmail.com)  
Cell: (830) 613-5774

### **Director**

George Russell  
PO Box 3  
Marble Falls, TX 78654  
[1202grussell@gmail.com](mailto:1202grussell@gmail.com)  
(312) 635-3247

### **Director**

Amanda Seim  
1507 Sherrard St  
Burnet, TX 78611  
[amandaeseim@gmail.com](mailto:amandaeseim@gmail.com)

### **Emeritus Advisory Board**

Vashti Tucker  
1008 King Rd, #108  
Marble Falls TX 78654  
[hdt600@gmail.com](mailto:hdt600@gmail.com)  
Home: (325) 388-8664

Dr. Thomas Hester  
2106 Cottontail Drive  
Leander TX 78641  
[secocreek17@gmail.com](mailto:secocreek17@gmail.com)  
Cell: (210) 288-5949

Krissy Sralla  
415 Crystal Mountain  
Round Mountain, TX 78663  
[krissysralla@hotmail.com](mailto:krissysralla@hotmail.com)  
Cell: (512) 644-8746

Dr. Jane Knapik  
1005 Louise  
Marble Falls TX 78654  
[knap@nctv.com](mailto:knap@nctv.com)  
Cell: (830) 693-9102

Marley Porter  
4315 FM 2147  
Cottonwood Shores TX 78657  
[marley@livingarchitecture.design](mailto:marley@livingarchitecture.design)  
(830) 613-7461

<b>Event Planning Timeline</b>	
<b>The Falls on the Colorado Museum</b>	
<b>Event Name</b>	<b>Timeline</b>
<b>German Immigration into Central Texas</b>	June-August 2025: collect vintage wood for display pieces
	August 2025: begin construction of rough-hewn table for larger exhibit pieces. Also construct 3-4 display cases from vintage wood to accommodate the many artifacts that have been in storage that support the German immigration theme
	November 2025: open new exhibit area when second floor windows have been installed

<b>The Falls on the Colorado Museum</b>			
<b>Schedule of Activities (Exhibit Schedule)</b>			
<b>2025</b>	<b>Major (Upstairs Exhibit Room?)</b>	<b>Minor (Madolyn Frasier Room)</b>	
August		Back to School	
September		In Focus: Waterscapes exhibit based on Spring photo contest theme of "Water" w/public voting on favorites	
October	A Time Before Texas: an exhibit that considers both current science & cultural tradition to explore what life was like for the first people to call Texas home.	Archeology Month	
November		Veteran's Day Program	
December	Christmas Home Tour		
<b>2026</b>	<b>Major (Main Floor Exhibit Room)</b>	<b>Minor (Main Floor Hall)</b>	<b>Second Floor Exhibit</b>
January			
February	Black History Month: Exceptional Black Women of Central	Vintage Cen TX Valentines	Highlighting Magnificent
March	Highlight Mineral Mining in Central TX: The Story of Pure	Texas Independence	Mountain: The Story of Granite
April	Stone & JM Huber Company		Mountain in its new area
May	Wildflower Wonders: Central Texas in Bloom	Graduation	
June		Juneteenth	Technology Time Capsule: A
July	Founder's Day		Collection of Old Innovations
August	Dressing the Part: Women's Fashion in the Texas Hill	Back to School	
September	Country		

**June 11, 2025**

7(e) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for the Texas Tournament Zone. *Submitted by Corey Johnson*

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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(e)**  
**Submitted by: Corey Johnson**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for the Texas Tournament Zone.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application from The Falls on the Colorado Museum.

The organization has requested \$5,000.00 from the FY 2025/2026 HOT fund budget for two events in 2025.. Council awarded \$2,500.00 in FY 2024/2025 for one event.

**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: 5/20/25

Name of Organization: TEXAS TOURNAMENT ZONE (TTZ)

Mailing Address: 2906 Kinloch Drive

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

Contact Name: Corey Johnson

Contact Phone Number: 512-698-1641

Contact E-mail: Corey.johnson@TTZ.com

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

Purpose of your organization:

- 1) BASS Fishing Championship Event - 2 day Event - 10/4-10/5/25 LAKE LBJ
- 2) TEAM TRAIL EVENT - MARCH 2026 - Exact date of event will be determined  
in October 2025

### 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: ① TTZ Championship 2025 - ② TTZ Trails top 2026
- 2) Website address of your event/expenditure: TTZ1.COM
- 3) Date (s) of event/expenditure: 10/4-10/5-2025 Event 1, Event 2 March 2026
- 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	<u>McNAIR PARK</u>	Cost	<u>\$700 Per Event</u>
Activity	<u>Championship Event</u>	Cost	<u>250 / TEAM</u>
Activity	<u>TRAIL Event</u>	Cost	<u>250 / TEAM</u>
- 6) Primary location of event/expenditure: McNAIR PARK
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)  
1) TTZ EVENTS (Both)  
2) Hotel Location, Food, Fuel in MARBLE FALLS  
3) Friday Registration / Meeting at a MARBLE FALLS Establishment for Championship
- 8) Purpose and goal of your organization and who benefits from your success:  
MARBLE FALLS will benefit from Anglers, visitors staying in MARBLE FALLS hotels,  
Fuel, Food. Roughly 70 teams will qualify for October Championship (2 DAYS)  
Estimated 150 teams for TRAIL Event in March

**Visitor Impact**

- 1) Previous year's number of persons expected attending this event/expenditure:  
Local: 80-90 Out of Town: 30-50 March 2025
- 2) Number of total persons expected to attend this event/expenditure:  
Local: 100 Out of Town: 60-80
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? 110-130
- 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 will not block rooms or obtain special rates. We will provide a  
list of 3-5 hotels in the MARBLE FALLS AREA that are recommended by TTZ

## Funding Request

Amount Requested: \$ 5,000 (\$2500 PER EVENT)

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?

NO OTHER SEE ITZ Sponsorship Packet - NO OTHER SOURCES OF FUNDING ARE BEING APPLIED FOR THIS EVENT - WE HAVE SPONSORS & MAY HAVE NEW SPONSORS BY OCTOBER AND 2026 SEASON

c) How will the funds be used?

- SECURE LAUNCH FACILITY - TRAVEL/SET UP EXPENSES, GENERATOR FUEL

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

Paid Advertising \$ \_\_\_\_\_ Radio \$ 100 Newspaper \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_ Television \$ \_\_\_\_\_

Direct Mailing \$ \_\_\_\_\_ Distribution of Brochures \$ 75-100 flyers

Other (describe) \$ Website (ITZI.COM) FACEBOOK - RADIO/PODCAST, YouTube

## 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

\* We will secure a location for Friday 10/3 for final registration and pre-tournament meeting. This will be a MARBLE FALLS restaurant or local brewery

## 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 - TTZ  
Organization Name

  
Applicant's Signature

5/20/25  
Date

**June 11, 2025**

7(f) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for Highland Lakes Creative Arts. *Submitted by Erin Hinzmann*

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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(f)**  
**Submitted by: Erin Hinzmann**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for Highland Lakes Creative Arts.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application from Highland Lakes Creative Arts.

The organization has requested \$31,500.00 from the FY 2025/2026 HOT fund budget for several events (Sculpture on Main, Paint the Town, and Art Walks). Council awarded \$25,000.00 in FY 2024/2025 for one event.

**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: 5/27/25

Name of Organization: Highland Lakes Creative Arts

Mailing Address: PO Box 8936

City, State, Zip: Horseshoe Bay, TX 78657

Contact Name: ERIN HINZMAN

Contact Phone Number: 512-970-8087

Contact E-mail: paintmarble@gmail.com

Is your organization:  Non-profit  Private/For-Profit Tax ID# 47-3977254

Purpose of your organization:

To promote art tourism & art education in the lake  
LBS area by hosting art events including Paint the  
Town, Sculpture on Main & Art on Main (formerly  
Sculpture in the Square)

### 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: Paint the Town, Sculpture on Main, Art on Main
- 2) Website address of your event/expenditure: hlcarts.org
- 3) Date (s) of event/expenditure: PTT 4/19-7/25 2026, SOM year round, Art on Main 10/2026
- 4) Will there be an admission charge for this event/expenditure?  Yes  No only one day
- 5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc...)  

Activity	<u>VIP Preview Party - PTT</u>	Cost	<u>\$105/ticket</u>
Activity	_____	Cost	_____
Activity	_____	Cost	_____
- 6) Primary location of event/expenditure: \_\_\_\_\_
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)  
Lakeside Pavilion - PTT Historic Main St - SOM  
Art on Main - Harmony Park? TBD
- 8) Purpose and goal of your organization and who benefits from your success:  
~~promote art tourism & art education w/ way of events.~~  
~~donate art supplies to local schools.~~  
~~benefits - local businesses, local students~~

**Visitor Impact**

- 1) Previous year's number of persons expected attending this event/expenditure: Total PTT \* 940 attendees according to geofence report  
Local: ? Out of Town: ?
- 2) Number of total persons expected to attend this event/expenditure:  
Local: \_\_\_\_\_ Out of Town: \_\_\_\_\_
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? unknown
- 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).  
Hidden Falls

Revised 7/6/2016

\* there was not large enough to run a full report per ERIN BURKS

**Funding Request**

Amount Requested: \$ 31,500

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

Total advertising/promotion budget: \$ 43,888

- a) What is your organization's direct contribution to the above? \$ 11,910
- b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?
  - sponsorships - cash & in kind
  - art sales
  - donations - HICA Board & local patrons
- c) How will the funds be used?  
Promote FIT & SOM & Art on Main out of market

- d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet: see attached spreadsheet
  - Paid Advertising \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_ Newspaper \$ \_\_\_\_\_
  - Press Releases to Media \$ \_\_\_\_\_ Television \$ \_\_\_\_\_
  - Direct Mailing \$ \_\_\_\_\_ Distribution of Brochures \$ \_\_\_\_\_
  - Other (describe) \$ \_\_\_\_\_

**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

*\* Please do not leave  
blank space to be a  
full report per  
Green Bucks*

## 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.

Highland Lakes Creative Arts  
Organization Name

  
Applicant's Signature

5/27/25  
Date



**HLCA Board Members**

Bill Rives 830-637-9864 - secretary

Janey Rives 512-567-8614 - president

Marta Stafford 512-413-4116 – art consultant

Cathy Burgess 432-559-5443 - treasurer

Erin Hinzmann 512-970-8087 – Paint the Town co-chair

Lindsey Smith 512-755-0953 – Paint the Town co-chair

Kathy Meador 830-385-6106 – at large



**HLCA Events:**

Sculpture on Main – year round

Paint the Town 4/19-4/25, 2026

Sculpture in the Square 12/6/2026

Two 'Art Walks' – dates TBD

HLCA Advertising October 1, 2025 - September 30, 2026

HOT FUNDS eligible						
Advertiser	Budgeted Cost	PTT/SOM/BOT H	Type	Contact Name	Contact Email	Contact Phone
Facebook ads	\$7280.00	PTT/Streetfest - SOM - SITS - HLCA	digital	Spent \$3k on SITS?What about Art Walk in March?		
Plein Air Magazine	\$4200.00	PTT	Print magazine - get artists for jury and drive patrons to	Gina Ward	<a href="mailto:gward@streamlinepublishing.com">gward@streamlinepublishing.com</a>	920-743-2405 920-746-9603
Frederickburg Art Guide	\$1000.00	PTT/SOM/SITS				
Photographer for event photos	\$3100.00	PTT/Streetfest/ SOM/SITS promotional photos	Krystal Malloy			
Erika Sopol - monthly SEO and website maintenance - 10 hours @ \$41/hour	\$4920.00	Manage website language and changes, write articles for print and digital use as needed, manage social media presence	digital		<a href="mailto:editor@lanonews.com">editor@lanonews.com</a>	817-948-8650

0000001

Erika Sopol - attend PTT and promote on SEO/Website during the show	\$1500.00	Pay for promotion of the event on social media	digital			
Texas Monthly e-newsletter	\$1200.00	Electronic marketing for event	digital			
Erika Sopol - SEO - think we will need this much time now that we have templates for the last minute things?	\$1000.00	SEO 4 weeks before event and during event	digital			
Erika Sopol - update SOM website and maps	\$1500.00	HLCA website upgrade. SEO management, advertorial	digital			
Go Daddy - update with cost of messaging our database	\$964.00	Website hosting	digital			
QR Code subscription	\$380.00	Use on all advertising	digital			
Madmimi	\$300.00	email blasts to database	digital			
EDC GRANT - SOM Stipends	\$7000.00	Payment to artists for showing their sculptures in				

0000002

EDC GRANT - Sculpture magazine - promote SOM and SITS	\$2000.00	print and digital	digital and print			
<b>TOTAL PROJECTED EXPENSES THAT QUALIFY FOR HOT FUNDS</b>	<b>\$36344.00</b>					
<b>HLCA Advertising - paid for by HLCA</b>						
Highlander - full page advertorial	\$1700.00	PTT/Streetfest				
Piquanue	\$1100.00	PTT/Streetfest				
HSB/Liano/JC newspapers	\$4810.00	HLCA/PTT/SOM/SITS				
Printed materials through year including SOM maps	\$3000.00	distributed 2-4 weeks prior to the event				
Foam boards -NOT reusable	\$600.00	Promoting in local banks, restaurants galleries. Sponsor boards				

000003

Street signs re-usable	\$750.00	ART SHOW signs around town Th-Fri-Sat	replacements for those damaged in 2023			
<b>TOTAL HLCA out of</b>	<b>\$11,960</b>					
<b>TOTAL HOT and HLCA</b>	<b>\$43,888</b>					

000004

**June 11, 2025**

7(g) Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for the Highland Arts Guild and Gallery. *Submitted by Paulette Blake*

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**Agenda Item Cover Memo**  
**June 11, 2025**

**Agenda Item No.: 7(g)**  
**Submitted by: Paulette Blake**

**AGENDA CAPTION**

Discussion and Recommendation on a HOT Reimbursement Grant Application for funding from the FY 2025/2026 Hotel Occupancy Tax Budget for the Highland Arts Guild and Gallery.

**BACKGROUND INFORMATION**

Staff has received a HOT Reimbursement Grant Application from the Highland Arts Guild and Gallery.

The organization has requested \$11,244.00 from the FY 2025/2026 HOT fund budget for their events. Council awarded \$5,000.00 in FY 2024/2025..

**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: May 28, 2025

MAY 28 2025

Name of Organization: Highland Arts Guild & Gallery

City Secretary's Office

Mailing Address: 318 Main Street

City, State, Zip: Marble Falls, TX 78654

Contact Name: Paulette Blake

Contact Phone Number: 281-221-1278

Contact E-mail: pauletteblake6@gmail.com

Is your organization: Non-profit Private/For-Profit Tax ID# 3-000-96-9930-4

Purpose of your organization:

To promote interest in fine arts in the Marble Falls area through public educational workshops, demonstrations, and classes for adults, especially seniors, and children. In addition, the Guild is committed to enhancing our community with vibrant seasonal art exhibits and workshops.

## 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**

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**Amount Requested:** \$ 11,244.00

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

No

Total advertising/promotion budget: \$ 16,444.00

a) What is your organization's direct contribution to the above? \$ 5200.00

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

None

c) How will the funds be used?

Funds will be used for working with Erika Parker (ESP) in developing and promoting the events using advertising in social media. In addition, there is direct mailing of Art Guild information cards to Texas Visitors Centers and Chamber of Commerce in Austin, Houston, Dallas, and San Antonio. Additional ads on social media focused on specific art shows and workshops

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

Paid Advertising \$ 1969.00 Radio \$ \_\_\_\_\_ Newspaper \$ \_\_\_\_\_

Press Releases to Media \$ \_\_\_\_\_ Television \$ \_\_\_\_\_

Direct Mailing \$ 325.00 Distribution of Brochures \$ 250.00 (Estimated Postage)

Other (describe) \$ 8700.00 (Erika Parker, Marketing Consulant)

## **Required Attachments**

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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.

Highland Arts Guild & Gallery  
Organization Name

Paulette A. Blake  
Applicant's Signature

5/28/25  
Date

Revised 7/6/2016



## Attachment "A"

### #7) What is Being Promoted

The multiday 2025 Fall Art Show, the multiday 2026 Spring Art Show, the multiday 2026 Landscapes of the Hill Country Show & Exhibit, and the various specialty Art Workshops offered throughout the year. All these events feature original paintings and drawings from local and nationally recognized artists who are members of the Highland Lakes Art Guild, showcasing unique Hill Country landscapes and portraits.

### #8) Purpose and Goals

The Highland Arts Guild is committed to enhancing our community's cultural landscape by promoting the opportunity for the public, including out-of-town visitors, to view vibrant seasonal art exhibits and workshops. The Guild's mission is to showcase the diverse artistic talents of our membership and to create meaningful artistic experiences for the public that highlight the beauty of our area and the creativity of the artists.

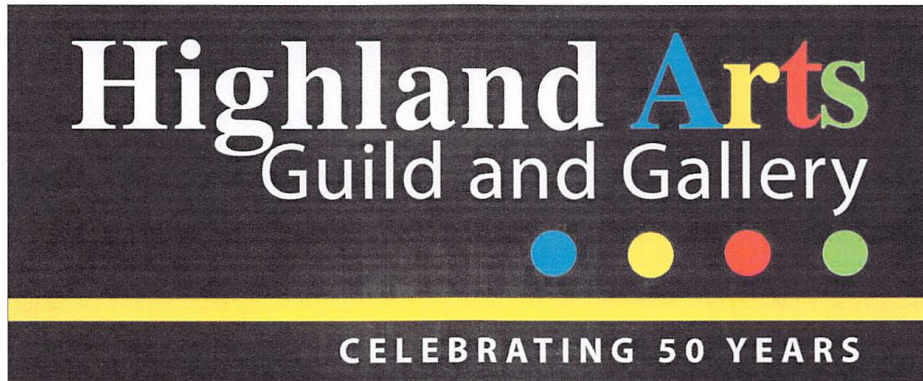
Both residents and visitors benefit from the Highland Arts Guild & Gallery, which promotes and showcases local artists through curated art exhibitions and offers engaging, hands-on workshops that invite the public to participate in the creative process. The Guild collaborates with Highland Creative Arts in their annual event "Paint the Town". We offer volunteers as docents, and teachers

for the "Family Day" portion of the event. In addition, the Guild has established a collaborative partnership with the Marble Falls Public Library, sponsoring art workshops, demonstrations, and shows for the public during special Library events.

By promoting our events through targeted marketing strategies and promotional campaigns, the Guild contributes to the local economy by increasing visitor traffic during the Art Shows and Workshops, which benefit local businesses. The following table shows the results of our expanded marketing campaign.

<b>DOCUMENTED VISITORS</b>	<b>2024 FALL ART SHOW</b>	<b>2025 SPRING ART SHOW</b>	<b>% CHNG</b>
TOTAL NUMBER	> 105	> 153	46%
OUT OF TOWN	> 90	> 139	54%
OUT OF STATE/INTERNATIONAL	> 42	>31	

There was a 46% increase in attendance based on visitors who signed the Guest Log-in Book, which means there were more people who attended the event but didn't sign the book. More important is the increase in the number of visitors from outside Marble Falls, as over 54% of the attendees were from out of town. These numbers do not include the visitors who attended the numerous artist workshops held during the year. The increase in out-of-town visitors from these events benefits the local business community, particularly downtown merchants.



Attachment "B"

2025-2026

HOT Funds Request

Victory Media			
101 Fun Things	1/2 page	2 issues – with discount	<b>\$1,969.00</b>
On-Line ads to promote 3 shows and Activities (Fall Show, Spring Show and added Landscapes of the Hill Country Show & Exhibit)			<b>\$1,500.00</b>
Rack Cards	2,500 cards (Increased amount from last year)		<b>\$325.00</b>
Postage for Rack cards to include Houston/Austin/Dallas/San Antonio Metropolitan areas (i.e. Chambers of Commerce and Visitor Centers) to promote tourism to Marble Falls (Estimated Postage)			<b>\$250.00</b>
Consultant	Website, social media, etc. - 1 year for 15 hours a month @ \$40 hr.		<b>\$7,200.00</b>
<b>Total Cost</b>			<b>\$11,244.00</b>



### Attachment "C"

#### Advertising/Marketing Plan

**TARGET AUDIENCE:** Any potential and active art enthusiast or anyone who is visiting the downtown area and loves art

**ADVERTISING PLAN:** The plan has been developed in conjunction with Erika Parker (ESP Digital Marketing). We will advertise our Art Shows and workshops to surrounding counties and the major metropolitan areas in Texas, including Austin, Houston, Dallas, and San Antonio, using the Art Guild Website and Social Media (Facebook and Instagram).

In addition, using Direct Mail, the Guild will send out Information Cards with QR codes that link directly to descriptions of the various events on the Guild Website. These information cards are mailed to the Texas Visitor Centers (attached) and to the Chamber of Commerce in each of these major cities.

In terms of a marketing approach, working with Erika, we have purchased online advertising on various social media platforms to promote the upcoming Art Shows and workshops, along with the capability to register for a specific workshop.

#### **DETAILED LIST OF MEDIA:**

- Promotion of Events - Social Media – Facebook, Instagram
- Online Advertising - Social Media – Facebook, Instagram
- Direct Mail – Information Cards –
  - Chamber of Commerce (Austin, Houston, Dallas, San Antonio)
  - Texas Visitor Centers
- Advertising in Picayune "101 Fun Things To Do"



## 2025-2026 MARKETING AGREEMENT HIGHLAND ARTS GUILD & GALLERY

\$400 MONTHLY RETAINER (10 HOURS)

### SERVICES INCLUDED IN RETAINER

- Graphic Design
  - Facebook Graphics
  - Print Ads
  - Flyers
- Social Media Management
  - Posting
  - Monitoring
  - Maintenance
- Website Management
  - Updating/Maintenance
  - Monitor Google Analytics
- E-mail blasts
- Event Marketing Campaign Drafting and Implementation
- Blog & Article Writing
- Marketing Consultations



**Attachment "D"**

**Board of Directors**

**2025**

<b>President</b>	<b>Paulette Blake</b>	<b>281-221-1278</b>
<b>1<sup>st</sup> Vice President</b>	<b>Paul Butcher</b>	<b>972-900-5382</b>
<b>2<sup>nd</sup> Vice President</b>	<b>Dale Stout</b>	<b>806-236-2577</b>
<b>3<sup>rd</sup> Vice President</b>	<b>Evelyn Acosta-Cone</b>	<b>360-333-1884</b>
<b>Secretary</b>	<b>Donna Curtis</b>	<b>512-921-4273</b>
<b>Guild Treasurer</b>	<b>Jane Price</b>	<b>512-585-3822</b>
<b>Gallery Treasurer</b>	<b>Michelle Kennedy</b>	<b>509-714-6939</b>
<b>Parliamentarian</b>	<b>Peggy Cain</b>	<b>830-613-9551</b>
<b>Advisory Board</b>	<b>Melody Hostetler</b>	<b>512-7316942</b>
	<b>Chris Hill</b>	<b>432-212-5831</b>
	<b>Donna Bland</b>	<b>210-885-8549</b>

## **Attachment “E”**

### **Event Planning Timeline**

#### **2025 Fall Art Show:**

- August 2025
  - Direct Mail Information Cards to Texas Visitor Centers and Chamber of Commerce in Austin, Houston, Dallas, and San Antonio
- September 2025
  - Promotion of Events - Social Media (Facebook, Instagram)
  - Emails to Out-of-Town Visitors who have attended previous events and signed Guild Guest Book
- October 2025 –
  - Organizing participating Artists and Volunteers
  - Start Online Advertising - Social Media – Facebook, Instagram

#### **2026 Spring Art Show:**

- February 2026
  - Promotion of Events - Social Media (Facebook, Instagram)
  - Emails to Out-of-Town Visitors who have attended previous events and signed Guild Guest Book
- March 2026 –
  - Organizing participating Artists and Volunteers
  - Start Online Advertising - Social Media – Facebook, Instagram

#### **2026 Landscapes of the Hill Country:**

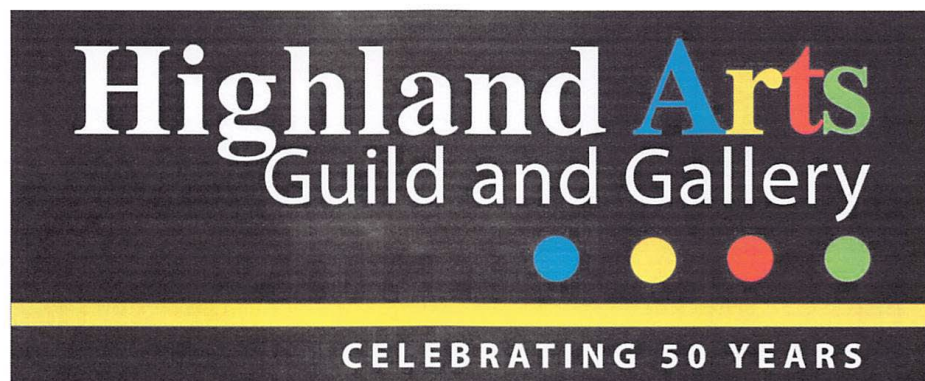
- April 2026
  - Announce upcoming show with a list of participating Artists in the exhibition.
  - Coordinate with Marble Falls Public Library for the Exhibition
- May 2026 –
  - Organizing participating Artists and Volunteers for the show
  - Start Online Advertising - Social Media – Facebook, Instagram



Attachment "F"  
Schedule of Events – (2025-2026)

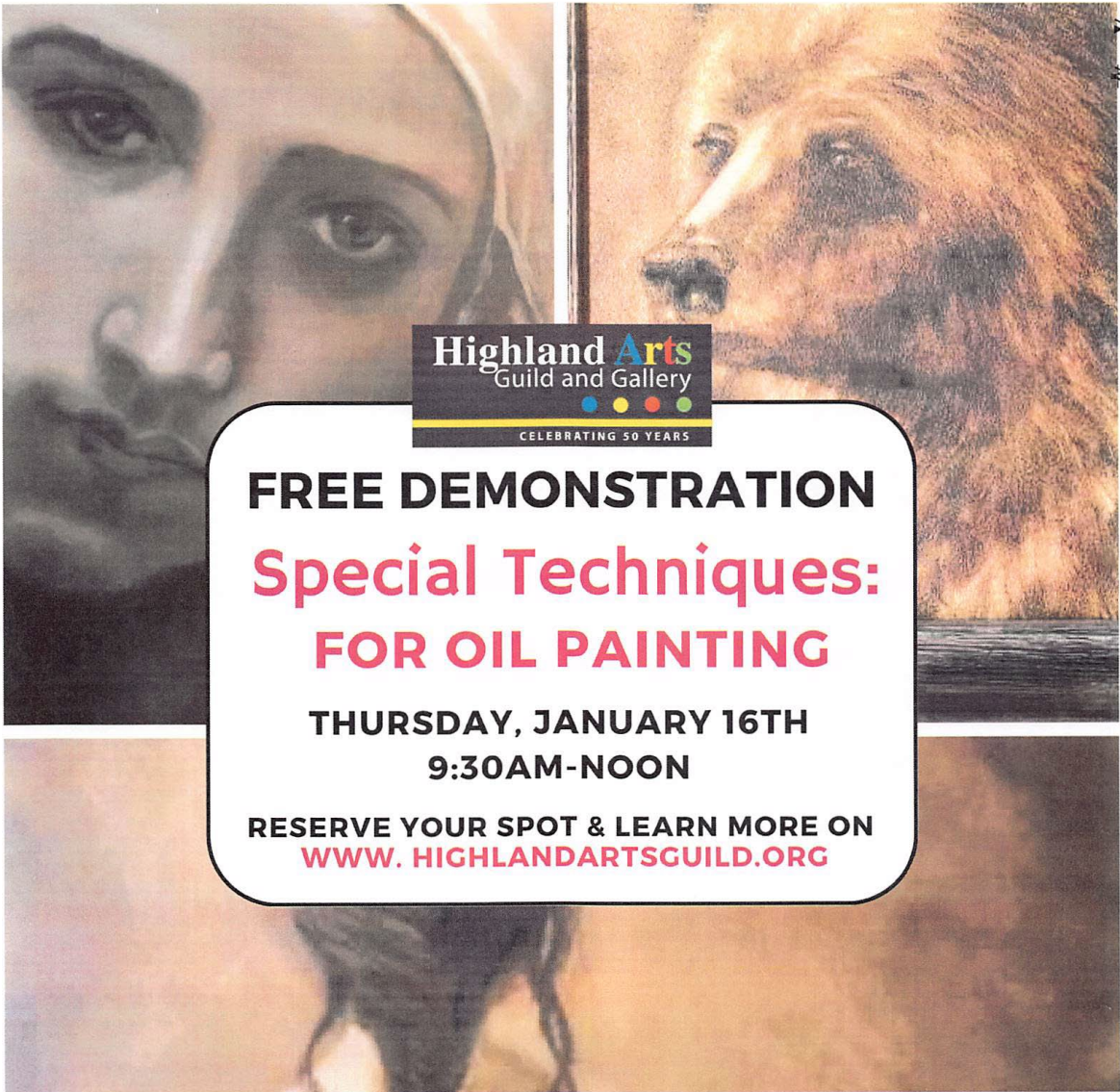
January 16, 2025 Demo – Special Techniques - Oil	Michelle Kennedy Member Artist – Marble Falls, TexS
February 20, 2025 Demo – Impressionistic Landscape – Oil	Donna Bland Member Artist – Kingsland, Texas
February 20-22, 2025 Demo – Impressionistic Landscape – Oil	Donna Bland Member Artist – Kingsland, Texas
April 4, 5 & 6, 2025 Spring Show	Highland Art Gallery Marble Falls, Texas
April 11, 12 & 13, 2025 Spring Show	Highland Art Gallery Marble Falls, Texas
March 20, 2025 Demo – Watercolor with Soluble Ink Sticks	Gena Destri Keffer Guest Artist -
April 17, 2025 Demo – Portraits in Watercolor	Betty Bielser Member Artist - Burnet
May 15, 2025 Demo – Paws & Portraits: Portraits in Oil	Beverly Boren Guest Artist – Trophy Club, Texas

June 16 – 20, 2025 Free Children’s Classes	Highland Lakes Art Guild & Gallery Marble Falls, Texas
June 23 – 27, 2025 Free Children’s Classes	Highland Lakes Art Guild & Gallery Marble Falls, Texas
September 11, 2025 Rusty Jones	Highland Lakes Art Guild & Gallery Marble Falls, Texas
October (TBD) DEMO	Highland Lakes Art Guild & Gallery Marble Falls, Texas
November (TBD) DEMO	Highland Lakes Art Guild & Gallery Marble Falls, Texas
December 4, 2025 Collection of food for those in need	Highland Lakes Art Guild & Gallery Marble Falls, Texas
January 15, 2026 DEMO – TBD	Highland Lakes Art Guild & Gallery Marble Falls, Texas
February 19, 2026 DEMO – TBD	Highland Lakes Art Guild & Gallery Marble Falls, Texas
March 19, 2026 DEMO – TBD	Highland Lakes Art Guild & Gallery Marble Falls, Texas
April 3, 4 & 5, 2026 Spring Show	Highland Lakes Art Guild & Gallery Marble Falls, Texas
April 10, 11 & 12, 2026 Spring Show	Highland Lakes Art Guild & Gallery Marble Falls, Texas
April 16, 2026 DEMO – TBD	Highland Lakes Art Guild & Gallery Marble Falls, Texas



Attachment "G"

BACK UP DOCUMENTATION



**Highland Arts**  
Guild and Gallery  
CELEBRATING 50 YEARS

**FREE DEMONSTRATION**  
**Special Techniques:**  
**FOR OIL PAINTING**  
**THURSDAY, JANUARY 16TH**  
**9:30AM-NOON**  
**RESERVE YOUR SPOT & LEARN MORE ON**  
**[WWW. HIGHLANDARTSGUILD.ORG](http://WWW.HIGHLANDARTSGUILD.ORG)**

**ABOUT THE INSTRUCTOR: MICHELLE KENNEDY**



Michelle Kennedy's journey with art began in childhood and deepened through formal studies in college. Mentored by Spokane, WA Master Painter Joe Kronenberg, she refined her technique and discovered her artistic voice. Specializing in oil painting, Michelle brings wildlife, landscapes, and portraits to life with vivid and emotive detail. Her work captures the essence of her subjects, inviting viewers to connect with the beauty of the natural world.

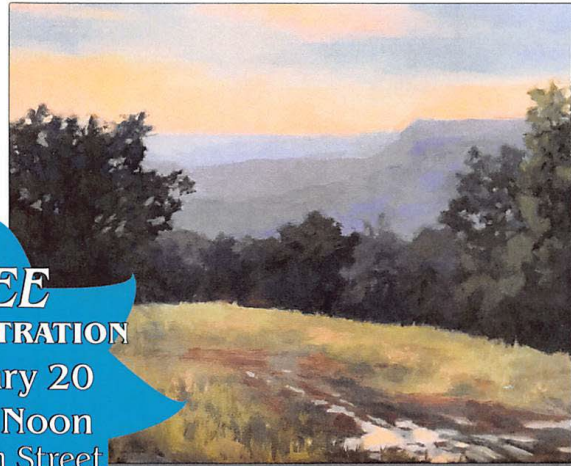
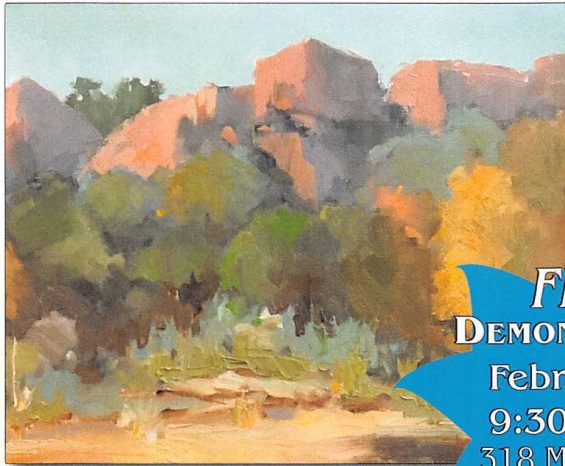
# 3 Day Workshop Painting Landscapes

*In Oils or Acrylic*

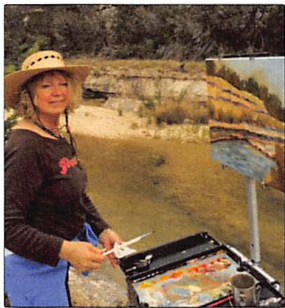
February 20-22 at 9:30 a.m. - 4 p.m.

**\$250**

*Reserve Your Spot & Learn More: [www.highlandartsguild.org](http://www.highlandartsguild.org)*



**FREE**  
**DEMONSTRATION**  
February 20  
9:30 - Noon  
318 Main Street  
Marble Falls



### **About the Instructor: Donna Bland**

To achieve her lifetime passionate dream of becoming a professional impressionist artist, Donna studied art at the Student Art League in New York, Scottsdale School of Art, The University of Georgia and Tyler Jr. College. She has studied with many modern day masters in California and New York. As an art student in Georgia, Donna began to paint scenes that interested her and realized that art subjects are unlimited. "Painting a landscape, still-life setting, portraits and figures, I love it all," says Donna. Donna is a native Texan and she now lives in the Hill Country. Nature has become her favorite teacher.



318 Main Street, Marble Falls 830-693-7324 [www.highlandartsguild.org](http://www.highlandartsguild.org)



**Highland Arts**  
Guild and Gallery

CELEBRATING 50 YEARS

# 3 DAY WORKSHOP Painting Landscapes

In Oils or Acrylic

FEBRUARY 20-22 | 9:30AM-4PM

## \$250.00


RESERVE YOUR SPOT & LEARN MORE ON  
[WWW.HIGHLANDARTSGUILD.ORG](http://WWW.HIGHLANDARTSGUILD.ORG)

### ABOUT THE INSTRUCTOR: DONNA BLAND



To achieve her lifetime passionate dream of becoming a professional impressionist artist, Donna studied art at the Student Art League in New York, Scottsdale School of Art, The University of Georgia and Tyler Jr. College. She has studied with many modern day masters in California and New York. As an art student in Georgia, Donna Began to paint scenes that interested her and realized that art subjects are unlimited. "Painting a landscape, still-life setting, portraits and figures, I love it all," says Donna. Donna is a native Texan, while she lives in the Hill Country; nature has become her favorite teacher.

**FREE DEMONSTRATION THURSDAY, FEB 20**  
**318 MAIN ST, MARBLE FALLS, TX 78654 9:30AM-NOON**



HIGHLAND ARTS GUILD & GALLERY

# SPRING ART SHOW & SALE

WEEKEND ONE: APRIL 4-6

WEEKEND TWO: APRIL 11-13

DISCOVER THE WORKS OF  
80 LOCAL ARTISTS!

FREE ADMISSION

GALLERY IS TAX FREE: SATURDAY, APRIL 5TH

EXPLORE OUR ARTISTS:  
[HIGHLANDARTSGUILD.ORG](http://HIGHLANDARTSGUILD.ORG)

318 MAIN ST, MARBLE  
FALLS, TX 78654



Highland Arts  
Guild and Gallery  
CELEBRATING 50 YEARS

**FREE DEMONSTRATION**  
**WATERCOLOR**  
**WITH SOLUBLE INK STICKS**

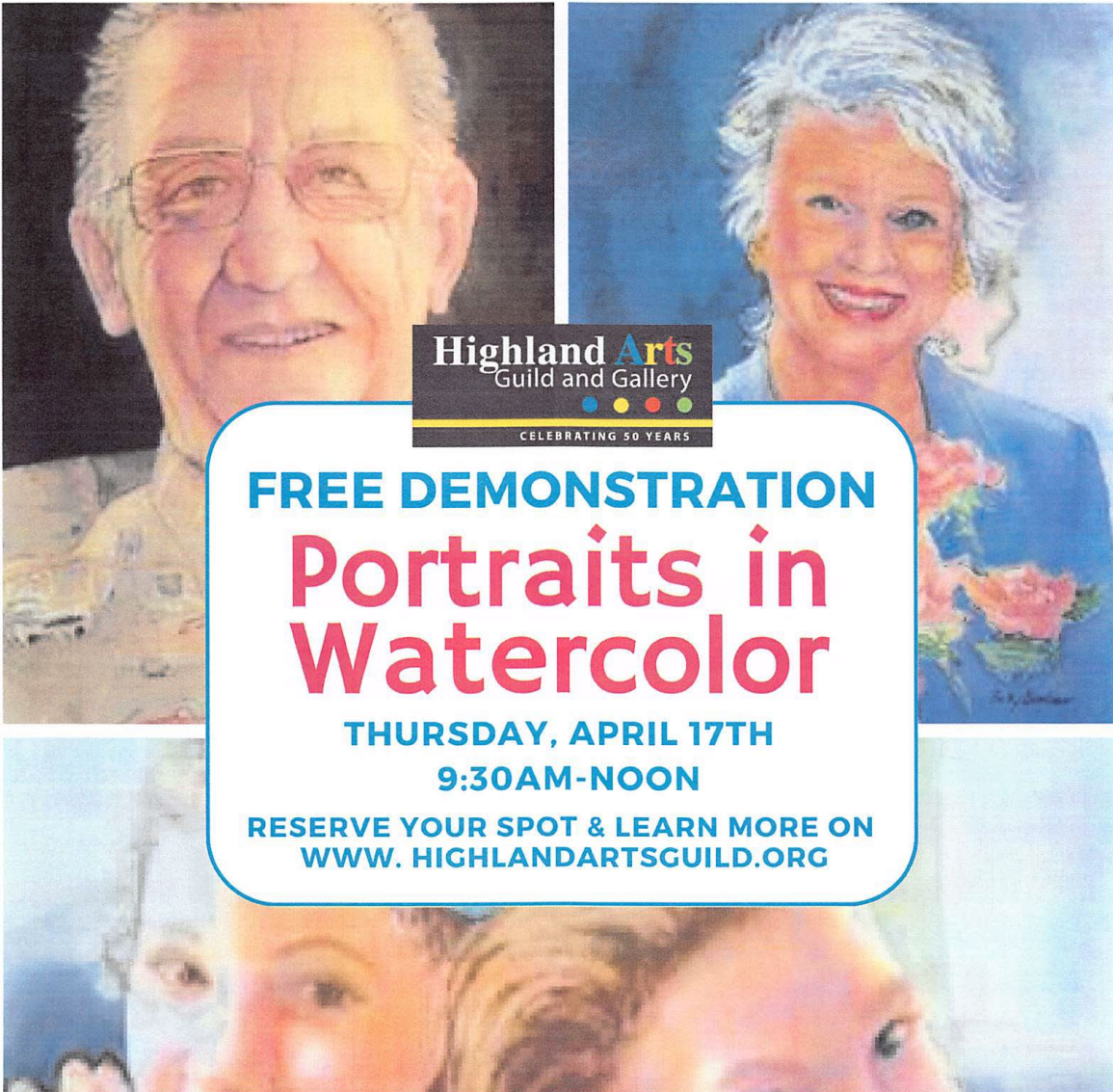
**THURSDAY, MARCH 20TH**  
**9:30AM-NOON**

**RESERVE YOUR SPOT & LEARN MORE ON**  
**WWW.HIGHLANDARTSGUILD.ORG**

**ABOUT THE INSTRUCTOR: GENA DESTRI KEFFER**



Gena Destri is an award-winning contemporary impressionist painter who blends realism with energy and emotion. She works with oils, watercolor, acrylics, and drawing media, choosing materials based on the desired effect. Painting en plein air or from compiled photographs, she refines her work from memory in her home studio. While she explores figurative, abstract, and landscape subjects, her recent focus has been almost exclusively on landscapes. She seeks to capture the ancestral essence of the land, water, and sky, revealing their ever-changing beauty through the seasons.



**Highland Arts**  
Guild and Gallery  
CELEBRATING 50 YEARS

**FREE DEMONSTRATION**  
**Portraits in Watercolor**

**THURSDAY, APRIL 17TH**  
**9:30AM-NOON**

**RESERVE YOUR SPOT & LEARN MORE ON**  
**WWW.HIGHLANDARTSGUILD.ORG**

**ABOUT THE INSTRUCTOR: BETTY BIELSER**



After 45+ years of painting in watercolor, Betty Bielser continues to learn and explore new techniques. She studied under Finis Collins, joined the Texas Watercolor Society, and participated in workshops to refine her skills. Over the years, she has sold paintings internationally, taught beginner and portrait watercolor classes, and written workbooks for her students. She also developed her own watercolor portrait techniques and enjoys sharing her knowledge through workshops and demonstrations. Her passion for the medium drives her to constantly experiment with new styles and approaches, keeping her work fresh and dynamic.

# Highland Arts Guild and Gallery ART WORKSHOP

## PAWS & PORTRAITS: PORTRAITS IN OIL INSTRUCTION BY BEVERLY BOREN

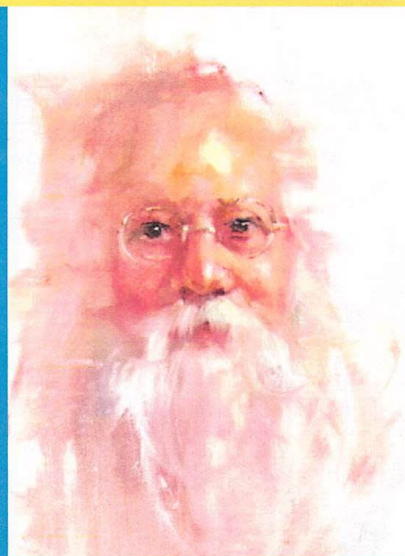


**MAY  
15-17**

**9:30AM-4:30PM**

**FEE: \$250**

**FREE DEMO:  
9:30AM-NOON  
THUR MAY 15**



### ABOUT THE INSTRUCTOR: BEVERLY BOREN

Bev Boren, born and raised in Texas, now lives in Trophy Club with her husband, Ben. Her work is inspired by a variety of subjects and mediums, from still lifes and landscapes to portraits that capture personality. For her, painting is a way to connect with the world and people around her. Bev is a signature member of the Outdoor Painters Society and Southwestern Watercolor Society, and also belongs to the Oil Painters of America, American Impressionist Society, and American Watercolor Society. As she puts it, "I want my work to express itself without words and connect with viewers where words fail."



RESERVE YOUR SPOT: [HIGHLANDARTSGUILD.ORG](http://HIGHLANDARTSGUILD.ORG)

Highland Arts  
Guild and Gallery

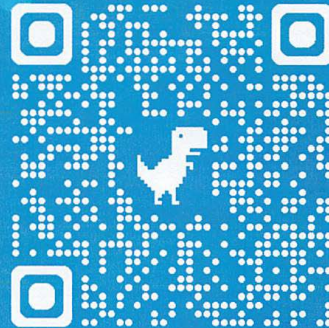
CELEBRATING 50 YEARS

# KID'S SUMMER ART PROGRAM

JUNE 16-20 & JUNE 23-27

10AM-12PM **AGES 9-13**

Kids will enjoy a fun-filled week of daily sessions, exploring different mediums and completing unique art projects under the guidance of experienced instructors. **The program wraps up with a special art exhibition where students can proudly showcase their work to friends and family.** This program is completely free—all materials are provided, just bring a snack, a smock or old shirt, and your imagination! Space is limited, so be sure to register early using the QR code. One child per registration, please.



**SCAN TO  
REGISTER**

**CONTACT US**

Highlandartsguild.org (830) 693-7324

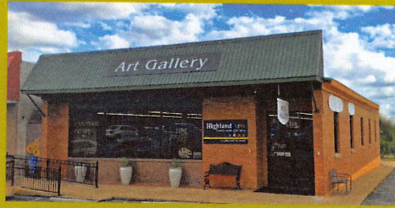
# Highland Arts Guild and Gallery

CELEBRATING 50 YEARS

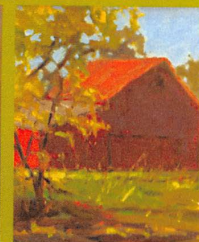
**DOWNTOWN MARBLE FALLS GALLERY  
SHOWCASING 80 LOCAL ARTISTS!**



**FREE ADMISSION | ART GALLERY |  
CLASSES & WORKSHOPS**



We invite you to visit our co-op gallery located in the heart of Downtown Marble Falls. Explore a collection of art from 80 talented local artists, and you'll have the opportunity to purchase unique pieces that capture the essence of our community. Best of all, admission is free, so come immerse yourself in our local art scene and discover the rich creativity of Marble Falls!



Monday-Saturday  
10AM-5PM

830-693-7324

318 Main Street  
Marble Falls TX 78654

[www.HighlandArtsGuild.org](http://www.HighlandArtsGuild.org)



Scan to view Events & Learn  
More!

### **Texas Travel Center Locations**

1. 15551 I35 N. @US83  
Laredo, Texas 78045  
(956) 417-4728
2. 1708 E. I10  
Orange, Texas 77632  
(409) 883-9416
3. 2021 W. Harrison  
Harlingen, Texas 78552  
(956) 428-4477
4. 1200 W. i30  
Texarkana, Texas 75503  
(903) 794-2114
5. 1255 N. I20E  
Waskom, Texas 75692  
(903) 687-2547
6. 900 Central Freeway  
Wichita Falls, Texas 76306  
(904) 723-7931
7. 9700 E I40  
Amarillo, Texas 79118  
(806) 335-1441
8. 8799 S. Desser Blvd.  
Anthony, Texas 79821  
(915) 886-3468

9. 112 E. 11<sup>th</sup> Street  
Austin, Texas 78701  
(512) 463-8586
  
10. 6801 WS Hwy. 75  
Denison, Texas 75020  
(903) 463-2860
  
11. 4901 N. I 35  
Gainesville, Texas 76240  
(940) 665-2301
  
12. US 90 W. State Loop 25  
Langtry, Texas 78045  
(432) 291-3340

# IDEAS FOR 2025-2026

## HIGHLAND ARTS GUILD & GALLERY

- A consistent advertising budget for Art Shows
  - \$300 in Digital Ads for each show to track success.
- Professional photos of gallery for Google, Trip Advisor, Yelp.
  - Shunya Carroll: \$300 per hour
- Theming for Art Shows.
  - Example: Landscapes of Texas, Animals of the Hill Country, Americana, Grief, Etc.
- Hosting more events within the gallery as exposure to artwork
  - Work Retirement Parties, Organization Club Mixers (Realtor Societies, Texas Exes, Aggie Moms)
- Giving Interior Designers/Real Estate Agents a discount or yearly credit to the Gallery.
- Online gallery using GoDaddy's Commerce feature
  - 2.9% + 30¢ per online transaction.
  - \$323.88 yearly for Commerce Plan vs \$275.88 yearly with current plan
- Mural on outside of building to attract new attention
  - Tourism related so visitors would want to take picture as free advertising for the Gallery. "SHOP & CREATE LOCAL"
  - Preferably done by a member of the Guild for publicity
- Google Ad Grants
  - Each qualifying nonprofit has access to up to \$10,000 per month in search ads shown on Google.com. We need to apply with a Mission Statement.
- Encourage Members to market the Shows and their art at the Gallery
  - Example: Each have to hang 5 posters around town, tell friends their artwork is displayed in an art show.
- Overhead Music System for the Gallery
- Artist Bios with headshots to help create STORY
  - Add an interactive aspect with a QR Code.
  - Hire a professional photographer to take a picture of each member
    - Shunya Carroll: \$300 per hour
- Consistent shipping options for out of town buyers.

**Highland Arts Gallery**  
**2024 Fall Show**  
Friday, Saturday, and Sunday November 1, 2, & 3, 2024  
Friday, Saturday, and Sunday November 8, 9, & 10, 2024

Guest Book Attendance Numbers

Friday, November 1	6 Total	2 local 4 out of town	Visitor Occupancy: 1 B&B
Saturday, November 2	25 Total	4 local 20 out of town 1 out of state	Visitor Occupancy: 1 hotel
Sunday, November 3	13 Total	4 local 9 out of town	Visitor Occupancy: 0
Friday, November 8	8 Total	5 out of town 3 out of state	Visitor Occupancy: 1 hotel
Saturday, November 9	49 Total	3 local 4 out of town 40 out of state 2 out of country	Visitor Occupancy: 5 hotel, 5 B&B
Sunday, November, 10, 2024	4 Total	4 out of town	Visitor Occupancy: 1 B&B

**Highland Arts Gallery  
Spring Show  
Friday, Saturday, and Sunday, April 4, 5 and 6, 2025  
Friday, Saturday, and Sunday, April 11, 12, and 13, 2025  
Guest Book Actual Attendance Numbers**

<b>Friday, April 4</b>	<b>20 Total Visitors</b>	<b>2 local 12 out of town 6 out of state</b>
		<b>Visitor Occupancy: 2 B&amp;B</b>
<b>Saturday, April 5</b>	<b>26 Total Visitors</b>	<b>3 local 17 out of town 6 out of state</b>
		<b>Visitor Occupancy: 3 hotel, 2 B&amp;B</b>
<b>Sunday, April 6</b>	<b>7 Total Visitors</b>	<b>3 out of town 4 out of state</b>
<b>Friday, April 11</b>	<b>33 Total Visitors</b>	<b>1 local 26 out of town 6 out of state</b>
		<b>Visitor Occupancy: 2 hotel</b>
<b>Saturday, April 12</b>	<b>55 Total Visitors</b>	<b>6 local 45 out of town 1 out of state 3 out of country</b>
		<b>Visitor Occupancy: 6 hotel, 6 B&amp;B</b>
<b>Sunday, April 13</b>	<b>12 Total Visitors</b>	<b>1 local 6 out of town 5 out of state</b>
		<b>Visitor Occupancy: 1 hotel, 1 B&amp;B</b>