



**CITY OF ALPINE**  
**HOTEL OCCUPANCY TAX COMMITTEE MEETING**  
**May 15, 2025 – 5:30 PM**

City Council Chambers, 803 W. Holland Avenue, Alpine, Texas 79830

**1. CALL TO ORDER.**

**2. PUBLIC COMMENTS.**

*Each person in attendance who desires to speak to the Board on an item on the agenda shall speak during this section. Public comments may be made regarding agenda items only. Attendees must be physically present in order to address the Board. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees.*

**3. PUBLIC HEARINGS.**

*At this time, the Chair will invite members of the public to address each item listed in this section. Comments made during this section are limited to the topic of each public hearing. Attendees must be physically present in order to address the Board. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees. If more than one public hearing is being held, each person will be allowed to speak during each topic.*

**4. APPROVAL OF MINUTES OF PREVIOUS BOARD MEETING**

**5. DISCUSSION ITEMS**

A. Review and score 2025-2026 HOT grant applications. (Chris Ruggia, Director of Tourism)

**6. ACTION ITEMS.**

*Action items are to be accompanied by a brief statement of facts, including where funds are coming from, if applicable. (Action items limited to 10 per meeting).*

**7. BOARD MEMBER COMMENTS**

**8. ADJOURN.**

**CERTIFICATION**

I, Geoffrey R. Calderon, do hereby certify that this notice was posted at City Hall, in a convenient and readily accessible place to the general public, and on the City website at [www.cityofalpine.com/agenda](http://www.cityofalpine.com/agenda) pursuant to Section 551.043, Texas Government Code. The said notice was posted by 5:00 P.M. on May 9, 2025, and remained so posted for at least 72 hours preceding the scheduled time of the said meeting.

**WITNESS MY HAND AND SEAL**

**this 9th day of May, 2025**

  
\_\_\_\_\_  
Geoffrey R. Calderon, TRMC  
City Secretary & Chief Governance Officer





# HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM REPORT

May 15, 2025

Agenda Item No. 5A

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Geoffrey R. Calderon, City Secretary



Staff Recommendation: None

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## AGENDA ITEM

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Review and score 2025-2026 HOT grant applications. (Chris Ruggia, Director of Tourism)

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## EXECUTIVE SUMMARY

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## SUPPORTING MATERIALS

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1. 2025-2026 HOT Funds - Requests
2. 2025-2026 HOT Funds - Scoring
3. 1. 3-26-25 BIG BEND FILM COMMISSION\_Redacted
4. 2. 4-9-25 GEM AND MINERAL SHOW\_Redacted
5. 3. 4-15-25 GUITAR IN THE BIG BEND\_Redacted
6. 4. 4-15-25 SR FALL SPRING JACKPOTS\_Redacted
7. 5. 4-15-25 SR RODEO\_Redacted
8. 6. 4-16-25 BIG BEND RANCH RODEO FINAL\_Redacted
9. 7. 4-16-25 VIVA BIG BEND\_Redacted
10. 8. 4-16-25 ANRS & RODEO EXES\_Redacted
11. 9. OLP BLACK AND WHITE GALA\_Redacted
12. 10. 4-16-25 FAR WEST TEXAS COMIC-C0N\_Redacted
13. 11. 4-17-25 ALPINE COWBOYS\_Redacted
14. 12. 4-17-25 ALPINE WILDLIFE WEEKEND\_Redacted
15. 13. 4-17-25 BLUE GRASS FESTIVAL\_Redacted
16. 14. 4-17-25 FOURTH OF JULY\_Redacted
17. 15. ARTWALK 2025\_Redacted
18. 16. SPIRITS OF THE WEST 2026\_Redacted
19. 17. MOBILE FOOD SERVICE EVENT CART COWDOG\_Redacted
20. 18. AISD ALUMNI EVENTS\_Redacted
21. 19. LADY BUCKS YOUTH SOFTBALL TOURN.\_Redacted
22. 20. KOKERNOT FIELD RESTORATIONS\_Redacted
23. 21. MOBB MUSEUM OF THE BIG BEND\_Redacted
24. 22. MOBB TRAPPINGS OF TX\_Redacted
25. 23. LONE STAR COWBOY POETRY GATHERING\_Redacted
26. 24. THEATRE OF THE BIG BEND\_Redacted

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**BUDGET CONSIDERATIONS**

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Expenditure Required: N/A  
Savings Anticipation: N/A  
Current Budget FY 2024-2025: N/A  
Additional Funding: N/A

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**APPROVERS**

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Alex Tackett, Records Clerk  
Geoffrey R. Calderon, City Secretary  
Megan Antrim, City Manager



Event Name	Impact on stays (45%)	Professional & Planning (20%)	Capacity (20%)	Diverse Revenues (15%)	PERFORMANCE SCORE	New	Innovative	EXTRA CREDIT
Big Bend Film Commission								
35th Annual Alpine Gem & Mineral Show								
Guitar in the Big Bend Feb. 2026								
Spring & Fall Jackpots								
81st Annual Rodeo								
Big Bend Ranch Rodeo								
Viva Big Bend								
ANRS & Rodeo Exes Annual Reunion								
Black and White Gala								
Far West Texas Comic Con								
Alpine Cowboys Baseball								
Alpine Wildlife Weekend								
4th Annual Big Bend Blue Grass Festival								
Fourth of July Celebration								
Artwalk 2025								
Spirits of the West 2026								
Mobile Food Service Event Cart								
Alumni Events								
Lady Bucks Youth Softball Tournament								
Kokernot Field Restorations								
Museum of the Big Bend								
40th Annual Trappings of Texas								
Lone Star Cowboy Poetry Gathering								
61st Season of Theatre of the Big Bend								

# Big Bend Film Commission

## Fiscal Year 2025-2026 Hotel Occupancy Tax Grant Proposal

RECEIVED  
City of Alpine, Texas

MAR 26 2025 8:00 A.M.

OFFICE OF THE CITY SECRETARY

BY: 



### Table of Contents

1. Checklist of Required Attachments
2. Application
3. Budget Estimate
4. 2024-2025 Report

**CHECKLIST OF REQUIRED ATTACHMENTS**

***(applications cannot be considered without all of the following!)***

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: March 23, 2026

Name of Organization: Big Bend film Commission 501.c(3)

Address: 701 E. Sul Ross Avenue

City, State, Zip: Alpine, Texas 79830

Contact Name: John Green, Executive Director

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-386-3823

Web Site Address for Event or Sponsoring Entity: www.shootbigbend.com

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

Tax ID#: \_\_\_\_\_ Entity's Creation Date: July/August 2013

Name of Event or Project: Big Bend Film Commission/Austin Film Festival

Date of Event or Project: On-going, year round, October

Primary Location of Event or Project: Alpine and the Big Bend Area (Austin for the film festival)

Amount Requested: \$21,100

How will the funds be used: To advertise and promote the art of film making in Alpine and the Big Bend

\_\_\_\_\_  
\_\_\_\_\_

Brief Description of Funded Activity/Facility: \_\_\_\_\_

As an advertiser and as an exhibitor, and presenting sponsor at the Austin Film Festival, as well promoting our website to filmmakers world wide.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Percentage of Hotel Tax Support of Related Costs:

100 Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 11

Expected Attendance: 3500-4000

How many <sup>Filmmakers</sup> people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 100%

How many nights will they stay: Depends on Film Production company

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

How will you measure the impact of your event on area hotel activity? By the production company (Filmmaker) informing us or the City of Alpine.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: City of Alpine and private donations.

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

- Total Paid Advertising: \$ 21,100
- Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ \_\_\_\_\_  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?  
The World

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 98%

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 21,100
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? Depends on size of Cast & crew.

How many of the participants are expected to be from another city or county? 98%

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 100%

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

**BBFC FY 2025-2026 HOT GRANT**

**Big Bend Film Commission - Austin Film Festival Presenting Sponsor & Exhibitor**

\*4 Day Booth Exhibit/Program Full Page Ad/Texas Shorts Sponsor - Presenter with :30 Commercial Intro to TX Shorts Program/Welcome Bag - ESTIMATE March 25, 2025

**2025-26 GRANT \$21,100 Requested**

March 25, 2025

No.	Category	Amount Est.	Unit/Fa.	Description	Total Est.	COST	COMPANY	NOTES
<b>October 2025 Austin Film Festival Sponsor/Booth/Ads</b>								
1	*Underwriting Expenses & Fees	\$ 7,500.00	1	Sponsorship, Ads, Booth, Badges & Bag	\$ 7,500.00			
2	Pop Up/Retractable Banners	\$ 90.00	6	63X23 Full Color Retractable Banners	\$ 540.00			
2	Backdrop	\$ 300.00	1	96" X 96" with Stand	\$ 300.00			
3	Step & Repeat Banner	\$ 300.00	1	96" X 96" with Stand	\$ 300.00			
4	Video Screen Backdrop	\$ 1,000.00	1	85" Smart 4K Television - Delivered	\$ 1,000.00		Big Canyon TV	
4	Maps	\$ 0.70	200	8.5X11 Color Copy - for Booth	\$ 140.00		Printco	
5	Post Cards	\$ 0.50	200	4x6 - Color Front, B&W Back - for Booth	\$ 100.00		Printco	
6	Flash Drives	\$ 5.00	200	Imprinted 4GB FD - for Booth	\$ 1,000.00			
7	Pens	\$ 0.25	3500	Imprinted Ballpoint pens - for Bag	\$ 890.00			
8	Internet Connection	\$ 35.00	4		\$ 140.00		Hotel	
9	Shipping	\$ 250.00	1		\$ 250.00			
10	Festival Shorts Video		1	CoA Tourism	\$ -		CoA Tourism	
					<b>\$ 12,160.00</b>			

<b>Festival Booth Labor, etc.</b>								
11	Petty Cash	\$ 50.00	4	Petty Cash	\$ 200.00			
12	Booth Meals	\$ 50.00	4	Total for 4 days	\$ 200.00			
13	Booth Asst. Fee - Web Master	\$ 350.00	4	Total for 4 days	\$ 1,400.00			
14	Booth Asst. Fee - Local	\$ 150.00	4	Total for 4 days	\$ 600.00			
15	Travel Mileage - IRS Rate	\$ 0.700	2850	LA - Austin - LA	\$ 1,995.00			
16	Room Nights	\$ 150.00	2	Travel Rooms	\$ 300.00			
17	Room Nights	\$ 400.00	10	Austin Hotel	\$ 4,000.00			
18	Valet, Parking, Tips	\$ 60.00	4	Austin Hotel	\$ 240.00			
					<b>\$ 8,935.00</b>			

Big Bend Film Commission, a 501 (c) (3) Tax Exempt Charity - 701 E. Sul Ross Av., Alpine TX 79830, 432.386.3823, Director@shootbigbend.com

Festival Booth Labor, etc. Total: \$ 8,935.00  
 Total Estimate FY 2025-2026: \$ 21,095.00

**TOTAL PROJECT BUDGET**

## **MARKETING PLAN**

1. The BBFC will “market” the City of Alpine and the Big Bend Area via:
  - a. www.Shoot Big Bend website.
  - b. Exhibition Booth in the Austin Film Festival’s Registration area (the Omni Office building, Austin).
    - i. We will explain the function and use of our website – ShootBigBend.com – enabling location scouts, directors, writers, and producers to do a preliminary location scout using the website – without leaving home.
    - ii. Handouts and Popup banners extolling the area (see last year’s Report’s graphic section).
  - c. Presenting Sponsor of Texas Shorts Program at the 2025 Austin Film Festival as ShootBigBend.com
  - d. Naming rights of the Texas Shorts during the 2025 Austin Film Festival as the “Texas Shorts presented by ShootBigBend.com”
  - e. ShootBigBend.com will be listed as sponsor and presenter of the Texas Shorts in all Program Books, Pocket Guides, on the film schedule of the website, email blasts, flyers, and listing of films.
  - f. The ShootBigBend.com Texas Shorts Program screening includes 8-12 short films across two short film blocks. Each block will play the first weekend of the festival with one (1) encore screening to follow
  - g. ShootBigBend.com, VisitBigBend.com, VisitAlpineTx.com and City of Alpine logo recognition in all print and online material mentioning the Shorts
  - h. ShootBigBend, VisitBigBend.com, VisitAlpineTx.com and City of Alpine 30 sec commercial to run prior to each Texas Shorts screening
  - i. ShootBigBend.com, VisitBigBend.com, VisitAlpineTx.com and City of Alpine will have the opportunity to have a presence at various theater locations during The ShootBigBend.com Texas Shorts
  - j. ShootBigBend.com will have the opportunity to place signage and promotional materials at theaters including vinyl signage, marketing materials, pop up banners, and promotional swag during the time of the screenings
  - k. Step and Repeat banner alternating AFF logo with Shoot Big Bend logo. Banner art file requires AFF approval.
  - l. ShootBigBend.com and City of Alpine will receive verbal recognition before each Texas Shorts showcase during the 2025 Austin Film Festival
  - m. One (1) Exhibit Booth Space in AFF’s Exhibit Hall at Omni Hotel for 4 days during the Austin Film Festival and Conference.
    - i. Wednesday, October 22, 12:00pm-5:00pm
    - ii. Thursday, October 23, 12:00pm-5:00pm
    - iii. Friday, October 24, 8:30am-5:30pm
    - iv. Saturday, October 25, 8:30am-5:30pm
  - n. Opportunity to place promotional items in 3,500 Registrant Gift Bags given out to festival registrants

**Marketing:**

- a. One (1) full Inside front cover color ad in the 2025 AFF Program Book
- b. Big Bend Film Commission, VisitBigBend, VisitAlpineTx.com and City of Alpine will receive festival exposure with logo placements on the following:
  - i. Exhibit Hall page of the 2025 Austin Film Festival Program Book
  - ii. Sponsor page of the 2025 Austin Film Festival Program Book and Pocket Guide
  - iii. Hyperlinked logo will appear on Sponsor page of Austin Film Festival website during the calendar year
  - iv. Full page ad placed in the festival’s official program (approximately 5000 copies).
  - v. Sponsor Texas Shorts program with :30 sec. video, Step & Repeat Banner, and four Popup Banners for theatre display.

**SCHEDULE OF ACTIVITIES**

1. The BBFC will attend the Austin Film Festival as exhibitors on October 22<sup>nd</sup> thru 25<sup>th</sup>, 2025 (the festival will run through October 30<sup>th</sup>). This portion of the festival will be held in the Omni Hotel office building.
2. Screening of the Texas Shorts program will be held throughout the festival and be available for screening on the internet all year.
3. The Program will be placed in each Welcome Bag and handed out during screenings, etc.
4. The Step & Repeat banner will be used for interviews.

**HOTEL ATTENDANCE AND RELATED LOCAL SPENDING**

1. Unless the hotels and the production company’s communicate to the city or county the attendance, there is no way of estimating hotel stays.
  - a. As a side bar, many of the films would not like their stays to be made public (i.e. an example would be a the knowledge of a Star Trek film being filmed here because of being inundated with Trekkies).
2. The film production companies will need to eat, buy supplies, fuel their vehicles, etc. The film project could have a significant impact on the Big Bend’s economy.

## Big Bend Film Commission

Geoffrey R. Calderon  
City of Alpine Secretary  
Chris Ruggia  
Tourism Manager, City of Alpine  
Alpine TX 79830  
Via Email



March 23, 2025

RE: Austin Film Festival Report, October 23-26, 2024 – with a mild edit.

### **FESTIVAL**

The Big Bend Film Commission (BBFC), with the gracious help of Brewster County Tourism ([visitbigbend.com](http://visitbigbend.com)) and City of Alpine Tourism ([visitalpinetx.com](http://visitalpinetx.com)), was a Sponsor, Advertiser, and Exhibitor at the Austin Film Festival and Writer’s Conference (AFF), held in the downtown Omni Hotel and Office building complex, October 23-26, 2024.

### **SPONSOR, ADVERTISER**

The BBFC, along with the Tourism Departments of Alpine and Brewster County, sponsored the Texas Shorts portion of the festival with a 30-second lead-in film,\* created by Chris Ruggia and Bobby Greeson. Our film was the first thing the audience saw, and will continue to see, when viewing the Shorts presentation, even after the festival is over and the shorts are viewed online. We supplied a Step & Repeat banner\* for interviews, four Pop-Up Banners\* for display in a theatre lobby; we also placed items in the Welcome bags\* that promoted Alpine and the Big Bend area. We placed an inside front cover full-page ad in the official program,\* again superbly designed by Chris. This program was provided to every registrant and attendee of the festival.

### **EXHIBITOR**

The Exhibitor segment and registration were scheduled to start at noon on Wednesday and finish Saturday evening. Our group - Jimmy Huston, Chris Ruggia, Andre Espinoza, and myself - set up our booth Wednesday morning (we added a television monitor to the booth, instead of a backdrop, to better help explain the Big Bend area). The following are comments in the voices of Jimmy Huston and Andre Espinoza (reprinted from 2023 report):

#### **JIMMY HUSTON**

- Greeted by staff and even some attendees: nice to be remembered!
- Better placement due to seniority (and favoritism?).

- Booth was continuously manned by staff knowledgeable about Alpine, Big Bend, and our website.
- Large number of website demonstrations for producers and screenwriters.
- We were frequently asked about tax rebates (incentives). The answer emphasized Alpine's hotel-motel rebate (Chris Ruggia was especially helpful here).
- A surprising number of full-scale productions, including film and TV, were interested in finding locations and the kind of incentives being offered.
- Majority of attendees were working on small independent films.
- There were also quite a few student films being considered.
- Most notable was a producer with an 80-million-dollar budget who, after visiting with us, became eager to scout the Big Bend.
- Another producer had shot in the Big Bend previously, (The Three Burials of Melquiades Estrada), and was currently scouting western locations. Although he wasn't previously aware of our film commission or the website, he was very impressed and added us to his scout trip.
- Dramatic roads and highways were repeatedly requested, followed by deserts, cliffs, and rivers. We have thousands of shots of these subjects.
- There were numerous crews searching for ranches and bunkhouses. We showed them lots of examples.
- A few productions were looking for football and baseball fields. We had the photos.
- There were typical requests for homes, which we had covered.
- More unusual searches were for forts and ghost towns. We showed them.
- There were even questions about hoodoos and people looking for campgrounds and RV parks. We had plenty of all of them.
- Lots of discussions about area parks. We had the shots.
- Several groups were looking for forests, but we couldn't really help them. Or sea coasts...
- There were lots of screenwriters stopping by. Some had western stories but had never been to Texas. Loved the website. (Screenwriters choose the film's setting.)
- Our individual demonstrations showed screenwriters and producers how to use the website to find specific locations as inspirations.
- Chris Ruggia followed up web demos with detailed hotel-motel information as well as Alpine specific locations.
- (*Editor's note 2024*) Chris Sibley was shooting Marfa Lights, a feature film, in Alpine and Brewster County during the Festival. He called to say he very much appreciated the help of Chris Ruggia, Robert Alvarez, Jimmy Huston, and the website. The film originated in New Zealand! It was delightful having Chris Sibley back "home."
- It was also nice when folks stopped by who already knew about us and had been using the website.

### **ANDRE ESPINOZA**

"At the Austin Film Festival, I had the opportunity to work for the Big Bend Film Commission (for the third year). The experience was fantastic, filled with the buzz of the film industry and meeting

many interesting people. Working in such an environment was both educational and enjoyable. John, Chris, and Jimmy made the event even more memorable with all the hospitality and knowledge they have. Overall, being part of the festival was an enriching experience.”

**EXPENSES**

It turned out, once again, to be a bit more expensive with higher food, transportation, and hotel costs. Also, we were able to use AFF’s Omni Hotel room block again, which helped.

Will all the filmmakers we met bring their films to Alpine and the Big Bend area? Who knows, but I don’t think they will forget us...and many folks expressed genuine interest and intent to visit the Big Bend area for personal trips.

Another fantastic Austin Film Festival!

Sincerely,



John Green, Executive Director

cc: BBFC Board of Directors, J. Huston, A. Espinosa

**\*GRAPHICS**

- :30 Shorts Film

- Step & Repeat Banner - Portion



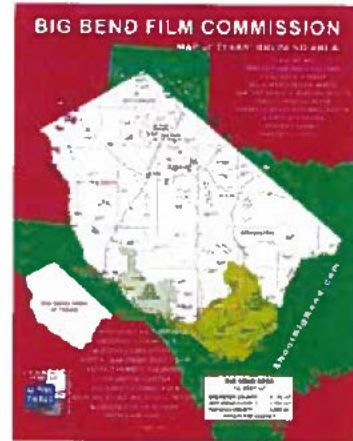
- Pop Up Banners (Left & Right)



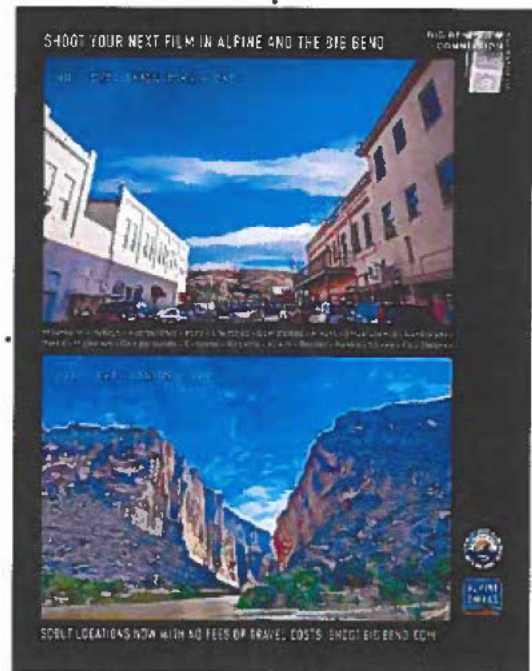
- Post Card



- Map



- Program Ad (Inside Front Cover)



- Booth



*Please note the Halloween candy.*

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

**RECEIVED**  
City of Alpine, Texas

Date: April 7, 2025

APR 09 2025 11:11 am

Name of Organization: Chihuahuan Desert Gem & Mineral Club

OFFICE OF THE CITY SECRETARY

Address: 907 W Lockhart Ave

BY: 

City, State, Zip: Alpine, TX 79830

Contact Name: Lisa Nix

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 303-818-5500

Web Site Address for Event or Sponsoring Entity: Facebook: Chihuahuan Desert Gem & Mineral Club

Is your organization: Non-Profit: Yes Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 10/6/2024

Name of Event or Project: 35th Annual Alpine Gem & Mineral Show

Date of Event or Project: April 17, 18, 19th, 2026

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$6,900

How will the funds be used: Funding will be used to help pay the Alpine Civic Center rental.

Implement targeted advertising and promotional campaigns. Enhance our educational

programming, including hands-on demonstrations and children's learning. Community engagement with partnering with local businesses and galleries for a satellite event.

Brief Description of Funded Activity/Facility: The Alpine Gem & Mineral show is an annual three-day

event held each year, the third weekend in April at the Alpine Civic Center. The show spotlights an

array of gems, minerals, fossils, and lapidary arts. It attracts attendees from across the United States

and Mexico. This is a free event making it accessible for everyone to attend. This year we would like to

introduce a new part of the show that extends the show into Alpine's business corridor. This will involve partnering with local businesses and galleries, such as Saturday showcases or evening exhibitions, further promoting the art of rocks, gems, and minerals within the community. The gem and mineral show has been an important part of the Big Bend Region for 34 previous years.

Percentage of Hotel Tax Support of Related Costs:

46 Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 34 years

Expected Attendance: 1,500

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 400 nights: 48 vendors stay for 4 nights, Approx. 200 Attendee nights

How many nights will they stay: Vendors stay on average 4 nights, attendees 2 nights (some extend their time for local rock hunting trips).

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: For the 2025 Event we have the following blocks and intend to expand for 2026 Event: Holiday Inn: 25 rooms, Quality Inn: Group Block for those who call, Highland Inn: Offer Show Special Rates

How will you measure the impact of your event on area hotel activity? After the event we will contact each hotel. We will also do vendor surveys after the show. During the event we have daily door prizes that asks for zip codes of participants. We will provide survey results in the next years application.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: None at this time.

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

- Total Paid Advertising: \$ 3500
- Newspaper \$ 800     Radio \$ 800     TV \$ \_\_\_\_\_
- Press Releases to Media \$ 250
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 1000     Other \$ 650

What cities/regions/demographics will you reach with your advertising and promotions?  
Midland / Pdesa is main city and region. We will also advertise at other gem and mineral shows and clubs including: Quartzite, AZ - Tucson, AZ - NM/ Deming - Midland ODessa, TX - Dallas, TX - Austin, TX  
We also plan to target Texas and New Mexico Travels Magazines and Gem & Mineral Magazine for articles.  
What estimated number of individuals will your proposed marketing reach who are located in another city or county? 325,000

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ 400
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 3500
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 3000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Alpine Gem & Mineral Show  
Chihuahuan Desert Gem & Mineral Club  
907 W Lockhart Ave, Alpine TX 79830

April 7, 2025

City of Alpine Hotel/ Motel Occupancy Tax Application  
City Secretary, 100 N 13<sup>th</sup> St., Alpine, TX 79830

**Subject: Grant Request for the 35th Annual Alpine Gem & Mineral Show -  
Enhancing Tourism and Community Arts**

Dear Commissioners,

We are writing to respectfully request \$6,900 from the City of Alpine Hotel Occupancy Tax (HOT) Grant program to support the 35th Annual Alpine Gem & Mineral Show, a three-day event that significantly contributes to Alpine's tourism and cultural landscape.

For 34 years, this show has drawn visitors from across the United States and Mexico, showcasing the beauty and diversity of gems, minerals, and lapidary arts. Hosted at the Alpine Civic Center, the event features over 40 vendors offering a wide array of unique specimens, from vibrant agates and jaspers to sparkling crystals. Admission is free, ensuring accessibility for all, and our primary revenue is generated through vendor booth rentals.

This grant will directly support key aspects of the show that align with the HOT Grant program's objectives:

- **Tourism Enhancement:** Funding will be used to cover the Alpine Civic Center rental and implement targeted advertising and promotional campaigns. These efforts will attract a larger number of tourists to Alpine, boosting hotel occupancy and local business revenue.
- **Arts Promotion and Education:** We will utilize grant funds to enhance our educational programming, including hands-on demonstrations and children's learning activities. We also offer vendor booth discounts for interactive presentations.

**Subject: Grant Request for the 35th Annual Alpine Gem & Mineral Show -  
Enhancing Tourism and Community Arts**

**(Continued)**

- **Community Engagement and Economic Development:** We are excited to introduce a new part of the gem & mineral show that extends the show into Alpine's business corridor. This will involve partnering with local businesses and galleries for a satellite event, such as Saturday showcases or evening exhibitions, further promoting the art of rocks, gems, and minerals within the community. This initiative will increase foot traffic for local business, and create a unique experience for tourist.

The 35th Annual Alpine Gem & Mineral Show is more than just a gem & mineral show; it's a celebration of earth's beauty, scientific discovery, and artistic expressions. By supporting this event, the City of Alpine will not only enhance its tourism appeal but also enrich its cultural offerings and foster economic growth.

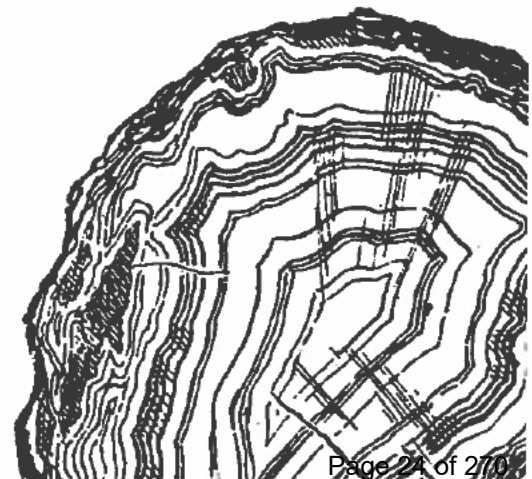
We are confident that this investment will yield significant returns for the City of Alpine.

Thank you for your consideration of this request. We have attached the grant application for your review and welcome the opportunity to discuss our proposal further.

Sincerely,



Lisa Nix  
Alpine Gem & Mineral Show Event Director  
Ward 2, City of Alpine Resident



**Proposed Event Budget**  
**35th Annual Alpine Gem & Mineral Show**

Revenue	Amount
Retained Revenue	\$ 750.00
Sponsorships and Donations	\$ -
Ticket sales	\$ -
Booth rental	\$ 7,200.00
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
<b>Total</b>	<b>\$ 7,950.00</b>

Event Expenses	Cost
Civic Center Rental	\$ 400.00
Advertising	\$ 4,400.00
Arts	\$ 3,450.00
Restoration or Preservation	
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ 350.00
Show Improvements	\$ 450.00
Sanitation	\$ 550.00
Utilities	\$ -
Beverages	\$ 125.00
Vendor Dinner	\$ 2,400.00
Merchandise	\$ -
Security	\$ 800.00
Closing of Street/Barricades	\$ -
Lighting	\$ 75.00
Insurance	\$ 1,200.00
Trash Receptacles/Disposal	\$ 250.00
Utilities	\$ 250.00
Labor	\$ -
Other	\$ -
<b>Total</b>	<b>\$ 14,700.00</b>

**Support Requested: HOT Funds**

Category	Cost	Description
Civic Center Rental	\$ 400.00	<i>Provide detail info.</i>
Advertising	\$ 3,500.00	<i>for the specific use of</i>
Arts	\$ 3,000.00	<i>the funds being requested.</i>
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 6,900.00</b>	

**Support Requested: In-Kind by CoA Employees/Equipment**

Closing of Street/Barricades	\$ -	<i>Provide detail info.</i>
Police Escort	\$ -	<i>for the specific services</i>
Trash receptacles	\$ -	<i>or equipment</i>
Utilities	\$ -	<i>being requested.</i>
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 14,700.00
Event Revenue	\$ -
HOT Fund Total	\$ -
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ -</b>

% of HOT Funds to Total Event Expenses (TEE)	0.469387755
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

Event coordinator & Club President volunteer 500 hours plus to the event.

We also have several volunteers from Sul Ross & within the community that volunteer their time during the event. Approx 250 hours

There are no paid volunteers, club members, or event coordinators.

# 2026 Alpine Gem & Mineral Show

## Marketing Plan

### **May 2025**

Draft promotional posters / show theme / review photography proofs / finalize 2025 event report

### **June 2025**

Order promotional cards / begin promoting event at national gem & mineral shows

### **July 2025**

TxDOT banner permit / Contact travel magazines and national gem & mineral magazines for stories

### **August 2025**

Begin planning with local business corridor for in town event / Food Trucks

### **September 2025**

Contact Gem & Mineral Influencers on availability of attendance to show/ prepare social media posts / Meet with various magazines and news media for ad or story spots / Send promotional cards to other gem & mineral clubs and shows.

### **October 2025**

Confirm show event schedule / Create social media posts for launch / Begin confirming vendor attendance

### **January 2026**

Promote event in Quartzite & Tucson, AZ

### **February 2026**

Launch social media / Posters distributed

### **March 2026**

Banners Up, Social Media Advertising

### **April 2026**

Run Radio Ads in Midland Odessa, Ft Stockton/ Other radio and print



# 2026 Alpine Gem & Mineral Show Event Schedule

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## **WEDNESDAY**

Meet with radio for live radio event promoting event  
Event Layout indoors & out, Install Signs

Vendors begin arriving

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## **THURSDAY**

Vendor Set-Up at Civic Center

Vendor Dinner @ 5:30pm (catered by local business)

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## **FRIDAY**

35<sup>th</sup> Annual Alpine Gem & Mineral Show 9am – 6pm at Civic Center  
Live demonstrations, Children’s Activities, & Instructional  
Discussions

---

## **SATURDAY**

35<sup>th</sup> Annual Alpine Gem & Mineral Show - 9am – 6pm at Civic Center  
Live demonstrations, Children’s Activities, & Instructional Discussions

Community Engagement in Alpine Business Corridor - TBD

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## **SUNDAY**

35<sup>th</sup> Annual Alpine Gem & Mineral Show - 10am – 4pm at Alpine Civic  
Center  
Live demonstrations, Children’s Activities, & Instructional Discussions

Event Clean-Up & Shutdown

---

# Alpine Gem & Mineral Show

## Estimated Attendance & Economic Impact

### From Prior Event

34 prior years of hosting this event

Estimated Prior Attendance: 1,000 attendees. Please note our 2025 event is taking place April 18<sup>th</sup> - April 20<sup>th</sup>, 2025. We will have updated attendance after this years show.

Attendance will be tracked for 2025 event by door prizes and other surveys throughout the event. We will also be asking for attendee zip codes.

Economic Impact on hotels: Approx. 392 Rooms  
Vendors: 48 vendor rooms in hotels x 4 nights,  
Event Attendees: Approximately 200 stay in rooms.

Several stay an extended time to be able to do rock hunts in our area.

For the 2025 Gem & Mineral show we have put a lot of effort advertising at other gem and mineral shows in Arizona, New Mexico, Colorado, & Texas. We are hoping to continue growing our attendees each year which will increase our impact on local hotel and short term rental occupancy.

# 2025 Alpine Gem & Mineral Show Event Report

We are actively developing this year's event and have made significant strides in promotion and vendor acquisition. Our promotional and advertising strategies include:

- **Podcast Appearances:** We were featured on "The Heart of The Big Bend" and "Radio Show Cup of Coffee," reaching a broad regional audience.
- **Strategic Partnerships:** We have established partnerships with several gem and mineral shows, expanding our reach within the gem and mineral community.
- **In-House Marketing:** We create high-quality social media and advertising content in-house, ensuring effective and targeted promotion.
- **Professional Event Photography:** We will have professional photography to capture event highlights, providing valuable marketing materials for future events.
- **Increased Social Media Engagement:** We have increased our social media presence by over 1,200 new followers while promoting this year's event.

We are pleased to confirm the participation of 25 outdoor vendors and 26 indoor vendors, as well as Mrs. Taco Food Truck and Fabulous Lemonade. We anticipate additional vendor confirmations.

In collaboration with the Sul Ross Geology Club, we will offer an educational booth featuring family-friendly activities and volunteer support.

We are also excited to present engaging demonstrations, including geode breaking, ring making, and informative sessions on local jasper and agate identification.

CHIHUAHUAN DESERT GEM & MINERAL CLUB  
**34TH ANNUAL ALPINE  
GEM & MINERAL SHOW**  
**ALPINE, TX 2025**

OVER 40 INDOOR & OUTDOOR VENDORS  
FREE ADMISSION & FREE PARKING

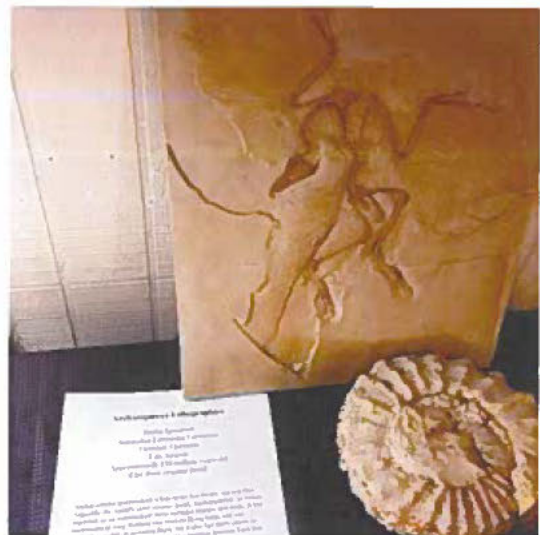
**APRIL 18TH - 20TH**  
**FRIDAY SATURDAY SUNDAY**

JASPERS, AGATES, GEODES, CRYSTALS, TURQUOISE,  
PRECIOUS GEMS, OPALS, CABOCHONS, FOSSILS,  
SPECIMENS, ROUGH MATERIAL, BEADS, NATIVE AMERICAN  
JEWELRY, WIRE WRAPPED PENDANTS, SPHERES, SILVER,  
GOLD, SPINNING WHEEL, TEXAN ART, & MORE

ALPINE CIVIC CENTER  
801 W HOLLAND AVE, ALPINE TX  
FRIDAY & SATURDAY 9AM - 6PM  
SUNDAY 10AM - 4PM



CONTACT LISA 305-818-5500 |



# Alpine Gem & Mineral Show

## Surveys & Tabulations Prior Events

34 prior years of hosting this event

Estimated Attendance is estimated off of prior years click counter of attendees and visitor sign in sheets.

Attendance will be tracked for 2025 event by door prizes and other surveys throughout the event. We will also be asking for attendee zip codes. This information will be provided with next years application.

Prior years, attendance was around 1,000 people.

# Alpine Gem & Mineral Show Permit Application

See attached permit from 2025 Event



## TEMPORARY STREET CLOSURE

LOCATION OF OBSTRUCTION/CLOSURE: N 12th St (behind Civic Center)

REASON FOR OBSTRUCTION/CLOSURE: Gem & Mineral Show

DURATION OF THE CLOSURE: April 17th, 2025 10am - April 20th 6:00pm

RESPONSIBLE PERSON: Todd Sanborn 432-294-0619 / Lisa Nix 303-818-5500

(Name & Phone Numbers)

*The City of Alpine reserves the right to change, alter or deny this request, or revoke permission for this request at any time as deemed necessary or vital by the Chief of Police, City Manager and/or Building Inspector. NOTE: Due to safety concerns and upon approval of the City Manager, rerouting of traffic associated with any street closure will be under the sole authorization and control of the Chief of Police for the City of Alpine or his designate. **By signing this document as the requestor, I acknowledge and agree to all conditions set forth by the City of Alpine Police Department associated with this request. (City of Alpine, Texas, Code of Ordinances, Chapter 86, Article I., STREETS, SIDEWALKS, AND OTHER PUBLIC PLACES).***

Lisa Nix

2/10/2025

SIGNATURE OF PERSON SUBMITTING REQUEST

DATE

**\*\*\*OFFICE USE ONLY\*\*\***

This request has been reviewed by the Chief of Police, or his designate, and it is hereby recommended that this request be:

APPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_

DENIED: \_\_\_\_\_ DATE: \_\_\_\_\_

**REQUIRED SAFETY PRECAUTIONS:**

Having been reviewed by the City Manager or Building Inspector upon recommendation by Chief of Police, this request is hereby:

APPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_

DENIED: \_\_\_\_\_ DATE: \_\_\_\_\_

***Proud To SERVE – Ready To PROTECT***

**HOTEL OCCUPANCY TAX GRANT APPLICATION RECEIVED**

City of Alpine, Texas

APR 15 2025 9:12 A.M.

Date: 4.1.25

OFFICE OF THE CITY SECRETARY

Name of Organization: Guitar in the Big Bend

BY: 

Address: PO Box 174

City, State, Zip: Marfa, TX, 70843

Contact Name: Nicolas Hurt

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 512-695-9127

Web Site Address for Event or Sponsoring Entity: www.guitarinthebigbend.com

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Guitar in the Big Bend February 2026 (Bokyung Byun)

Date of Event or Project: February 6-8, 2026

Primary Location of Event or Project: Sul Ross State University / Musuem of the Big Bend

Amount Requested: \$10,000.00

How will the funds be used: \$3,000 is the quoted fee of the visiting artist, Bokyung Byun, professor of guitar at

UNT. \$2,000 will go to Prof. Nicolas Hurt as concert presenter. ~\$500 will go towards the venue cost of the  
Museum

of the Big Bend. The remaining fund will be used for development and implementation of marketing materials.

Brief Description of Funded Activity/Facility: The event will follow a similar successful format to Guitar in

Big Bend 2025, two concerts (one in Marfa one in Alpine), a masterclass for SRSU students open to the public,

a luthier display showcasing instruments of Texas based guitar builders.

Percentage of Hotel Tax Support of Related Costs:

55.4 Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 2 years

Expected Attendance: 100 - 120

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: I have a goal of attracting 25-50 visitors.

How many nights will they stay: 2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

How will you measure the impact of your event on area hotel activity? I will strive to make connections with individual hotels and get a run down on impact. I hope to have Professor Byun bring students from UNT so we'll have specific numbers on them and where they'll stay.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: West Texas National Bank, Sul Ross State University, First Presbyterian Church of Marfa, Hotel Paisano. New sponsor will hopefully be Austin Classical Guitar

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

- Total Paid Advertising: \$ 5,210.71
- Newspaper \$ 2,800     Radio \$ \_\_\_\_\_     TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 1,435.71     Other \$ 1,250 (Design)

What cities/regions/demographics will you reach with your advertising and promotions?  
El Paso, Midland / Odessa, Austin, Dallas / Ft. Worth, San Antonio, Houston, Las Cruces, Albuquerque,  
etc

What estimated number of individuals will your proposed marketing reach who are located in another city or county? ~ 500,000 with Meta ads + print + radio

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ **6,000** \_\_\_\_\_
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ **4,000** \_\_\_\_\_
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
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- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

### **April 17, 2025**

Grant applications deadline at 5:00pm

### **May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

### **May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## 2025 City of Alpine Hotel Occupancy Tax Grant Schedule

### **March 10, 2025**

Grant applications open

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HOT Grants Workshop at 5:30pm in City Council Chambers

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Complete recommendation for City Council

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City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

**1. Total event budget including HOT funds**

EVENT EXPENSES (Feb. 2026)	
Artist fee (Bokyung Byun)	\$3,000.00
Organizing admin fee	\$3,000.00
Museum of the Big Bend rental fee	~\$500.00
Total performance expenses	\$6,500.00
Marketing / advertising expenses	\$7,500.00
Total event expenses	\$14,000.00
Non HOT grant event revenue	
SRSU masterclass honorarium	\$250.00
West Texas National Bank donation	\$1,000.00
First Presbyterian Church fund	\$1,250.00
Local hotel voucher donation	~\$1,500.00
Total non-grant revenue	\$4,000.00
Percentage from non grant funds	28.5% of budget
HOT funds request (advertising)	\$6,000.00
HOT funds request (arts)	\$4,000.00
Total HOT funds request	\$10,000.00

Funds gained from additional (non grant funded) Guitar in the Big Bend concerts and events for this season:

Presbyterian Church fund for October 2025 concert:	\$1,000.00
Community financial donations:	\$250.00
Community labor donations (volunteering time):	\$500.00
Sul Ross honorarium for October 2025 masterclass:	\$500.00

Accounting for these incoming funds the total season of Guitar in the Big Bend (October 2025 concert + February 2026 concert) is 44.6% funded from non-HOT grant funds

## 2. Proposed Marketing Plan for Funded Event

Best bang for the buck came from Meta ads with 132,500 impressions for the general ad at \$5.49 per 1,000 impressions and cost per click at \$.34. An additional Instagram promoted post received 22,579 impressions at \$11.94 per 1,000 impressions and cost per click at \$.52.

Texas Monthly ad was impressive with impressions / engagement (see details below) but more expensive at a \$2000 total investment.

### TexasMonthly

#### CAMPAIGN OVERVIEW

TOTAL IMPRESSIONS	23,818
TOTAL ENGAGEMENTS	10,729
ENGAGEMENT RATE	45.05%

Guitar in the Big Bend successfully garnered over 23k impressions and 10k engagements from the On the Road With TM newsletter.



TexasMonthly

#### On the Road With TM

To my untrained eye, it was just a grayish black dot, near a tree line about three hundred yards away, but it was also the monster we were hoping to find. It was around 1 a.m. on a warm, moonless night in October, and I sat in the back seat of a pickup truck rolling along a county road near Luskhart. An Alt-15 and a .45 lever action rifle lay next to me. I was peering out the window through a thermal imaging scope, which transformed the otherwise impenetrable darkness into a black and white image, with anything black representing a heat signature. The road ahead drifting by was teeming with life: I spied the silhouettes of cattle, horses, fawns, deer, possums, and, every so often, our quarry: feral hogs.

"You see something?" Eli Smith asked, Smith was driving, and I was on assignment to write @tmj about both moonlighting as Caldwell County's hog exterminator. Smith had been hunting hogs since he was a boy, an activity that, I discovered, was less a sport than a vendetta against the pigs for the damage they were causing to his friends' and neighbors' ranches. I'd heard he was not only the most proficient hog hunter in the county, but also especially fond of pig stekin'—that is, killing a hog by cornering it with hunting dogs and then stabbing it in the heart with a knife. I thought I'd just watch Smith, his hunting buddy Patrick Plani, who was riding shotgun in the pickup, and Smith's hunting dogs, which were piled into a kennel that sat in the bed of a utility terrain vehicle we were towing, perform these bloody pageants. Little did I know I'd end up in a warlike cow.

The Austin Chronicle Ad [reaches 350,000 readers on average](#). The cost for this ad was \$800.



The advertisement on [Classical Guitar Insider](#) received 852 downloads and some presumably much larger but inaccessible number of streams.

With these experiences under my belt I plan on using funds for primarily Meta ads, some paper ads including the Austin Chronicle. I want to venture into print ads in El Paso and Midland / Odessa. I also want to target more classical guitar specific media outlets (similar to Classical Guitar Insider). Classical Guitar Magazine, Acoustic Guitar, Fretboard Journal, Soundboard Magazine, etc, etc...

I will likely not advertise with Texas Monthly again because I did not find it cost effective.

### 3. Schedule of Activities or Events Relating to the Funded Project

For Guitar in the Big Bend February 2026 I am very pleased to say Bokyung Byun (Guitar Foundation of American first prize winner and professor of guitar at UNT) has agreed to travel to our community and perform and teach a masterclass at SRSU.

More information on Bokyung Byun:



**BOKYUNG BYUN**  
Classical Guitarist

*"Here is a simple fact: with artistry such as Ms. Byun's, the state-of-the-art of guitar performance has reached a new level."*  
-Soundboard Magazine

Recipient of the 2023 Avery Fisher Career Grant, Bokyung Byun enjoys a reputation as one of the most sought-after guitarists of her generation. Bokyung holds the distinction of being the first female winner of the prestigious JoAnn Falletta International Guitar Concerto Competition, where Falletta herself described Bokyung's performance as "stunning, showcasing her gorgeous tone, immaculate technique, and sophisticated musicianship." Other recent honors include the grand prize at the 2021 Guitar Foundation of America International Concert Artist Competition and the Montreal International Classical Guitar Competition.

Born in Seoul, Korea, Bokyung began playing guitar at the age of six. At eleven, she took the stage for her first solo recital, leading to an early start in her teen years performing numerous concert tours in Asia. At the same time, Bokyung gained international attention for first-prize finishes in international competitions.

Bokyung soon moved to the United States, where she entered The Juilliard School at the age of sixteen. She holds Bachelor of Music and Master of Music degrees from The Juilliard School and a Doctor of Musical Arts degree from the University of Southern California. Teachers and mentors include Scott Tennant, William Kanengiser, Chen Zhi, Tae-Soo Kim, and Sharon Isbin.

Bokyung's debut recording in 2020 has been praised by Soundboard Magazine as, "a very beautiful disc... We are treated to extraordinary musicianship, technical assurance, and beauty of sound." In 2022, American Record Guide chose her Naxos Laurate Series recording as the Critics' Choice Album, remarking her style as "very reminiscent of Andres Segovia."

Bokyung is currently on the guitar faculty of University of North Texas. She is an Augustine Strings artist and plays a guitar by Dieter Mueller (2019).

**Schedule:**

February 6, 2026 - Concert in Marfa Texas

February 7th, 2026 - Bokyung Byun Masterclass at SRSU.

February 7th, 2026 - Texas Luthier Display (This time at the Museum of the Big Bend).

February 7th, 2026 - Concert in Alpine Texas, Museum of the Big Bend.

**4. Estimated attendance and economic impact (primarily hotel stays) from prior event**

I will admit that I was so busy getting this last event together (in addition to a busy teaching schedule) that I really didn't do a great job gathering this data. I am very open to any information as to how to best collect data like this for the future.

**5. Event Report – if grant funds were received for the previous year**

**Funding Allocation**

Arts (Guitar in the Big Bend Feb. 2025 Duo Fortis)

Total Awarded	\$3000
Artist Fee	\$2,500
Venue Fee	\$200
Presenter / Announcer Fee	\$300
Total Spent	\$3,000

Marketing (Guitar in the Big Bend Feb. 2025 Duo Fortis)

Total Awarded	\$6,500
Texas Monthly	\$2,000
Austin Chronicle	\$800
Meta Ads	\$750
Design Fee	\$500
Design and Marketing Admin	\$475
Classical Guitar Insider Podcast	\$300
Promoted Instagram Post (Guitar in the Big Bend)	\$385.71
Total Spent	\$5,210.71

Funds from Other Sources (Guitar in the Big Bend Feb. 2025 Duo Fortis)

Hotel Paisano	\$2,000
West Texas National Bank	\$1,000
Sul Ross State University	\$500
Volunteer Labor	\$0
Total	\$4,000

**6. Surveys and tabulations from prior event – if available**

Comment from Ashton Haines, student at SRSU and participate at masterclass / concert:

“It was an eye opening experience to a world that I’m still getting used to. Dr. Bustos and Dr. Montiel gave me advice about the instrument and my approach to it that will change the way I play for the rest of my life! Without their insight or direction it would be

hard for me to say that I feel prepared for my career to come, thankfully this program exists here in Alpine, cause without it we would lack the knowledge and experience to use our talents to the fullest.”

Comment from Nico Westerlink, student at SRSU and participate at masterclass / concert:

“The opportunities afforded to myself and my peers at SRSU through the Guitar of the Big Bend are tremendously valuable. World-class performers and educators such as Dr. Bustos and Dr. Montiel visiting our campus for the purpose of informing and inspiring guitarists and music lovers is a true gift to receive. I truly hope to see this program not only remain and thrive, but expand and result in a huge surge of guitarists from around the world to our little corner of Texas.”

Links:

- ▶ Duo Fortis Masterclass at Sul Ross Music Program
- ▶ Duo Fortis Live at the Museum of the Big Bend
- ▶ Wood Ring Presentation at Guitar in the Big Bend

Photos on final page:



APR 15 2025 11:40 A.M.

OFFICE OF THE CITY SECRETARY

CITY OF ALPINE

BY:  HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application *with all required attachments*, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2025-2026 fiscal year, starting no earlier than October 1, 2025 and ending no later than September 30, 2026.

**Reporting:** Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short-term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application.

**Reimbursements:** HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area**

hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.

- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:**

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**REQUIRED ATTACHMENTS: Along with the application, please submit the following:**

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!  
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

**Earliest Date That Applications May Be Submitted:** Monday, March 10, 2025

**Submit Complete Application to:** City of Alpine  
City Secretary  
100 N. 13<sup>th</sup> St.  
Alpine, Texas 79830

**Submit Complete Application by:** 5pm on Thursday, April 17, 2025

*Questions? Contact Director of Tourism Chris Ruggia: [chris@visitalpinetx.com](mailto:chris@visitalpinetx.com)*

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: 4/15/25

Name of Organization: Sul Ross State University Rodeo Team

Address: Box C-110

City, State, Zip: Alpine Texas 79832

Contact Name: C.J. Aragon

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-208-2333

Web Site Address for Event or Sponsoring Entity: www.sulross.edu/rodeo/

Is your organization:    Non-Profit:                       Private/For Profit: \_\_\_\_\_

Tax ID#: See attached                      Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Spring and Fall Jackpots (four fall dates and four spring dates)

Date of Event or Project: We will have four dates in the fall and four in the spring.

Primary Location of Event or Project: S.A.L.E. Arena

Amount Requested: \$5,000

How will the funds be used: To advertise, promote and produce eight total events

Brief Description of Funded Activity/Facility: Produce jackpot breakaway ropings (Open and Youth)

Barrel Racings (Open and Youth), and Team ropings. We will have events on eight dates.

Each year these events have grown. We anticipate even more growth in the future.

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Percentage of Hotel Tax Support of Related Costs:

30 Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: We have had these jackpots for two years now

Expected Attendance: We average about 60 contestants per event

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Estimated that we have 1/3 will stay overnight

How many nights will they stay: One night per event

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We do not block rooms, Some stay in their trailers at RV parks

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

A survey at check in at the event

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: We have some national and Local sponsors.

See attached flyer from this years events

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

Total Paid Advertising: \$ 1000

Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_

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

Direct Mailing to out of town recipients \$ \_\_\_\_\_

Digital or Social Media \$ 500  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?

We advertise in the Trans Pecos REgion

What estimated number of individuals will your proposed marketing reach who are located in another city or county? The majority of our contestants are not from Brewster County.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \_\_\_\_\_
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 5000

How many individuals are expected to participate? 480

How many of the participants are expected to be from another city or county? 400

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## 2025 City of Alpine Hotel Occupancy Tax Grant Schedule

**March 10, 2025**

Grant applications open

**March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

**April 17, 2025**

Grant applications deadline at 5:00pm

**May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

**May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

**June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

**October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	
Ticket sales	
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
<b>Total</b>	\$ -

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 1,500.00
Arts	\$ -
Restoration or Preservation	\$ -
Sporting Event	\$ 10,000.00
Transportation	\$ -
Labor	
Supplies	\$ 500.00
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (Ice Rink)	\$ 4,500.00
<b>Total</b>	\$ 16,500.00

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ -	for the specific use of
Arts	\$ -	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ 5,000.00	
Transportation	\$ -	
<b>Total HOT fund request</b>	\$ 5,000.00	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	\$ -	

Summary	
Total Event Expenses	\$ 16,500.00
Event Revenue	\$ -
HOT Fund Total	\$ 15,000.00
In-Kind Total	\$ -
<b>Total Revenue</b>	\$ (1,500.00)

% of HOT Funds to Total Event Expenses (TEE)	0.303030303
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

# Texas Sales and Use Tax Exemption Certification

*This certificate does not require a number to be valid.*

Name of purchaser, firm or agency <b>Sul Ross State University</b>	
Address (Street & number, P.O. Box or Route number) <b>PO Box C-116</b>	Phone (Area code and number) <b>(432) 837-8045</b>
City, State, ZIP code <b>Alpine, TX 79832</b>	

I, the purchaser named above, claim an exemption from payment of sales and use taxes (for the purchase of taxable items described below or on the attached order or invoice) from:

Seller: \_\_\_\_\_

Street address: \_\_\_\_\_ City, State, ZIP code: \_\_\_\_\_

Description of items to be purchased or on the attached order or invoice:

**All items are subject to Tax Exemption.**

Purchaser claims this exemption for the following reason.

**Sul Ross State University (SRSU) is a tax supported institution of higher education as defined in the Texas Education Act. SRSU is an agency of the State of Texas. The State of Texas is exempt from all Federal Excise taxes. Texas Agencies are exempt under Chapter 20, Title 122A, Revised Civil Statutes of Texas.**

I understand that I will be liable for payment of all state and local sales or use taxes which may become due for failure to comply with the provisions of the Tax Code and/or all applicable law.

*I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate, and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.*

sign here ▶	Purchaser 	Title <b>Director of Purchasing</b>	Date <b>6-29-2016</b>
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NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.

**THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.**

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist

**This certificate should be furnished to the supplier.  
Do not send the completed certificate to the Comptroller of Public Accounts.**



**FRIDAY NIGHT  
LIGHTS JACKPOT  
FEBRUARY 21ST 5 PM  
SALE ARENA ALPINE**

**BARREL RACING**

Time Only / Exhibitions 5PM \$3 each

Open 4D Barrel Race \$40 at 6 PM

Youth (14 and Under) 3D barrel Race \$20

Open and Youth will be run together at 6 PM

**RODEO RUN BREAKAWAY ROPING**

1 Run for \$20 enter up to five times

Youth Breakaway (14 and Under) 1 Run for \$20 enter up to five times

Open and Youth will be run separately

**RODEO RUN TEAM ROPING**

1 Run for \$20 man | Enter Up

Must enter with a different partner

All timed events will use a rope barrier. NIRA rules in all events (youth breakaway will use Jr High rules) All Entries are Cash Only.





**FRIDAY NIGHT  
LIGHTS JACKPOT  
SEPTEMBER 13TH 5 PM  
SALE ARENA ALPINE**

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Youth (14 and Under) 3D barrel Race \$20

Open and Youth will be run together at 6 PM

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1 Run for \$20 enter up to five times

Youth Breakaway (14 and Under) 1 Run for \$20 enter up to five times

Open and Youth will be run separately

**RODEO RUN TEAM ROPING**

\$20 a man, Pick your partner, enter up

Must enter with different partners

All timed events will use a rope barrier. NIRA rules in all events (youth breakaway will use Jr High rules) All Entries are Cash Only.



APR 15 2025 11:40 A.M.

OFFICE OF THE CITY SECRETARY  
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

CITY OF ALPINE

BY: 

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The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*.

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**Reporting:** Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short-term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application.

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- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area**

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

---

Date: 4/15/2025

Name of Organization: Sul Ross State University Rodeo Team

Address: Box C-110

City, State, Zip: Alpine Texas 79832

Contact Name: C.J. Aragon

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-208-2333

Web Site Address for Event or Sponsoring Entity: <https://www.sulross.edu/rodeo/>

Is your organization:    Non-Profit:                     Private/For Profit: \_\_\_\_\_

Tax ID#: See attached file                    Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: 81st Annual Sul Ross Rodeo

Date of Event or Project: September 25-27, 2025

Primary Location of Event or Project: S.A.L.E. Arena

Amount Requested: \$20,000

How will the funds be used: To help produce the event and pay for the television production

expenses. The Sul Ross Rodeo will be aired live on the Cowboy Channel for the fourth year in a row.

Brief Description of Funded Activity/Facility: The funds help with the Sul Ross College Rodeo.

funds help produce and telecast the rodeo on the cowboy channel reaching an audience of

over 750,000 viewers last year.

hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.

- c) historic information on the number of guests at hotels or other lodging facilities that attended the funded event;
- d) historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or
- e) examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.

**Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:**

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**REQUIRED ATTACHMENTS: Along with the application, please submit the following:**

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!  
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**Earliest Date That Applications May Be Submitted:** Monday, March 10, 2025

**Submit Complete Application to:** City of Alpine  
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100 N. 13<sup>th</sup> St.  
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**Submit Complete Application by:** 5pm on Thursday, April 17, 2025

*Questions? Contact Director of Tourism Chris Ruggia: [chris@visitalpinetx.com](mailto:chris@visitalpinetx.com)*

Percentage of Hotel Tax Support of Related Costs:

\_\_\_\_\_ Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 80 Years

Expected Attendance: 750+ Contestants, 1000+ spectators, 750,000 TV Views

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 500+

How many nights will they stay: The rodeo is a three-day event, most stay for the duration of the event

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We do not block rooms but we do send out hotel information to all schools attending

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_  
We poll the students at check in

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: We receive sponsorships and donations from many local businesses

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

- Total Paid Advertising: \$ 12000
- Newspaper \$ \$500     Radio \$ \$500     TV \$ \$15,000
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 250     Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?  
Our region includes New Mexico and the majority of Texas. Plus, the world wide TV audience

What estimated number of individuals will your proposed marketing reach who are located in another city or county? \_\_\_\_\_

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \_\_\_\_\_
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
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- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## 2025 City of Alpine Hotel Occupancy Tax Grant Schedule

**March 10, 2025**

Grant applications open

**March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

**April 17, 2025**

Grant applications deadline at 5:00pm

**May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

**May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

**June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

**October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 18,500.00
Ticket sales	\$ 5,000.00
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
<b>Total</b>	<b>\$ 23,500.00</b>

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 6,000.00
Arts	\$ -
Restoration or Preservation	\$ -
Sporting Event	\$ 67,000.00
Transportation	\$ -
Labor	\$ 15,000.00
Supplies	\$ 2,500.00
Equipment	\$ -
Sanitation	\$ 2,500.00
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (ice rink)	\$ 5,000.00
<b>Total</b>	<b>\$ 98,000.00</b>

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ -	for the specific use of
Arts	\$ -	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ 20,000.00	
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 20,000.00</b>	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 98,000.00
Event Revenue	\$ 23,500.00
HOT Fund Total	\$ 15,000.00
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ (59,500.00)</b>

% of HOT Funds to Total Event Expenses (TEE)	0.204081633
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

# Texas Sales and Use Tax Exemption Certification

*This certificate does not require a number to be valid.*

Name of purchaser, firm or agency <b>Sul Ross State University</b>	
Address (Street & number, P.O. Box or Route number) <b>PO Box C-116</b>	Phone (Area code and number) <b>(432) 837-8045</b>
City State ZIP code <b>Alpine, TX 79832</b>	

I, the purchaser named above, claim an exemption from payment of sales and use taxes (for the purchase of taxable items described below or on the attached order or invoice) from:

Seller: \_\_\_\_\_

Street address: \_\_\_\_\_ City, State, ZIP code: \_\_\_\_\_

Description of items to be purchased or on the attached order or invoice:

**All items are subject to Tax Exemption.**

Purchaser claims this exemption for the following reason:

**Sul Ross State University (SRSU) is a tax supported institution of higher education as defined in the Texas Education Act. SRSU is an agency of the State of Texas. The State of Texas is exempt from all Federal Excise taxes. Texas Agencies are exempt under Chapter 20, Title 122A, Revised Civil Statutes of Texas.**

I understand that I will be liable for payment of all state and local sales or use taxes which may become due for failure to comply with the provisions of the Tax Code and/or all applicable law.

*I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate, and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.*

sign here 	Purchaser	Title	Date
		Director of Purchasing	6-29-2016

NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.

**THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.**

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist

**This certificate should be furnished to the supplier.  
Do not send the completed certificate to the Comptroller of Public Accounts.**

# Texas Sales and Use Tax Exemption Certification

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Name of purchaser, firm or agency <b>Sul Ross State University</b>	
Address (Street & number, P.O. Box or Route number) <b>PO Box C-116</b>	Phone (Area code and number) <b>(432) 837-8045</b>
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Street address: \_\_\_\_\_ City, State, ZIP code: \_\_\_\_\_

Description of items to be purchased or on the attached order or invoice:

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sign here 	Purchaser	Title	Date
		Director of Purchasing	6-27-2016

NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.

**THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.**

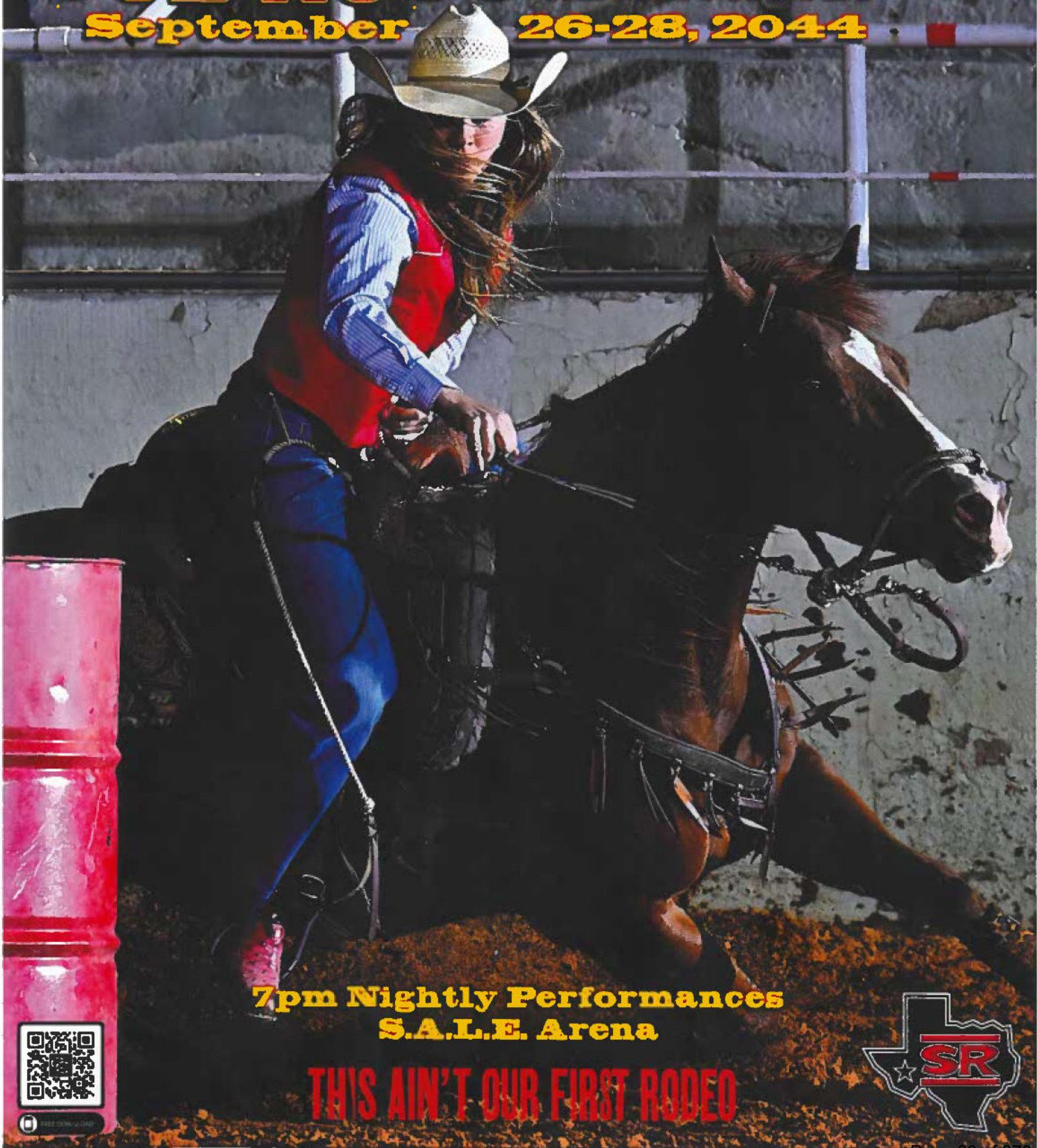
Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist

**This certificate should be furnished to the supplier.  
 Do not send the completed certificate to the Comptroller of Public Accounts.**

79th Annual

# SUL ROSS N.I.R.A. SOUTHWEST REGION RODEO

September 26-28, 2024



7pm Nightly Performances  
S.A.L.E. Arena

THIS AIN'T OUR FIRST RODEO



Alpine, Texas 79830

Submit Complete Application by: 5pm on Thursday, April 17, 2025

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: 04/01/2025

**RECEIVED**  
City of Alpine, Texas

Name of Organization: Big Bend Ranch Rodeo

APR 16 2025 *8m*

OFFICE OF THE CITY SECRETARY

Address: P.O. Box 2140

BY: *[Signature]*

City, State, Zip: Alpine, TX 79831

Contact Name: Mattie Sargent

Contact Email Address: \_\_\_\_\_

Contact Phone Number: (432)294-1640

Web Site Address for Event or Sponsoring Entity: <https://www.bigbendranchrodeo.com/>

Is your organization: Non-Profit:  Private/ForProfit:

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 2001 (exact date \_\_\_\_\_  
unknown)

Name of Event or Project: Big Bend Ranch Rodeo

Date of Event or Project: August 7-8, 2026

Primary Location of Event or Project: Sul Ross S.A.L.E. Arena

Amount Requested: \$20,000.00 \_\_\_\_\_

How will the funds be used: Funds will be used to pay for the judges, announcers, contractors, and livestock needed for this event. Funds would also be used to purchase prizes for the event winners. Finally, a portion of these funds would be used to pay for meals for the approximately 150 competitors attending this event.

\_\_\_\_\_

\_\_\_\_\_

**Brief Description of Funded Activity/Facility:** The Big Bend Ranch Rodeo is a Working Ranch Cowboys Association (WRCA) sanctioned event.

We bring in 12 teams from all over the country to compete for a spot in the WRCA finals in Amarillo, TX. Each year, approximately 100 adult competitors arrive in Alpine with their families and friends to enjoy a weekend of competition and fun.

2026 will mark the fourth year that we have also hosted a Youth Ranch Rodeo alongside the adult competition. 60 youth competitors and their families will also arrive in Alpine to compete for a spot in the Youth Finals in Amarillo.

Our event raises awareness of the ranching heritage of this area while providing a fun weekend getaway for visitors. All profits raised by ticket sales, souvenir sales, and private donations are donated to the Sul Ross State University Rodeo Team for scholarships.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Percentage of Hotel Tax Support of Related Costs:

40% \_\_\_\_\_ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

**1. Civic Center Rental:** use of civic center facility; \$ \_\_\_\_\_

3. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ \_

4. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ \_

5. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$

XXX

6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity; \$ \_

How many individuals are expected to participate? 150

How many of the participants are expected to be from another city or county? 150

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 150

7. **Transportation:** cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

Questions for All Funding Requests:

How many years have you held this Event or Project: 24 years

Expected Attendance: 1,000 per performance/ 3,500 across three performances

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Our experience has been that half of attendees are from out of the area and stay in local hotels/motels/bed and breakfasts (this does not include the competitors and their families)

How many nights will they stay: 2 to 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, we reserve room blocks for our competitors.

Hotel Parker: 17 Rooms

Highland Inn: 17 Rooms

Quality Inn: 22 Rooms

The Holiday Inn Express: 38 Rooms

Hampton Inn: 20 Rooms

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How will you measure the impact of your event on area hotel activity? We keep track of the number of competitors each year, all of whom stay in hotels. We also survey attendees as they enter the event and mark how many have come from outside the Tri-County area.

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

Zesch & Pickett

Capital Farm Credit

McCoy's Building Supply

HorsLic

Big Bend Regional Medical Center

GameGuard\*

Marfa National Bank

Arrowhead Drilling and Well Service

Big Bend Saddlery\*

Trans Pecos Banks

Ropesmart\*

Birria King\*

The Texas Farm Store\*

Wayne Baize\*

West Texas National Bank

Big Bend Title

Top Hand Ropes\*

La Casita\*

Big Bend Trailers

McCoy Remme Ranches

9. Mesa Ranch

Dixon Water Foundation

Morrison True Value

Big Bend Telephone/BBT

Quarter Circle 7/Spicewood

Alpine Veterinary Clinic

Hawkins Construction  
Alpine Framing  
Bill Williams Tire  
Killingsworth Arena

Pace & Associates CPAs, L.L.C.\*  
PrintCo\*  
Power Pipe and Tank  
Yarborough Ranches L.P.  
Legacy Brokers  
Red & LaNell Brown

GSM Insurors  
Buddy Knight\*  
Anza\*  
Krist King\*  
Jenco\*  
Birria King

Atwood Hats\*  
Moore Maker\*  
Vogt Silversmiths\*  
Acme Tent\*  
Wyoming Traders\*  
Professionals Choice\*

El Paso Saddleblanket\*  
Livestock Weekly\*  
Diamond Wool\*  
Weber Stirrups\*  
Dodson Guns  
The Chilly Pad

Reata Restaurant\*  
Ethan Richardson Leather\*

Outback Trading Company\*  
Geier Glove\*

California Equine\*

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

Total Paid Advertising: \$ 1500

Newspaper \$ \_\_\_\_\_  Radio \$ 360 \_\_\_\_\_  TV \$ \_\_\_\_\_

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

Direct Mailing to out of town recipients \$ Approximately \$200 (our office supplies and postage are donated by local sponsors)

Digital or Social Media \$ \_\_\_\_\_  Other \$ 540

What cities/regions/demographics do you reach with your advertising and promotions?

Much of the advertising and promotion of this event is provided by our parent organization the WRCA . They have a following of over 100,000 individuals around the world on their social media accounts and an unknown reach with their website. We do not spend much on promotion or advertising because with the free marketing at our disposal we fill our venue to capacity. Press releases are sent to the local papers of the competing teams each year. We typically have teams from Texas, Arizona, Kansas, New Mexico, and Oklahoma.

Each year we have attendees from all around the nation. In the past 10 years we have also had attendees from as far away as France, Germany, Italy, Denmark, and Poland. We reach the ranching community as well as many from an urban background who want to experience the cowboy way of life.

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What estimated number of individuals will your proposed marketing reach who are located in another city or county? Our best estimate is that our efforts will reach more than 60,000 individuals. We do not have records or numbers to access because most of this is handled by the WRCA.

Required Attachments:

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*

## Big Bend Ranch Rodeo 2026 Budget

Item	Debits (+)	Credits (-)
Security for event		\$800
Radio Advertising		\$400
Injured Animal Funds		\$3,000
Livestock for event		\$12,000
Judges for event		\$3,000
Announcer for event		\$2,000
Arena Director for event		\$2,000
Hotel rooms for officials		\$650
Souvenirs to sell		\$6,000
Event Materials (programs, day sheets, banners, etc.)		\$4,000
Raffle		\$800
Meals for contestants		\$3,800
Prizes		\$10,000
Website maintenance		\$400
Insurance		\$2,887
Port-a-Potties		\$700
Private donations	\$32,437	
HOT Funds	\$20,000	
<b>Totals</b>	<b>\$52,437</b>	<b>\$52,437</b>

### Proposed Marketing Plan

- Contracts will be signed with the WRCA for a 2026 sanctioned event in December of 2025. As soon as these are signed, the WRCA will post the complete list of events on their website and social media pages.
- The BBRR website and social media pages will update all dates and information to include information for the 2026 event.
- In February of 2026 Sponsor packets will be mailed out.

- In March of 2026 we will start taking entries for our event. As entries are received, press releases will be sent to the hometown newspapers of each team.
- The WRCA and BBRR will continue to post information and promote the event up to and during the event in August. The WRCA handles advertising outside of the local area at no cost to the BBRR.
- Interviews will be conducted at the Alpine radio station for both the radio and local podcasts.
- Highway Banners will be hung in Alpine the middle of July.
- Radio ads will run in Alpine starting in July.
- After the event, press releases are sent to the competitors hometown newspapers, local papers, the WRCA, and Livestock Weekly in San Angelo TX.
- The BBRR website will be updated with results and the next year's dates.

*\*Note: Marketing for this event is primarily handled by our parent organization (the WRCA). The BBRR does not expand on the efforts of the WRCA outside of Alpine because we fill our venue (the SRSU SALE Arena) to capacity without further efforts. Our committee feels that more marketing will cause problems by bringing in more spectators than we can seat.*

### **BBRR SCHEDULE 2026**

- Friday August 7<sup>th</sup>, 2026
  - 5:00 p.m. – Tradeshow starts and gates open
  - 7:00 p.m. – Friday night performance begins
- Saturday August 8<sup>th</sup>, 2026
  - 9:00 a.m. – Gates open for the tradeshow
  - 11:00 a.m. – Big Bend Youth Rodeo begins
  - 5:00 p.m. – Gates open for the tradeshow
  - 7:00 p.m. – Saturday night performance begins
  - 9:30 p.m. – BBRR Dance at Amigo's begins
- Sunday August 9<sup>th</sup>, 2026

- 10:00 a.m. – Cowboy Church Service at the Big Bend Cowboy Church

### **Surveys and Tabulations from Prior Event**

The BBRR does not have any surveys or official tabulations from the past few years. Volunteers ask attendees at the gate where they are from and place the ticket stubs of those who come from outside the tri-county area in a separate jar. A report is given to the committee after the event by the head volunteer that covers general information about the attendees. The report has been consistent for several years in showing that approximately half of attendees are not from the local area. Many individuals return every year for this event and bring new friends with them when they return.

Our best estimate is that around 1,500 spectators will arrive in Alpine from outside the tri-county area for this event. We typically see around 150 competitors plus their families as well. To the best of our knowledge, most all these individuals stay in hotels/motels/bed and breakfasts. This is supported by the willingness of local hotels to create room blocks with special rates for our competitors year after year. Our event has had a great relationship with several of the local hotels and would not be able to pull off this event with the same level of success without their help.

### **2024 Event Report**

The 2024 Big Bend Ranch Rodeo brought in approximately 120 competitors and their families. Our stands were full for both evening performances and we had approximately 300 spectators at the morning performance based on ticket sales.

**HOT Grant funds were used as follows:**

Item	Debits (+)	Credits (-)
HOT Grant Funds Awarded	\$15,000	
Bucking Horses for BBRR		\$5,000
Judge #1		\$1,500
Judge #2		\$1,500
Announcer		\$2,000
Cattle for the BBRR		\$1,200
Insurance for the Event		\$2,887
Champion Buckles for Event		\$1,385
<b>Totals</b>	<b>\$15,000</b>	<b>\$15,472</b>

**Total Budget for the 2024 BBRR (Not Including Items Covered by the HOT Grant)**

Item	Debits (+)	Credits (-)
In-kind Donations from Sponsors (Feed, Livestock, Transportation, Prizes, Hotel Rooms)	\$20,125.67	
Monetary Donations from Sponsors	\$45,265	
Entry fees for teams	\$19,900	
Sanctioning Fee		\$750
Prizes for Winning Teams/Competitors		\$19,497.39
Prize Money for Winning Teams		\$19,900
Hotel Room for Announcer		\$406.64
Hotel Rooms for Judges		\$628.28
Hospitality Tent for Contestants		\$1,000
BBRR Commemorative Merchandise		\$5,708
Rifle for BBRR Raffle		\$724.83

Programs, Tickets, and Banners for BBRR		\$3,829.10
Radio Advertising		\$300
Highway Banner Repair and Updating		\$415
Port-a-Potties		\$482.18
Mailbox Fee		\$120
Website Expenses		\$346.72
Office Supplies for the Rodeo		\$227.71
Infrastructure Upgrades to the SRSU S.A.L.E. Arena for Contestant Safety and Improved Function for Future Events		\$29,000
Amount Not Covered by Hot Grant		\$472
<b>Totals</b>	<b>\$85,290.67</b>	<b>\$83,807.85</b>



RECEIVED  
City of Alpine, Texas

APR 16 2025 10:14 A.M.

OFFICE OF THE CITY SECRETARY

BY: [Signature]

April 15, 2025

Megan Antrim, City of Alpine, City Manager  
Chris Ruggia, City of Alpine, Tourism Director  
HOT Grants Committee  
100 N. 13<sup>th</sup> Street  
Alpine, TX 79830

Dear Megan, Chris and Committee Members,

I'm including the requested information in order to be considered for HOT funds for a 2026 event (Viva Big Bend).

Viva Big Bend will have its 15th event in 2026. There are a couple other events which also fill rooms to capacity, but Viva Big Bend happens over five days and nights (twice as long as Alpine's other major events) and should have the largest positive impact for an event to Alpine's HOT fund each year. Attendees come from across the country and even from foreign countries to experience the premier music festival in far West Texas. We showcase musicians from many music genres including rock, blues, Latin, country, soul, Americana and more, and have brought in more than 650 acts in our first 14 years (up-and-comers, local bands and Grammy-award winners).

Alpine is key to the success of Viva Big Bend and is always promoted extensively with our efforts. Alpine offers important infrastructure (hotels, restaurants, music venues) to support an event of this size. **We are asking for \$35,000 total (outlined in the application).**

**Event/Program Permit Application**

See attachment. (Exhibit A)

**Total event budget**

See Exhibit B

**Proposed Marketing Plan for Funded Event**

With the event approximately a year away, the marketing plan could be adjusted. However, we typically:

- Deliver email and print mailings to prior attendees
- Print an official program
- Promote extensively online through Viva's website and social media (Facebook, Instagram and Twitter)
- Partner with the performing artists, venues and city tourism entities for additional social media promotion
- Radio promotion through Marfa Public Radio and KALP

- Send press release to media outlets, particularly Midland/Odessa and statewide outlets
- Run ads in several regional/statewide publications
- Promote through *Texas Music* magazine, particularly online
- Distribute posters, postcards and additional signage in area hotels and events statewide
- Work with a PR representative who has helped us receive numerous editorial stories (TV and print)
- Put up street banner in Alpine two weeks before the event

### **Marketing for 2026**

We've been more aggressive about our advertising in the last couple years. We have a lot of repeat visitors for Viva Big Bend, however we are pushing for more (and new) attendees. New venues have come on board so we have extra capacity for ticket holders. Plus, lodging options are increasing, so more visitors can come in town. We want to aggressively increase our advertising to reach potential new attendees. Therefore, our budget shows a continued focus on digital advertising (social media, sponsored content, SEO, ad targeting via searches, etc.). We rebranded the event in the last year with a new logo and website and this is an ideal time to have additional marketing dollars.

### **Schedule of Activities or Events Relating to the Funded Project**

See attachment for the schedule from 2024 (**Exhibit C**) – the 2025 schedule isn't ready yet, so this is the most recent schedule we have available. The Official Program is printed on a very large sheet of paper, which folds up to a pocket-sized guide. As you'll see there are many music-related activities happening at various venues. Over the years, we've had events at the following Alpine locations: Holland Hotel, Railroad Blues, Reata Restaurant, Murphy Street, Spicewood Restaurant, Old Gringo, Galeria Sibley, Come and Take It BBQ, Ole Crystal Bar, Kokernot Field, Granada Theatre, Ritchie Wine Saloon & Beer Garden, Kishmish Plaza, TransPecos Guitars and Plaine. Because of its central location in the region and venue/hotel capacity, a large number of shows (and hotel visitors) are expected to be based in Alpine.

### **Surveys and tabulations from prior event**

I've put the results of our survey in an attachment to this application (**Exhibit D**).

I've also included a sheet showing the impact of Viva Big Bend (**Exhibit E**).

And a page showing some of the media outlets which have covered the festival (**Exhibit F**).

**Exhibit G** is our 2024 report which was originally submitted in August 2024.

Thank you for your time and consideration.

Sincerely,

*Stewart C. Ramser*

Stewart C. Ramser, Viva Big Bend  
PO Box 390, Alpine, TX 79831

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**HOTEL OCCUPANCY TAX GRANT APPLICATION**

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Date: April 15, 2025

Name of Organization: Viva Big Bend

Address: PO Box 390

City, State, Zip: Alpine, TX 79830

Contact Name: Stewart Ramser

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 512-626-7324

Web Site Address for Event or Sponsoring Entity: www.vivabigbend.com

Is your organization:    Non-Profit: \_\_\_\_\_    Private/For Profit:

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 2012

Name of Event or Project: Viva Big Bend

Date of Event or Project: July 22-26, 2026

Primary Location of Event or Project: multiple locations in Alpine and throughout region

Amount Requested: \$35,000

How will the funds be used: artist fees/lodging, sound production, advertising, shuttle buses

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Promote approximately 60 concerts, kids' show and other events. See attached

schedule for the scope of the festival in 2024 (the 2025 schedule isn't set yet).

Percentage of Hotel Tax Support of Related Costs:

<20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 2026 will be the 15th event!

Expected Attendance: 10,000 over 5 days

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,300 x 3.7 nights (approximately 650+ rooms with approximately 2+ people per room)

How many nights will they stay: 3 to 4 nights on average

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We don't reserve room blocks, but rather let them fill up on their own at full rate.

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

We monitor hotel occupancy (by calling) throughout the time leading up to the event. Due to the incredibly high demand, attendees can have trouble finding lodging, and we want to route them to hotels with availability. By the time of the event, rooms are very scarce. We aim for 100% occupancy during Viva Big Bend.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Fort Davis Chamber of Commerce, Visit Big Bend, City of Marfa, City of Presidio, BBT, Big Bend Regional Medical Center, Marathon Chamber of Commerce, Holland Hotel and more.

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

- Total Paid Advertising: \$ 20,000
- Newspaper \$ 1,500     Radio \$ \_\_\_\_\_     TV \$ \_\_\_\_\_
- Press Releases to Media \$ 500
- Direct Mailing to out of town recipients \$ 500
- Digital or Social Media \$ 7,500     Other \$ 10,000

What cities/regions/demographics will you reach with your advertising and promotions?

Although we focus on Texas with our promotions, especially the major markets, we also reach across the United States and beyond with our digital presence. We'd like to continue expanding that in 2026.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Approximately 1 million+ with all our promotions

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 19,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 15,000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ 1,000

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available) [Exhibit B](#)
- Proposed Marketing Plan for Funded Event (sample marketing plan available) [refer to intro letter](#)
- Schedule of Activities or Events Relating to the Funded Project [Exhibit C](#)
- Estimated attendance and economic impact (primarily hotel stays) from prior event [refer to application and Exhibit E](#)
- Event Report – *if grant funds were received for the previous year* [Exhibit G](#)
- Surveys and tabulations from prior event – *if available* [collected online](#)
- Event/Program Permit Application – *if applicable* [n/a](#)

**EXHIBIT B**

**Revenue**

Sponsorships and donations	\$60,000
Ticket sales	\$74,000 **
Booth sales	\$0
Beverage sales	\$0
Food sales	\$0
Merchandise sales	\$7,000
<b>Total (not including Alpine)</b>	<b>\$141,000</b>

**Event Expenses**

Civic Center Rental	\$0
Advertising	\$20,000
<i>print, radio, social, website, etc</i>	
Arts (music talent)	\$115,000
Restoration and preservation	\$0
Sporting event	\$0
Transportation	\$1,500
Labor (production/staff)	\$26,000
Supplies	\$1,400
Equipment (rental)	\$3,500
Sanitation	\$0
Utilities	\$0
Beverages	\$2,000
Food	\$2,100
Merchandise	\$4,000
Security	\$0
Closing of street/barricades	\$0
Lighting	\$0
Police escort	\$0
Trash receptacles	\$0
Other	\$0
<b>Total</b>	<b>\$175,500</b>

**Support requested:**

Civic center rental	\$0
Advertising	\$19,000
Arts	\$15,000 <i>(if we're not awarded the full amount in this category part of it could be moved to advertising)</i>
Resoration or preservation	\$0
Sporting event	\$0
Transportation	\$1,000
<b>Total HOT fund request</b>	<b>\$35,000</b>

**Support request: In-kind by CoA Employees/Equipment**

Closing of street/barricades	\$0
Police escort	\$0
Trash receptacles	\$0
Utilities	\$0
Labor	\$0
Other	\$0
<b>Total in-kind request</b>	<b>\$0</b>

**Summary**

Total event expenses	\$175,500
Event revenue	\$141,000
HOT fund total	\$35,000
In-kind total	\$0
<b>Total revenue</b>	<b>\$176,000</b>

<b>% of HOT funds to Total Event Expenses</b>	<b>19.9%</b>
<b>% of In-kind to TEE</b>	<b>0</b>
<b>Total % of HOT &amp; In-kind to TEE</b>	<b>19.9%</b>

Ticket sales fluctuate quite a bit from year to year, so this is a rough estimate, but it is the number that we use to set our budget.

EXHIBIT C



# SCHEDULE

SAVINGS/TIMES/LOCATIONS ARE SUBJECT TO CHANGE  
ADMISSION TO ALL SHOWS IN THIS SECTION ARE INCLUDED WITH THE  
VIVA BIG BEND WRESTLING OR TPT,  
OR PAY A COVER CHARGE AT THE DOOR OF EACH VENUE.

VENUE CLOSED

**BOX OFFICE HOURS**

Box office is available at each location from 10 a.m. to 5 p.m. during the event. Box office hours/locations:  
Wednesday, July 24 at Railroad Blues (Alpine) 10 a.m. - 5 p.m.  
Thursday, July 25 at Planet Marfa (Marfa) 10 a.m. - 5 p.m.  
Friday, July 26 at Planet Marfa (Marfa) 10 a.m. - 5 p.m.  
Saturday, July 27 at Planet Marfa (Marfa) 10 a.m. - 5 p.m.  
Sunday, July 28 at Planet Marfa (Marfa) 10 a.m. - 5 p.m.

**THURSDAY • JULY 25**

	RAILROAD BLUES (ALPINE)	SPICEWOOD RESTAURANT (ALPINE)	PLANET MARFA (MARFA)	CIBOLO CREEK RANCH
6-8:30 p.m.				
8:30-9				
9-9:30	Each Walker Band	Anna Rosario & The Indie Mothers		
9:30-9				
9-9:30		Chabby Knackie Choir	Keegan Motaras	Jack Ingram
9:30-10	Two Tons of Steel			
10-10:30				
10:30-11				
11-11:30	West Texas Excels		Scrubbeum Bandits	
11:30-12 a.m.				
12-12:30				
12:30-1				
1-1:30				

**FRIDAY • JULY 26**

	RAILROAD BLUES (ALPINE)	SPICEWOOD RESTAURANT (ALPINE)	ANIGO (ALPINE)	GRANADA THEATRE (ALPINE)	PLANET MARFA (MARFA)	MARFA SPIRIT CO. (MARFA)
6-8:30 p.m.						
8:30-9						
9-9:30						
9:30-10		The Perfts			Josh Sosa & The Hot Tambores	Shelley King
10-10:30	Bidi Bidi Banda					
10:30-11						
11-11:30						
11:30-12 a.m.						
12-12:30						
12:30-1						
1-1:30						

**SATURDAY • JULY 27**

	RAILROAD BLUES (ALPINE)	ANIGO (ALPINE)	GRANADA THEATRE (ALPINE)	PLANET MARFA (MARFA)	MARFA SPIRIT CO. (MARFA)
6-8:30 p.m.					
8:30-9					
9-9:30					
9:30-10					
10-10:30					
10:30-11					
11-11:30					
11:30-12 a.m.					
12-12:30					
12:30-1					
1-1:30					

**SUNDAY • JULY 28**

	RAILROAD BLUES (ALPINE)	PLANET MARFA (MARFA)
6-8:30 p.m.		
8:30-9		
9-9:30		
9:30-10		
10-10:30		
10:30-11		
11-11:30		
11:30-12 a.m.		
12-12:30		
12:30-1		

**MORE VIVA BIG BEND & FREE ACTIVITIES**

**WEDNESDAY • JULY 24**

6-7:30 p.m.	Cover & Gosselin	CHATEAU WRIGHT (Fort Davis)
6-8-8	Wayne Sutton & Bob Palmer	STARLIGHT THEATRE (Terlingua)
8:30-9	Keegan Motaras	STARLIGHT THEATRE (Terlingua)

**THURSDAY • JULY 25**

1-2 p.m.	Gracie Alegre	KUSHISH PLAZA (Alpine)
2-3	Kerrie Carroll	KUSHISH PLAZA (Alpine)
3-4	Charlie Maxwell	KUSHISH PLAZA (Alpine)
3-4	Dan & Tracy Mural Party	ALPINE VISITOR CENTER (Alpine)
4-5	Scrubbeum Bandits	TEKPOP ALPINE (Alpine)
5-6:30	Calamity Creek String Band	THE RITCHEY (Alpine)

**FRIDAY • JULY 26**

10-11 a.m.	Reezy	THE DOOR OVER COFFEE (Terlingua)
12-7 p.m.	Emile Clepper	TEXAS FARM STORE (Alpine)
12-30-145	Each Walker	CAGE HOTEL (Marathon)
2:15-2:30	West Texas Excels	CAGE HOTEL (Marathon)
4-5:15	Chabby Knackie Choir	CAGE HOTEL (Marathon)
4:30-7	Bob Bortone & The Hot Tambores	MURPHY STREET (Alpine)
5-6	Zanna	DAILY PARK (Presidio)
9:30-10:45	Rachel to Chastity	DAILY PARK (Presidio)

**SATURDAY • JULY 27**

11 a.m.	SA (with Bob) show	ALPINE VISITOR CENTER (Alpine)
10-11 p.m.	Doug McKeand	AUDREY & TYRONA KELLY OUTDOOR THEATRE (Fort Davis)
12-7	October 5	TEXAS FARM STORE (Alpine)
1:30-7:45	Jordan Matthews Young	AUDREY & TYRONA KELLY OUTDOOR THEATRE (Fort Davis)
2-3	Umbrae Class w/Keegan Motaras	PLANET MARFA (Marfa)
3:15-4:30	John & the Possum Posse	AUDREY & TYRONA KELLY OUTDOOR THEATRE (Fort Davis)
3-4:15	Josh Sosa & The Hot Tambores	AUDREY & TYRONA KELLY OUTDOOR THEATRE (Fort Davis)
5:30-7	BBT Barbeque Hour (Live w/Barbeque)	MUSIC LAUNCH OF THE BIG BEND (Alpine)

**SUNDAY • JULY 28**

2-4	Doug McKeand	CHATEAU WRIGHT (Fort Davis)
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**MORE VIVA BIG BEND ACTIVITIES!**

**TERLINGUA**



**STARLIGHT THEATRE**  
821 Ivy Rd., Terlingua  
The latest show is a celebration of the Texas cowboy, offering a variety of musical styles and featuring songs and the instrumentalists.  
WEDNESDAY • JULY 24  
6-8:30 p.m.  
Wayne Sutton & Bob Palmer  
8-9:30 p.m.  
Keegan Motaras  
FREE, OPEN TO THE PUBLIC

**ALPINE**



**KISHMISH PLAZA**  
204 E. Holland Ave., Alpine  
THURSDAY • JULY 25  
1-2 p.m.  
Gracie Alegre  
2-3  
Kerrie Carroll  
3-4  
Charlie Maxwell  
FREE, OPEN TO THE PUBLIC

**ALPINE**



**TEXAS FARM STORE**  
2600 E. US-90, Alpine  
Cover get your books, tapes, and local made items from the live music team (Emile Clepper (Guitar) and Gracie Alegre (Sitar)).  
FRIDAY • JULY 26  
12-5 p.m.  
Emile Clepper  
SUNDAY • JULY 28  
12-5 p.m.  
Gracie Alegre  
FREE, OPEN TO THE PUBLIC

**MARATHON**



**CAGE HOTEL**  
102 N.W. 1st St., Hwy 90 W., Marathon  
Established and Historic, the Cage, built in 1928, captures the rich heritage of the cattle industry. If you really enjoy a unique, distinctive experience of days gone by.  
FRIDAY • JULY 26  
7:30-1:45 p.m.  
Each Walker Band  
7:35-7:50  
West Texas Excels  
Chabby Knackie Choir  
FREE, OPEN TO THE PUBLIC

**FORT DAVIS**



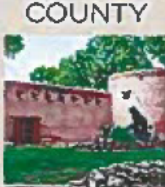
**KELLY PAVILION**  
Historical Square between street corners, behind library.  
A pavilion behind the library hosts live music during the Big Bend. The Saturday concert in Fort Davis has been a popular live event since 2017.  
SATURDAY • JULY 27  
10-1 p.m.  
Doug McKeand  
1:30-2:45  
Jordan Matthews Young  
2:15-4:30  
John & the Possum Posse  
3-4:45  
Josh Sosa & The Hot Tambores  
FREE, OPEN TO THE PUBLIC

**FORT DAVIS**



**CHATEAU WRIGHT**  
138 Blue Mountain Trail, Fort Davis  
Chateau Wright features a live band concert, which is held on the grounds, and there's a food truck onsite.  
SATURDAY • JULY 26  
6-7:30 p.m.  
Cover & Gosselin  
2-4 p.m.  
Doug McKeand  
FREE, OPEN TO THE PUBLIC

**PRESIDIO COUNTY**



**CIBOLO CREEK RANCH**  
1700 W. Highway 67  
The Historic Cibolo Creek Ranch is situated on the banks of the Cibolo. The ranch is 10 miles from Marfa. It serves as a spectacular backdrop for live music during the Big Bend.  
THURSDAY • JULY 25  
6-9:30 p.m.  
Jack Ingram  
FREE, OPEN TO THE PUBLIC

**PRESIDIO**



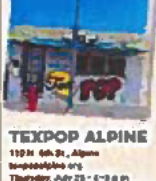
**DAILY PARK**  
250 Henry Doby St., Presidio  
The Big Bend will have several activities on Presidio on Friday, July 26. At 10 a.m., Reezy will play live music at Presidio's Live Over Coffee Shop. At 6:45 p.m., the live music band, Umbrae Class w/Keegan Motaras will take the stage at Daily Park.  
FRIDAY • JULY 26  
9-9:45  
Rachel to Chastity  
FREE, OPEN TO THE PUBLIC

**MARFA**



**PLANET MARFA**  
306 E. Abilene St., Marfa  
SUNDAY, July 27 • 2-3 p.m.  
UKULELE CLASS WITH KEVIN CARROLL  
Who is excited about Cover and enjoy a fun and informative ukulele class with Kevin Carroll that will include songs, music, and fun chords and strums with a friendly Frank. Learn from this small ensemble as making by us across the region. All ages welcome.  
FREE, OPEN TO THE PUBLIC

**ALPINE**



**TEKPOP ALPINE**  
110 N. 6th St., Alpine  
SUNDAY, July 27 • 6-9 p.m.  
Tekpop Alpine will host an open house from 4-9 p.m. on Thursday, July 25. Stop by for a meet and greet with the band and see their new album.  
SUNDAY • JULY 27  
6-9 p.m.  
Doug McKeand  
FREE, OPEN TO THE PUBLIC

**ALPINE VISITOR CENTER**



**ALPINE VISITOR CENTER**  
104 N. 2nd St., Alpine  
The Alpine Visitor Center will host the band when performing on Saturday, July 26. This show is sponsored by the visitor center.  
SATURDAY • JULY 26  
10-11:30 a.m.  
Doug McKeand  
SUNDAY • JULY 27  
10-11:30 a.m.  
Doug McKeand  
FREE, OPEN TO THE PUBLIC

**SUPPORT MATT'S RECOVERY AND MUSIC LEGACY**



Visit [www.mattsmusiclegacy.com](http://www.mattsmusiclegacy.com) for more information. Matt's Music Legacy is a non-profit organization that provides support for the recovery of Matt's Music Legacy. The organization is currently accepting donations for the Matt's Music Legacy Fund.  
HISTORIC ALPINE MEMORIAL WEEKEND FUND FUND  
The Historic Alpine Memorial Weekend Fund is a non-profit organization that provides support for the recovery of Matt's Music Legacy. The organization is currently accepting donations for the Matt's Music Legacy Fund.  
SUNDAY • JULY 27  
10-11:30 a.m.  
Doug McKeand  
FREE, OPEN TO THE PUBLIC

**BBT**



**BBT BARBEQUE & TAILGATE PARTY**  
100 N. 2nd St., Alpine  
Friday, July 26 • 6:30-7 p.m.  
BBT is hosting an appreciation party for our current customers, employees, and the Big Bend community. The party will feature live music, food, and a raffle. The event is free and open to the public.  
FREE, OPEN TO THE PUBLIC

**ALPINE WELCOME PARTY**



**THE RITCHEY**  
102 E. Murphy Street, Alpine  
FRIDAY • JULY 26  
5-6:30 p.m.  
Calamity Creek String Band  
FREE, OPEN TO THE PUBLIC

**BIG BEND SADDLERY**



**CONCHANGO**  
The Big Bend Saddlery will host a complimentary concert with live music from Bob Weir and the Grateful Dead.  
SATURDAY, July 27 • 9:30-11:30 a.m.  
FREE, OPEN TO THE PUBLIC

**FOR THE KIDS MR. WILL**



**ALPINE VISITOR CENTER**  
104 N. 2nd St., Alpine  
SUNDAY, July 27 • 11 a.m.  
The music of this Big Bend band will be the focus of the day. The Big Bend band will be performing live music at the Alpine Visitor Center. The event is free and open to the public.  
FREE, OPEN TO THE PUBLIC

**MARFA**



**1 MARFA SPIRIT CO.**  
229 W El Paso St.  
DowntownMarfa.com



**2 PLANET MARFA**  
700 S. Abbott St.  
planetmarfa.com



**3 CIBOLO CREEK RANCH**  
17171 US Hwy 67  
cibolocreek.com



**4 DALY PARK**  
710 Honey Dole St.  
presidio.gov

**MARATHON**



**GAGE HOTEL**  
102 W.W. 402 St. Hwy. 90 W  
gagehotel.com

**TERLINGUA**



**STARLIGHT THEATRE**  
618 Hwy 380E

**FORT DAVIS**



**KELLY PAVILION**  
Across the street from the  
New Theater and behind the Brewery



**CHATEAU WRIGHT**  
105 5th Mountain Trail  
chateauwright.com



**ALPINE**



**5 ALPINE VISITOR CENTER**  
1848 E 2nd St.  
visitorservices.com



**6 AMIGO @ ALPINE CITY PLACE**  
101 W Ave L.  
alpinemidwest.com



**7 GRANADA THEATRE**  
207 E. Holland Ave.  
granadatheatre.com



**8 KISHMISH PLAZA**  
204 E. Holland Ave.



**9 MURPHY STREET & THE RITCHEY**  
Murphy Street between  
E. 4th and E. 5th



**10 RAILROAD BLUES**  
104 W. Midland Ave.  
railroadblues.com



**11 SPICEWOOD RESTAURANT**  
2632 W. Highway 10  
spicewood.com



**12 TEXAS FARM STORE**  
2600 East US-10  
texasfarmstore.com

**VIVA BIG BEND**

**Let's Celebrate!**  
SAFELY AND RESPONSIBLY

- For outdoor events, stay hydrated with 100% recyclable water.
- Don't consume alcohol on a rocky terrain.
- The Best. Celebration! Follow us on social.

The ER at Big Bend Regional Medical Center is here if you need us, 24 hours a day, 365 days a year.  
BigBendHealthcare.com

**THANK YOU TO ALL THE SPONSORS OF VIVA BIG BEND 2024**

PRESENTED BY

Additional support provided by: Liz Rogers and Shane O'Neal

**VIVA BIG BEND**  
ALPINE - MARFA - MARATHON - FORT DAVIS - TERLINGUA - PRESIDIO

**JULY 24-28, 2024**  
OFFICIAL GUIDE

**VIVA BIG BEND MERCHANDISE**

**AVAILABLE AT THE KISHMISH PLAZA BOX OFFICE DURING THE EVENT**

**FREQUENTLY ASKED QUESTIONS**

**NONPORN AT VIBB?**  
Food/beverage provided for all night (weekend) are available at vibbbigbend.com or at the box office during the event.

**AD TICKETS/PRIZES PURCHASED IN ADVANCE SHOULD BE PICKED UP AT THE BOX OFFICE PRIOR TO THE EVENT.**

**WHAT ARE THE BOX OFFICE HOURS AND LOCATIONS?**  
Wednesday, July 24 at Marathon Plaza (9am - 7pm).  
Thursday, July 25 at Marathon Plaza (9am - 10pm).  
Friday, July 26 at Planet Marfa (9am - 11pm).  
Saturday, July 27 at Planet Marfa (9am - 11pm).  
Sunday, July 28 at Marathon Plaza (9am - 6pm).

**DOBBY WRESTLING QUARANTINE ADMISSION TO ALL SHOWS?**  
Shows have very strict quarantine restrictions. We should be able to accommodate over guests, but if the capacity limit is reached, it's unannounced, sorry!

**HOW CAN I LEARN MORE ABOUT THE AREA?**  
Go to: www.visitbigbend.com, www.visitmarfa.com, www.visitfortdavis.com, www.visitplanetmarfa.com, www.visittrinidad.com, www.visitkellypavilion.com, www.visitstarlight.com

**WHAT ELSE CAN I GET WITH MY VIVA BIG BEND MERCHANDISE?**  
How about some specials at local businesses? Follow @vibbbigbend on social media for more info.

Costa Coffee & Supply (300 N. 4th, Alpine) - \$4 cold brew, \$1.75 oz. house cold brew  
Chateau Wright - 10% off refreshments on established (12% off non-VIBB) Present discounts at time of purchase.  
For a complete list of participating businesses, visit vibbbigbend.com

**FOR UPDATES DURING VIVA BIG BEND**  
Like us on Facebook @vibbbigbend Follow us on Twitter @vibbbigbend

**SHUTTLE BUSES DON'T DRINK AND DRIVE!**

Complimentary service for those visiting Viva Big Bend weekends will run Thursday-Saturday. Visit outside of the venue at the listed departure time to catch the shuttle.

**Thursday Shuttle Schedule**  
7:30 a.m. Leave Marathon (Alpine) for Marfa  
8:15 a.m. Leave Marfa for Alpine

**Friday Shuttle Schedule**  
12:45 a.m. Depart Planet Marfa for Alpine  
1:15 p.m. Depart Planet Marfa for Alpine  
2:45 p.m. Depart Planet Marfa for Alpine  
4:15 p.m. Depart Planet Marfa for Alpine  
5:45 p.m. Depart Planet Marfa for Alpine  
7:15 p.m. Depart Planet Marfa for Alpine  
8:45 p.m. Depart Planet Marfa for Alpine  
10:15 p.m. Depart Planet Marfa for Alpine

**Saturday Shuttle Schedule**  
12:45 a.m. Depart Planet Marfa for Alpine  
1:15 p.m. Depart Planet Marfa for Alpine  
2:45 p.m. Depart Planet Marfa for Alpine  
4:15 p.m. Depart Planet Marfa for Alpine  
5:45 p.m. Depart Planet Marfa for Alpine  
7:15 p.m. Depart Planet Marfa for Alpine  
8:45 p.m. Depart Planet Marfa for Alpine  
10:15 p.m. Depart Planet Marfa for Alpine

**LAST TRIP TO MARFA 11 a.m.**  
Depart Planet Marfa for Alpine (stop at Marfa Spirit Co.)

**LAST TRIP TO ALPINE 12 a.m.**  
Depart Planet Marfa for Alpine (stop at Marfa Spirit Co.)

**LAST TRIP TO MARFA 12 a.m.**  
Depart Planet Marfa for Alpine (stop at Marfa Spirit Co.)

**LAST TRIP TO ALPINE 12:45 a.m.**  
Depart Planet Marfa for Alpine (stop at Marfa Spirit Co.)

**LAST TRIP TO MARFA 12:45 a.m.**  
Depart Planet Marfa for Alpine (stop at Marfa Spirit Co.)

**VIVA BIG BEND Courtesy Shuttle**

**EXHIBIT D**

# Attendee Information

Based on more than 500 surveys at 2022, 2023 and 2024 festivals  
(paper and email surveys)

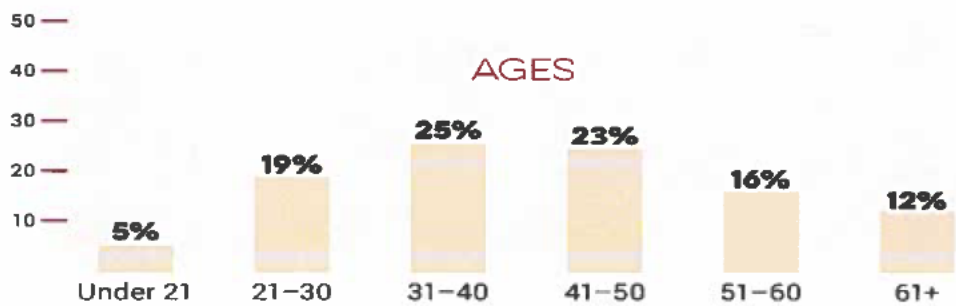


**Key Markets**

- Inside Texas
- Austin
- D/FW
- Houston
- Midland/Odessa
- El Paso

**Out-of-State  
Visitors 2024  
(partial list)**

- Arizona
- California
- Colorado
- Florida
- Louisiana
- New Mexico
- New York
- Ohio
- Oklahoma
- Tennessee
- Washington



Out-of-towners who stayed  
in Alpine  
**66%**

First-timers  
to the area  
**21%**

Plan on  
returning  
**96%**



## EXHIBIT E

# Impact

### Hotel Occupancy

- Approximately 650 rooms in Alpine
- Average cost per room, per night: \$150
- 7% hotel occupancy tax
- Average stay per attendee: 3.7 nights
- 100% occupancy (4 nights) yields \$27,300
- 90% occupancy yields \$24,570

Visitor Expenditure: \$1,115\*

Estimated Direct Economic  
Impact: approx. \$2.1 million

\* Based on survey of 2023 festival  
attendees

### Benefits

- Long-term sustainability of  
VBB venues/businesses
- New business development
- Indirect expenditures

Direct, Indirect, Induced:  
Over \$2.93 million (estimate)

City of Alpine H.O.T.  
Contribution: \$35,000



# EXHIBIT F

# Media Coverage

Texas Music magazine

Texas Highways

Austin American-Statesman

Odessa American

Midland Reporter-Telegram

El Paso Times

KOSA (CBS 7)

KWES (NewsWest 9)

KMID (Local 2 News)

Alpine Avalanche

Big Bend Gazette

Big Bend Sentinel

## KMID (Midland TV)



## Odessa American



Texas Music magazine

## EXHIBIT G

### 2024 Viva Big Bend recap

The 13<sup>th</sup> annual Viva Big Bend (July 24-28, 2024) was the biggest event in our history. We had a record 22 venues involved across six communities, and as always, there was a huge presence in Alpine (34 concerts!). Shows in Alpine included:

Railroad Blues (12 shows)  
Spicewood Restaurant (4 shows)  
Amigo (4 shows)  
Granada Theatre (3 shows)  
Kishmish Plaza (3 shows)  
Texas Farm Store (2 shows)  
Alpine Visitor Center (2 shows)  
The Ritchey (2 shows)  
Big Bend Saddlery (1 show)  
Murphy Street (1 show)

We attracted music fans from across the state of Texas (especially Austin, D/FW and Houston) and beyond (people from at least a dozen states attended). More than 11,000 attended over 5 days.

Our advertising in 2024 was able to be significantly expanded compared to prior years. We did our outreach to existing audience, prior ticket holders, etc. In 2024 -- due in large part to an increased amount of advertising dollars from Alpine's HOT fund -- we were able to redesign our logo and website and expand advertising to radio.



Stewart Ramser  
Producer, Viva Big Bend  
[www.vivabigbend.com](http://www.vivabigbend.com)

APR 16 2025 11:32 am

HOTEL OCCUPANCY TAX GRANT APPLICATION

OFFICE OF THE CITY SECRETARY

BY: [Signature]

Date: 4/14/2025

Name of Organization: ANRS + Rodeo Exes Association

Address: PO Box 32

City, State, Zip: Alpine, TX 79831

Contact Name: Phillip Carey

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-234-8252

Web Site Address for Event or Sponsoring Entity: www.sulrossexas.org

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 2006

Name of Event or Project: ANRS + Rodeo Exes Annual Reunion

Date of Event or Project: July 18-20

Primary Location of Event or Project: SRSU SALE ARENA

Amount Requested: \$4000.00

How will the funds be used: \$3000.00 Stock fee; \$1000.00

Roping Judge and book keeper

Brief Description of Funded Activity/Facility: 3 day event consisting of a social Friday night that include activities such as horseless goat roping and Cornhole, Saturday will include Roping, Poker and evening social/Auction, Sunday will include golf tournament and youth Playday events.

Percentage of Hotel Tax Support of Related Costs:

31% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 45 yrs

Expected Attendance: 100+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 100+

How many nights will they stay: 2-3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No but we usually get special Rates from Hotel Parker

How will you measure the impact of your event on area hotel activity? questionnaires and collection of registration data

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University and Private Donors

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

- Total Paid Advertising: \$ \_\_\_\_\_
- Newspaper \$ 750     Radio \$ 200     TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ no cost     Other \$ \_\_\_\_\_  
our own site

What cities/regions/demographics will you reach with your advertising and promotions?

West Texas region, but membership is across Texas and New Mexico so both states are reached

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 90% of attendees

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \_\_\_\_\_
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 4,000.00

How many individuals are expected to participate? 100+

How many of the participants are expected to be from another city or county? 85+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 60+

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## 2025 City of Alpine Hotel Occupancy Tax Grant Schedule

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

### **April 17, 2025**

Grant applications deadline at 5:00pm

### **May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

### **May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

Revenue	Amount
Retained Revenue	\$ 10,000.00
Sponsorships and Donations	\$ 40,000.00
Event Entries	\$ 18,160.00
Auction/ Silent Auction	\$ 17,502.00
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
<b>Total</b>	<b>\$ 85,662.00</b>

Event Expenses	Cost
Museum Rental	\$ 500.00
Advertising	\$ 1,000.00
Arts	\$ -
Restoration or Preservation	\$ -
Sporting Event	\$ 6,826.00
Transportation	\$ -
Labor	\$ 1,200.00
Supplies	\$ 6,150.00
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ 500.00
Food	\$ 1,197.00
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (ice Rink)	\$ -
<b>Total</b>	<b>\$ 17,373.00</b>

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising	\$ -	for the specific use of
Arts	\$ -	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ 4,000.00	Stock fee and admin fees
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 4,000.00</b>	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 17,373.00
Event Revenue	\$ 85,662.00
HOT Fund Total	\$ 4,000.00
In-Kind Total	\$ 89,662.00
<b>Total Revenue</b>	<b>\$ 72,289.00</b>

% of HOT Funds to Total Event Expenses (TEE)	0.23024233
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

# **ANRS & Rodeo Exes Association Annual Reunion Marketing Plan**

## **Association's Web Page**

The association's web page [www.sulrossexes.org](http://www.sulrossexes.org). Basic event dates and overview were posted by March of 2025, with more information posted as it develops.

## **Social Media Organic Posts**

ANRS & Rodeo Exes, Sul Ross Alumni Association and the Sul Ross Rodeo Team as well as our many members will both share details the event in general, and provide historically a very effective social media campaign to promote this event.

## **Email Promotions**

The ANRS & Rodeo Exes newsletter will be sent out monthly as will an email campaign advertising our event and reminding members of hotel specials and any special pricing we receive from local merchants

## **Posters**

Distributed throughout Alpine – 1 month prior to event

Sul Ross Ag & Rodeo Annual  
Fundraiser and Reunion

**JULY 18TH-20TH, 2025**



**Schedule of Events:**

**Friday, July 18th**

**Skelton's Runway 300 S Cockrell St, Alpine Tx**

- 42 Tournament - 1:00 PM
- Social - 5:00 PM
- Goat Roping - 6:00 PM
- Corn Hole - 6:00 PM

**Saturday, July 19th**

- Business Meeting - 8:00 AM (RAS Building)
- Team Roping - 9:00 AM (SALE Arena)
- Poker Tournament - 2:00 PM (Rio Ratón Card Room)
- Award Presentation & Silent Auction - 6:00-9:00 PM (SRSU Museum)

**Sunday, July 20th**

- Golf Tournament - 9:00 AM (Alpine Country Club)
- Playday - 9:00 AM (SALE Arena)

Please make all tax deductible donations to ANRS & RODEO EXES ASSOCIATION

## **Estimated Attendance and Economic Impact**

Based off of 2024 event numbers we estimate we have 100+ attendees. Those attendees are mostly from out of town and when you discount the ones that are local or couples then we estimate that 60+ hotel rooms are rented. Most will stay Friday- Sunday but a significant number of attendees will stay Thursday-Monday due to events we have Friday and Sunday.

That would equate to 120 hotel nights reserved on the low end but most likely the real number will be closer to 180-200 room reservation nights.

## Event Report

This is the first time we have requested HOT funds so no previous data has been collected outside of our budget that the budget included in the packet was based off of.

## **Surveys and Tabulations from Prior Event**

Outside of our budget no other surveys or tabulation from our prior event are available.

## Event/ Program Permit Application

Not Applicable

RECEIVED  
City of Alpine, Texas

APR 16 2025 3:04 p.m.

OFFICE OF THE CITY SECRETARY

BY: 

**OUR LADY OF PEACE**  
**CATHOLIC CHURCH**  
**FUNDRAISER**  
**BLACK AND WHITE GALA**  
**FOR**  
**FEBRUARY 14<sup>TH</sup>, 2026**  
**@**  
**ALPINE CIVIC CENTER**

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**CITY OF ALPINE**  
**HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION**

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**Texas Tax Code Chapter 351** allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application *with all required attachments*, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2025-2026 fiscal year, starting no earlier than October 1, 2025 and ending no later than September 30, 2026.

**Reporting:** Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short-term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application.

**Reimbursements:** HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area**

hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.

- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:**

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

**REQUIRED ATTACHMENTS: Along with the application, please submit the following:**

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!  
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

**Earliest Date That Applications May Be Submitted:** Monday, March 10, 2025

**Submit Complete Application to:** City of Alpine  
City Secretary  
100 N. 13<sup>th</sup> St.  
Alpine, Texas 79830

**Submit Complete Application by:** 5pm on Thursday, April 17, 2025

*Questions? Contact Director of Tourism Chris Ruggia: [chris@visitalpinetx.com](mailto:chris@visitalpinetx.com)*

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

Date: 4/10/25

Name of Organization: Our Lady of Peace Fundraiser

Address: 406 S. 6<sup>th</sup> St., Alpine, Texas

City, State, Zip: Alpine, Texas 79830

Contact Name: Berta Rios-Martinez

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-386-3399

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Valentine's Black + White Gala

Date of Event or Project: February 14, 2026

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$45,000.00

How will the funds be used: Entertainment + Advertisement

Brief Description of Funded Activity/Facility: Ruben Ramos El Gato

Negro was inducted into the Tejano Music Awards in 1998, Best Male Vocalist in 1999 and his band The Mexican Revolution, also won album of the year in 2008.

Percentage of Hotel Tax Support of Related Costs:

\* 85% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: First time

Expected Attendance: 500

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 85%

How many nights will they stay: 2 nights, Feb. 13<sup>th</sup> + 14<sup>th</sup>

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, 23 rooms reserved reserved @ Holiday Inn.

How will you measure the impact of your event on area hotel activity? The percentage of the activity attendance of this event is highly expected by out of town guest.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: DJ-Fly on the Wall, Bert's Mums + More, Budweiser,

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

- Total Paid Advertising: \$ 27,000.00
- Newspaper \$ 8,000.00  Radio \$ 4000.00  TV \$ 900.00
- Press Releases to Media \$ 1800.00
- Direct Mailing to out of town recipients \$ 2000.00
- Digital or Social Media \$ 10,300.  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions? St. Stockton, Presidio, Monahans, Odessa, Pecos, Midland, El Paso, Del Rio, San Antonio, Dallas, Ft. Worth, Austin

\* What estimated number of individuals will your proposed marketing reach who are located in another city or county? 95%

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility  
\$ 300,00
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 27,000,00
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 15,000,00
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? 500

How many of the participants are expected to be from another city or county? 8590

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 475

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

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HOT Grants Workshop at 5:30pm in City Council Chambers

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Grant applications deadline at 5:00pm

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HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

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HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

**OUR LADY OF PEACE BLACK & WHITE GALA WEEKEND 2026 PRELIMINARY BUDGET**

**REVENUE**

SPAGHETTI DINNER \$6000.00  
FOOTBALL POTS \$4000.00  
BAKE SALE \$400.00  
TICKET SALES \$26,500.00  
CITY OF ALPINE HOT FUND \$16,300

**TOTAL \$53,200**

**EXPENSES**

CIVIC CENTER \$300.00  
ADVERTISEMENTS \$27,000.00  
MARIACHIS \$1900.00  
ENTERTAINMENT \$10,000.00  
6 ROOMS \$1700.00  
DJ \$800.00  
DECORATIONS \$6000.00  
FOOD \$5500.00

**TOTAL \$53,200**

**PROPOSED MARKETING PLANNING**

**ADVERTISEMENT - FT. STOCKTON PIONEER – FULL PAGE**

**\$8000.00**

**MARFA – EL INTERNACIONAL DE PRESIDIO**

**\$4000.00**

**RADIO ADS – FT. STOCKTON, PRESIDIO, MONAHANS, ODESSA, PECOS,  
MIDLAND EL PASO, DEL RIO, SAN ANTONIO, DALLAS, FT. WORTH, AUSTIN**

**\$15,000.00**

## **SCHEDULE OF ACTIVITES**

**6:00 PM – 8:00 PM — DINNER AND MARIACHIS**

**8:00 PM – 9:00 PM ---- DJ- FLY ON THE WALL**

**9:00 PM – 10:30 PM --- RUBEN RAMOS & THE MEXICAN REVOLUTION**

**10:30 PM – 11:30 PM — DJ-FLY ON THE WALL**

**11:30 PM – 1:00 AM ---- RUBEN RAMOS & THE MEXICAN REVOLUTION**

**ESTIMATED ATTENDANCE**

**500 GUEST**

**23 HOTEL ROOMS RESERVED AT HOLIDAY INN**

**6 ROOMS ARE FOR THE BAND**

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 16 2025 3:22 p.m.

OFFICE OF THE CITY SECRETARY

BY: 

Date: 4/114/2025

Name of Organization: The Magical Warehouse for Far West Texas Comic Con

Address: 113 E Holland

City, State, Zip: Alpine TX 79830

Contact Name: Connie Santillan

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-269-8547 or 432-294-1836

Web Site Address for Event or Sponsoring Entity: themagicalwarehouse.com

Is your organization:    Non-Profit: \_\_\_\_\_    Private/For Profit: X

Tax ID#: \_\_\_\_\_ Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: Far West Texas Comic Con

Date of Event or Project: January 2026

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$30,000.

How will the funds be used: Funds will be used for marketing/advertising and hiring of artist and special guest performers. Other funds will be used for updating event space and other entertainment.

Brief Description of Funded Activity/Facility: Alpine Civic Center with space permitting.

Percentage of Hotel Tax Support of Related Costs:

50% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: this will be event 2

Expected Attendance: 500+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: We anticipate 55% of attendees will need accomadations

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: we did have a reserve block last year with 2 host hotels.

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

We previously measured through hotel communication as well as attendee verification from out of town \_\_\_\_\_

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Previous year we had up to 5 local sponsors from Big Bend Concrete , Skeltons Runway , Galaxy Projects, and others

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

- Total Paid Advertising: \$ atthcd
- Newspaper \$ atthcd     \_\_\_\_\_     TV \$ \_\_\_\_\_
- Radio \$ Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \_\_\_\_\_
- \$ Digital or Social Media \$ atthcd     Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?

All west Texas from El Paso , San Angelo, San Antonio, Midland Odessa

What estimated number of individuals will your proposed marketing reach who are located in another city or county? over 500

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ 1,000
  
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$9,000
  
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$10,000-20,000
  
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
  
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity\$ \_\_\_\_\_

How many individuals are expected to participate? 500+

How many of the participants are expected to be from another city or county? 300+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 300+

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ 1,000

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

### **April 17, 2025**

Grant applications deadline at 5:00pm

### **May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

### **May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## Grant Request for Hot Funds: Far West Comic Con II

City of Alpine

Alpine Tourism Board

Alpine, TX

Subject: Grant Request for Far West Comic Con II: Expanding the Event to Double Vendor and Space Size

Dear Committee

I hope this message finds you well. I am writing on behalf of The Magical Warehouse host of The Far West Comic Con to formally request funding through the Hot Funds program for our second annual event, Far West Comic Con II, which will take place in Alpine, Texas, Jan. or February 2026. We are excited to build upon the success of our inaugural event and bring an even bigger and more immersive experience to the community, attracting visitors from across the region, state, and beyond.

Event Overview:

In our first year, Far West Comic Con drew over 400 attendees, showcasing an incredible mix of 25 pop culture vendors, a variety of food vendors, 2 dynamic dance groups, popular voice actors from top Anime shows, comic book artists, local artists, and a cosplay competition. We also hosted a Hot Wheels racing event, video gaming tournament, and a Magic the Gathering Regional Qualifier, making the event both diverse and inclusive of various interests. This was only a 1 day event and still had 2 night stay at our Host Hotels, The Holiday Inn Express as well as The Highland. We have had nothing but positive feedback from all around our community as well as surrounding areas and others reaching out from El Paso Tx,

San Antonio, San Angelo, and Midland Odessa Area. We are confident we will continue to expand and hope to make this annual event a highlight to Alpine and our surrounding communities. We were Granted a HOT funds amount of \$6,000 for this event and with the help of a handful of local business sponsors and community outreach from The Magical Warehouse were able to bring a Successful Comic Con to our small town. From Talented and well-known voice actors as well as an array of CosPlayers from all around Texas to help make this event even more memorable.

#### Goals for Far West Comic Con II:

For the second year, we aim to double the size of our event in both vendor space and attendance, providing an even more engaging and diverse experience for all attendees. The goal is to have a 2 day weekend with each day a different and fun experience. Specifically, we are looking to:

1. Expand Vendor and Event Space: We plan to utilize outdoor spaces to accommodate more food vendors, offer additional entertainment options, and include more interactive activities for families and all age groups.
2. Enhance the Talent Lineup: Our goal is to feature even more talent, particularly in the voice actor and artist alley areas. This will include inviting more notable voice actors, increasing the number of local and national artists, and creating an immersive artist alley experience for attendees.
3. Increased Family-Friendly Options: With the addition of more food and entertainment options (rides, family-oriented activities), we want to cater to all ages, making the event enjoyable for children, teenagers, and adults alike.
4. Improved Cosplay and Gaming Competitions: We intend to take our cosplay competition and gaming tournaments to the next level with more categories and

prizes to foster participation. This includes expanding our Magic the Gathering tournament as a Regional Qualifier and adding new, exciting activities for participants to engage in.

#### Why Far West Comic Con II is a Valuable Event for Alpine:

- **Economic Impact:** The expansion of the event will draw more visitors to Alpine, benefiting local hotels, restaurants, and retail shops. Last year, we saw a significant uptick in business for the city, and this year, with our expanded venue and vendor space, we anticipate an even greater economic boost. We had 2 Host Hotels, Holiday Inn Express and The Highland – we hope to add another this upcoming year giving everyone a variety of reasonably price places to stay.
- **Cultural Significance:** Far West Comic Con brings together diverse aspects of popular culture, promoting creativity, fandoms, and artistic expression. We celebrate local talent and attract artists and creators from across the state and country, enhancing Alpine’s reputation as a hub for culture and creativity.
- **Community Engagement:** By offering activities for all age groups, including families, Far West Comic Con II will continue to foster a sense of community and create lasting memories for attendees. The event is an opportunity for families to enjoy a weekend together, participating in a wide range of activities and supporting local businesses.

#### Budget:

We are requesting a grant of \$30,000 to help cover the costs associated with the expansion of the event space, talent booking, entertainment activities, vendor outreach, and additional infrastructure needed to support the event. This includes:

- Expanding vendor booth spaces, including outdoor areas
- Booking additional voice actors, artists, and talent
- Securing permits and insurance for expanded event space
- Organizing family-friendly entertainment (rides, additional food vendors)

- Marketing and promotional costs to draw a larger crowd

## Marketing Plan:

### 1. Social Media Campaign (Cost: \$5,000):

- Utilize platforms like Facebook, Instagram, and Twitter to create buzz.
- Regular posts about guests, activities, and contests to engage the audience.
- Invest in targeted ads to reach potential attendees in neighboring towns and cities.

### 2. Local Partnerships (Cost: \$4,000):

- Collaborate with local businesses, comic book stores, and schools to promote the event.
- Offer special discounts or promotions for their customers or students.
- Distribute flyers, posters, and banners in strategic locations.

### 3. Email Marketing (Cost: \$2,500):

- Build an email list through online sign-ups and partnerships.
- Send out newsletters with updates, exclusive offers, and reminders leading up to the event.

### 4. Press Releases and Media Coverage (Cost: \$5,500):

- Write press releases highlighting the unique aspects of the event.
- Reach out to local newspapers, radio stations, and community blogs for coverage.
- Offer interviews with organizers and special guests to generate interest.

## 5. Hiring of Special Guest and Talent (cost \$15,000-\$20,000)

### - Fan Engagement & Excitement-

Special guests and voice actors bring beloved characters to life, and their presence creates a unique and thrilling experience for fans. Meeting the people behind favorite shows, games, and movies adds a personal and emotional connection that keeps fans coming back year after year.

### -Exclusive Panels & Insight-

These guests often participate in Q&A panels, live readings, and behind-the-scenes discussions, giving attendees insider info and sneak peeks that they can't get anywhere else. It makes Comic-Con feel like an exclusive event packed with value.

### -Boosting Attendance & Promotion-

Big names attract bigger crowds. Having popular voice actors or celebrities boosts ticket sales and media coverage, making the event more successful and widely recognized. Their social media presence also helps promote the con to wider audiences.

## Schedule of Activities and Events:

### - Day 1:

- Registration and Opening Ceremony
- Panel Discussions with Industry Guests
- Artist Alley and Vendor Booths
- Cosplay Contest
- Gaming Tournaments (e.g., video games, tabletop games)

### - Day 2:

- Workshops and Demonstrations (e.g., drawing, cosplay crafting)
- Movie Screenings or Anime Marathon
- Trivia Contests
- Live Performances (e.g., comedy, music)
- Closing Ceremony and Prize Giveaways

**Conclusion:**

Far West Comic Con II represents an exciting opportunity to further establish Alpine as a premier destination for cultural events, attracting visitors from near and far. By expanding the event to accommodate more vendors, activities, and talent, we aim to make this year's convention even more successful and impactful for the Alpine community.

We sincerely appreciate your consideration of this request and are happy to provide any additional information or materials as needed. Thank you for your support in making Far West Comic Con II a truly spectacular event for Alpine, Texas.

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 17 2025 *E. O'Quinn*

OFFICE OF THE CITY SECRETARY

BY: *[Signature]*

Date: 4-15-2025

Name of Organization: Big Bend Community Baseball & Softball Inc dba Alpine Cowboys

Address: 301 N. 5th

City, State, Zip: Alpine, TX 79830

Contact Name: Kristin Cavness

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-386-3402

Web Site Address for Event or Sponsoring Entity: alpine.pecosleague.com

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 2011

Name of Event or Project: Alpine Cowboys Baseball

Date of Event or Project: mid-May through July

Primary Location of Event or Project: Kokernot Field

Amount Requested: \$40,000

How will the funds be used: Funds will be used to promote the Alpine Cowboys throughout the region and beyond and to encourage fans to come to Alpine for the games.

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Professional baseball team playing in the Pecos League. Home games at Kokernot Field.

Percentage of Hotel Tax Support of Related Costs:

<20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: the Alpine Cowboys were founded in 1946

Expected Attendance: 10,000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,500

How many nights will they stay: 2 to 4 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, visiting teams are given rooms reserved by Cowboys at \$2,000 per series (for families, 30 players, coaches and support staff). We play about 30 home games (approx. 10 series). Approx. \$20,000 per season. Fans rent additional rooms.

How will you measure the impact of your event on area hotel activity? surveys and personal interviews

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: sponsors vary per year including True Value, Brick Vault, Amigo, Visit Big Bend, WTG

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

- Total Paid Advertising: \$ 20,000
- Newspaper \$ 1,000     Radio \$ \_\_\_\_\_     TV \$ 5,000
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 1,800     Other \$ 12,200

What cities/regions/demographics will you reach with your advertising and promotions? West Texas and New Mexico, and a wider audience through the website and social media.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? approximately 350,000

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 15,000
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ 10,000 (to be used on field restoration)
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 15,000 (umpires, baseballs, clay)

How many individuals are expected to participate? 1,650 players, coaches, support staff

How many of the participants are expected to be from another city or county? 1,000

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 1,000

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available) Exhibit A
- Proposed Marketing Plan for Funded Event (sample marketing plan available) EXHIBIT B
- Schedule of Activities or Events Relating to the Funded Project EXHIBIT C
- Estimated attendance and economic impact (primarily hotel stays) from prior event see application
- Event Report – *if grant funds were received for the previous year* EXHIBIT D
- Surveys and tabulations from prior event – *if available* n/a
- Event/Program Permit Application – *if applicable* n/a

## EXHIBIT A

### Revenue

Sponsorships and donations	\$50,000
Ticket sales	\$55,000
Beverage sales	\$45,000
Food sales	\$27,500
Merchandise sales	\$16,000
<b>Total (not including Alpine)</b>	<b>\$193,500</b>

### Event Expenses

RENT or LEASE	\$1,000
Advertising <i>print, radio, social, website, etc</i>	\$20,000
Arts (music talent)	\$0
Restoration and preservation	\$17,500
Sporting event	\$45,000
Transportation	\$27,000
Labor (production/staff)	
Supplies	\$3,500
Equipment (rental)	\$4,000
Sanitation	\$0
Utilities	\$0
Beverages	\$24,300
Food	\$14,400
Merchandise	\$18,000
Security	\$0
Closing of street/barricades	\$0
Lighting	\$0
Trash receptacles	\$0
Other	\$42,000
<b>Total</b>	<b>\$216,700</b>

### Support requested:

Civic center rental	\$0
Advertising	\$15,000
Arts	\$0
Restoration or preservation	\$10,000
Sporting event	\$15,000
Transportation	\$0
<b>Total HOT fund request</b>	<b>\$40,000</b>

### Support request: In-kind by CoA Employees/Equipment

Closing of street/barricades	\$0
Police escort	\$0
Trash receptacles	\$0
Utilities	\$0
Labor	\$0
Other	\$0
<b>Total in-kind request</b>	<b>\$0</b>

### Summary

Total event expenses	\$216,700
Event revenue	\$193,500
HOT fund total	\$40,000
In-kind total	\$0
<b>Total revenue</b>	<b>\$233,500</b>

<b>% of HOT funds to Total Event Expenses</b>	<b>18.5%</b>
<b>% of In-kind to TEE</b>	<b>0</b>
<b>Total % of HOT &amp; In-kind to TEE</b>	<b>18.5%</b>

## EXHIBIT B

2025-26 HOT funds plan:

5,000	cable
	\$1000 NewsWest9 (May)
	\$3000 KOSA (May schedule)
	\$1300 (June/early July schedule -- KOSA)
3,200	Big Bend & Texas Mountains Travel Guide
1,500	Full year schedule posters, pocket-sized schedules
1,000	Fort Stockton paper
2,500	Texas Rangers or Houston Astros program
1,800	Miscellaneous advertising – social media, other advertising-related expenses
10,000	historical – restoration of field (see notes in application)
15,000	sporting – baseballs, umpires, other sporting-related expenses
40,000	

\$

EXHIBIT C

# 2025 <sup>06</sup> SCHEDULE

HOME AWAY NEUTRAL SPTS. SPECIAL TEAMS HANDBOOK ALL STAR GAME



MAY-25

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27 PEC 6:30 PM	28 PEC 6:30 PM	29 PEC 6:30 PM	30 PEC 6:30 PM	31 PEC 6:30 PM

JUNE-25

SUN	MON	TUE	WED	THU	FRI	SAT
1 PEC 6:30 PM	2 TUC 7:00 PM	3 TUC 7:00 PM	4 ROB 6:30 PM	5 ROB 6:30 PM	6 ROB 6:30 PM	7 ROB 6:30 PM
8 PEC 6:30 PM	9 BLA 6:30 PM	10 BLA 6:30 PM	11 ROB 6:30 PM	12 TUC 7:00 PM	13 TUC 7:00 PM	14 TUC 7:00 PM
15	16 TUC 7:00 PM	17 TUC 7:00 PM	18 TUC 6:30 PM	19 SAF 6:30 PM	20 SAF 6:30 PM	21 SAF 6:30 PM
22 ROB 6:30 PM	23 ROB 6:30 PM	24 ROB 6:30 PM	25 ROB 6:30 PM	26 TUC 7:00 PM	27 TUC 7:00 PM	28 TUC 7:00 PM
29	30 PEC 6:30 PM					

JULY-25

SUN	MON	TUE	WED	THU	FRI	SAT
		1 PEC 6:30 PM	2 PEC 6:30 PM	3 PEC 6:30 PM	4 PEC 6:30 PM	5 PEC 6:30 PM
6 GCK 1:30 PM	7 GCK 6:30 PM	8 GCK 6:30 PM	9	10 ROB 6:30 PM	11 ROB 6:30 PM	12 ROB 6:30 PM
13	14	15 PEC 6:30 PM	16 PEC 6:30 PM	17 PEC 6:30 PM	18 PEC 6:30 PM	19 PEC 6:30 PM
20	21	22	23	24 ROB 6:30 PM	25 ROB 6:30 PM	26 ROB 6:30 PM
27 PEC 6:30 PM	28 PEC 6:30 PM	29 PEC 6:30 PM	30	31		

TRI- TRINIDAD TRIGGERS ALP- ALPINE COWBOYS KAN- KANSAS CITY HORNICADS BLA- BLACKWELL FLYCATCHERS TUC- TUCSON SAGUAROS  
GCK- GARDEN CITY WIND SAF- SANTA FE FLEET ROB- ROSELAND INVADERS NPL- NORTH PLATTE BOB PEC- PECOS BILLS

ALPINE.PECOSLEAGUE.COM

EXHIBIT D



The 2024 Alpine Cowboys season was phenomenal. Attendance was record high and people from all over came to games. We hosted not only the playoffs but the Championship and won. Families from all the visiting teams came to our games. We had 32 home games in 2024 and hosted 7 playoff games additional to those home games. We estimated on average about 275 visitors per game. We advertised through our website and social media and ads through outside media sources. The 2025 Season we will host about 29 home games and strive to host both playoffs and Championship. We hope to have as a good a season in 2025.

GM

Kristin Cavness

# Data Import : ACH Transaction Import

## ACH Payments



### Load Event Report

APRIL 18 2025

Upload F

**Batch ID** 20250417-28  
**File Size** 10450 bytes  
**Data Type** ACHPAYMENTSIMPORT  
**Load Time** Apr 17, 2025 11:40 AM CDT  
**Last Update Time** Apr 17, 2025 11:41 AM CDT  
**Status** File validated

### File Details

Copyright 2025

### File Load Reports

[File Validation Report](#)

## Load Successful Validation

<b>Report Date/Time</b>	Apr 17, 2025 11:40:59 AM CDT
<b>Filename</b>	APRIL 18 2025
<b>Batch ID</b>	20250417-28
<b>File Size</b>	10560 bytes
<b>Critical Items</b>	0
<b>Informational Items</b>	14
<b>Warning Items</b>	1

### Transmission Data

any West Texas National Bank  
 CITY0025  
 cespinoza  
 Apr 17, 2025 11:40:59 AM CDT  
 Processing Service ID ACHPAYMENTSIMPORT  
 Web  
 Complete

OK

RECEIVED  
City of Alpine, Texas

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 17 2025 8:00 AM

OFFICE OF THE CITY SECRETARY

Date: April 16, 2025

BY: 

Name of Organization: Borderlands Research Institute

Address: Turner Range Animal Science Center, Sul Ross State University,

City, State, Zip: Alpine, Texas, 79830

Contact Name: Bill Adams

Contact Email Address: Advertising,

Contact Phone Number: (432) 837-8904

Web Site Address for Event or Sponsoring Entity: https://visitalpinetx.com/wildlife/

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

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 2007

Name of Event or Project: Alpine Wildlife Weekend 2026

Date of Event or Project: January 30-February 1, 2026

Primary Location of Event or Project: Museum of the Big Bend / Granada Theatre

Amount Requested: \$6,000

How will the funds be used: Advertising, Speaker travel and lodging

Brief Description of Funded Activity/Facility: Celebration of Wildlife species in the Big Bend and Texas, including presentations on wildlife documentary filmmaking and the latest wildlife research, family activities, wildlife photography / art workshops and demonstrations, wildlife-themed specials at downtown businesses, guided hikes, guided birding walks and more.

Percentage of Hotel Tax Support of Related Costs:

55% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

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

Expected Attendance: 700

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 300

How many nights will they stay: 2 to 3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not yet. We intend to arrange for a host hotel to offer a discount code and a promotional contest giveaway with free lodging.

How will you measure the impact of your event on area hotel activity? We will request a report from our host hotel of usage of the discount code. Additionally, we will capture zip codes for a reasonable sample of attendees to determine how many are from out of the area.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Dixon Water Foundation, Texas Wildlife Association, Big Bend Conservancy, Trans-Pecos Bird Conservation, Rio Grande Joint Venture, Holland Hotel, Granada Theatre

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

- Total Paid Advertising: \$ \$4,500
- Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 1,500  Other \$ 3,000 - Magazine advertising

What cities/regions/demographics will you reach with your advertising and promotions? Statewide (through TPW magazine), across Texas and New Mexico (social media ads), wildlife professionals and enthusiasts (through partner communications)

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500,000 (see event report and marketing plan)

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 4,500
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 1,500
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

# ALPINE WILDLIFE WEEKEND 2026 REQUIRED ATTACHMENTS

## PRELIMINARY BUDGET

Revenue		Expenses	
\$1,600	Borderlands Research Institute	\$300	Museum of the Big Bend rental
\$500	Dixon Water Foundation	\$1,500	Granada Theatre rental
\$1,500	Granada Theatre	\$1,500	Catering
\$600	Holland Hotel	\$600	Contest Prize (event lodging)
\$650	Other Partners/Sponsors	\$240	Brochure printing
\$6,000	City of Alpine HOT grant	\$700	Door Prizes, Awards
		\$3,000	TPW magazine ad
		\$1,500	Meta social media ads
		\$1,500	Speaker travel & lodging
\$10,850 TOTAL		\$10,850 TOTAL	

## PROPOSED MARKETING PLAN

### Event Web Page

The event web page is hosted at [visitalpinetx.com/wildlife](http://visitalpinetx.com/wildlife). Basic event dates and overview would be posted by July 2025, with details added as plans finalize leading up to the event.

### Contest – Lodging Giveaway

The Holland Hotel donated a three-night stay in 2025 as a promotional partnership. We would hopefully repeat this arrangement while adding a hotel discount code, launching the contest in mid-October, then announcing the winner in mid-November and offering the discount code to all of the contest participants.

### Conservation Partners

A key part of Wildlife Weekend is the participation of a range of partner organizations, and there is a strong growth opportunity with this event's promotions in enlisting the partners to

actively promote the Wildlife Weekend to their audiences through their own email newsletters, social media and print newsletters.

We would encourage all partners to announce the event in August, share the free lodging giveaway in mid-October, and then share general event information in early December.

### **Texas Parks & Wildlife magazine**

Full page ad, November 2025 issue: \$3,000

Since Texas Parks & Wildlife is a Wildlife Weekend program partner, we hope to be able to solicit a cost-share co-op for part of the cost of this ad (or possibly an additional no-cost full page ad in the December issue). Artwork for the November issue will be due in September.

### **Social Media Advertising**

Two \$750 ad campaigns on Facebook and Instagram: \$1,500 total

The ad algorithms perform best in finding interested audiences when the campaigns run for at least three weeks.

The first campaign will promote the lodging giveaway from mid-October until the contest deadline in mid-November.

The second campaign will promote the event generally and run from December 1 through the end of January.

### **Social Media Organic Posts**

Visit Alpine and Borderlands Research Institute will both share details on the lodging giveaway contest and the event in general, and provide suggested post graphics and text to partners with a request that they share as well.

### **Email Promotions**

Visit Alpine's email newsletter as well as Borderlands Research Institute (and any willing partner organizations) will send emails promoting the lodging giveaway contest in mid-October, announcing the winner and sharing the hotel discount code in mid-November, and then generally promoting the event in December.

### **Press Releases**

Regional TV, newspapers and radio (Midland, Odessa, El Paso, San Angelo, Lubbock)  
Local news media (newspapers, radio)

### **Local Radio**

KVLF/KALP interviews (2<sup>nd</sup> Cup of Coffee morning show & Heart of the Big Bend podcast)  
Marfa Public Radio Public Service Announcements

### **Posters**

Distributed throughout Alpine – 1 month prior to event

## **SCHEDULE OF ACTIVITIES**

The schedule below is updated from the 2025 event and is subject to change as plans develop.

### **FRIDAY, JANUARY 30, 2026**

#### **6:00pm – Welcome Reception at Museum of the Big Bend**

Introduce conservation partners to the public with brief presentations of the latest research updates on Black Bears, Bats and Bighorn Sheep.

### **SATURDAY, JANUARY 31, 2026**

#### **9:00am – Guided Hike on Hancock Hill**

#### **9:00am – Birding Walk at Kokernot Park**

#### **9:00am – Wildlife Expo at Alpine Farmers Market**

Family activities and information exhibits.

#### **12:00pm – Lunch and Learn at Granada Theatre**

BRI graduate assistants give 5-minute reports on their research projects

#### **1:00pm – 5-Minute Animal Drawings at Front Street Books**

Live art-making! Visitors can sign up to request a drawing of the animal of their choice

#### **5:00pm – Keynote Presentations at Granada Theatre**

Exploring the working relationships between documentary filmmakers and wildlife research field projects

## **SUNDAY, FEBRUARY 1, 2026**

**10:00am – Guided Hike at Chihuahuan Desert Nature Center**

**2:00pm – Wildlife Photography Workshop**

The event web page is hosted at [visitalpinetx.com/wildlife](http://visitalpinetx.com/wildlife). Basic event dates and overview would be posted by July 2025, with details added as plans finalize leading up to the event.

## **ALL WEEKEND**

**Wildlife-Themed Specials at Downtown Businesses**

A map brochure of participating businesses will be distributed to attendees

## **ESTIMATED ATTENDANCE AND ECONOMIC IMPACT**

**ATTENDANCE** information for the 2025 event is provided in the attached Event Report.

For 2026, we hope to engage more of our conservation partners to actively communicate about the event to their audiences (very strong interest-targeted promotion), as well as inviting more of their staff and students to participate in event programs (bringing more hotel stays from presenters).

### **ECONOMIC IMPACT**

#### **Hotels**

We estimate that the 2025 Alpine Wildlife Weekend generated 200-300 room nights, from travelers and visiting presenters.

This is a fairly modest number, but is an increase from the 2024 event. We extended the event from one day to three, adding two more potential room nights per visitor.

We see our best opportunity for future growth in room nights to be in getting an earlier start on direct promotion to audiences with a strong wildlife interest (conservation professionals, academics, students, and enthusiast groups like Texas Master Naturalists).

#### **Off-Season Traffic**

January is Alpine's slowest month for visitation, and the event dates were selected explicitly to try to bring business to Alpine's hotels in an otherwise dead season.

#### **Downtown Business Participation**

Twelve downtown businesses participated in a program to offer wildlife-themed specials to event attendees. The program was promoted on the event web page as well as in a printed brochure that was distributed throughout the weekend.

Bread Garden Bakery  
Bock Burger  
Cedar Coffee & Supply  
Vise Coffee  
The Ritchey  
Cow Dog  
Joe Crow Coffee  
Front Street Books  
Big Bend Art Gallery  
Wassermann's  
Alcove Social  
5th Street Gallery

Most of the participating businesses reported that visitors asked about their wildlife specials, and many of them saw an increase in revenue over previous weekends.

Examples:

- Joe Crow Coffee ran out of ingredients for their Bighorn-inspired coffee special.
- During the Lunch and Learn event at the Granada Theatre, Alcove Social sold four times their usual number of lunch items compared to previous Saturdays.
- Big Bend Art Gallery reported that their revenue for Saturday exceeded revenue for all of the previous month.

### **Promotional Reach**

2025's advertising efforts reached approximately 500,000 people. Our promotional goal is to ensure that every wildlife enthusiast in the state of Texas (and into New Mexico) is aware of the Alpine Wildlife Weekend early enough to be able to plan a trip to attend.

Of course, only a tiny fraction of the people who learn about the event will invest in attending, but there is a benefit in casting the wide promotional net even if much of the ad audience does not attend the event.

- The awareness-building accomplished by the ads increases the odds of future attendance if they see the message again next year
- Including more general information in the promotions about Alpine as a nature travel destination can also help to drive future visits outside of the event dates, and also add to the effectiveness of Alpine's other advertising efforts if they should reach some of the same people



## EVENT REPORT

### Alpine Wildlife Weekend 2025

January 31-February 2, 2025 • Alpine, Texas

#### YEAR TWO HIGHLIGHTS:

**3 DAYS**

2024: 1 day

**644 ATTENDEES COUNTED**

Estimated 100% increase from 2024

**11 EVENTS**

2024: 5 events

**9 PROGRAM PARTNERS**

2024: 3 partners

**550,000 REACHED**

in awareness-building promotional campaigns

Estimated 260% increase from 2024

## ATTENDANCE

For its second installment, the 2025 event was expanded to a full weekend, with 11+ different events and activities across three days, encouraging additional overnight stays.

All of the events during the weekend were very well attended. We recorded a total of 644 attendees during the weekend, though it is likely some of these individuals were counted at more than one event. Our limited sampling on local vs out of town visitors suggests that between 194 and 386 of those counted were from out of town. For next year's event, we plan to collect zip codes.

**Reception and Film Screening:** 115 attendees at Museum of the Big Bend

**Hancock Hill Guided Hikes:** 24 attendees

**Kokernot Park Birding Walk:** 14 attendees

**Alpine Farmers Market:** approximately 200 attendees, 12 partner exhibit tables at Alpine Visitor Center

**Scavenger Hunt:** 8 entries

**Downtown Wildlife-themed Eats, Drinks & Treasures:** 12 participating businesses, total attendees unknown

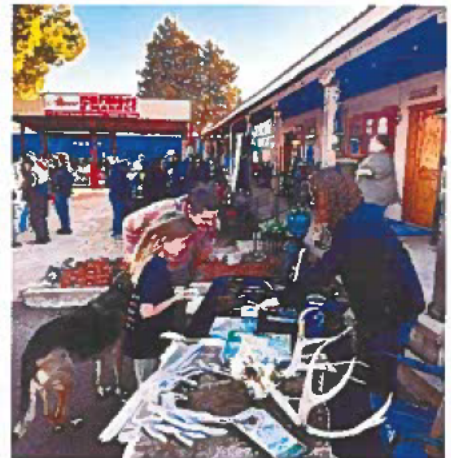
**Lunch and Learn:** 54 attendees at Granada Theatre

**5-Minute Animal Drawings:** 75 attendees at Front Street Books

**Keynote Presentations:** 89 attendees at Granada Theatre

**Chihuahuan Desert Nature Center Guided Hike:** 35 attendees

**Wildlife Art Workshop:** 22 attendees at Alpine Public Library



Alpine Farmers Market



Lunch and Learn

## PROGRAM PARTNERS

The following organizations contributed time, expertise and materials towards Wildlife Weekend program content.

**Visit Alpine, Texas**

**Borderlands Research Institute**

**Texas Parks & Wildlife**  
(Wildlife Biology, State Parks, Game Wardens)

**Bat Conservation International**

**Chihuahuan Desert Nature Center**

**Texas Wildlife Association**

**Trans-Pecos Bird Conservation**

**Big Bend Conservancy**

**Rio Grande Joint Venture**

**Sul Ross State University**



*Lunch and Learn*

## Wildlife Weekend 2025 Partners



CONSERVING THE LAST FRONTIER



## PARTNER CONTRIBUTIONS

The **\$8,545 Event Budget** consisted of the following contributions by partners and sponsors.

	<b>Visit Alpine, Texas</b>
<b>\$3,000</b>	Texas Parks & Wildlife magazine advertising
<b>\$750</b>	Facebook/Instagram advertising
<b>\$300</b>	Reception catering
	<b>Borderlands Research Institute</b>
<b>\$1,000</b>	Reception catering and beverages
<b>\$240</b>	Downtown business brochure printing
<b>\$350</b>	Yeti cooler, Yeti tumbler, BRI caps
<b>\$1,500</b>	<b>Granada Theatre</b> Research presentations space rental and amenities
<b>\$600</b>	<b>Holland Hotel</b> Contest prize (3 nights lodging)
	<b>Dixon Water Foundation</b>
<b>\$300</b>	Reception space rental
<b>\$200</b>	Reception catering
<b>\$160</b>	<b>Big Bend Conservancy</b> Annual BBNP passes (2)
<b>\$75</b>	<b>Texas Wildlife Association</b> Membership
<b>\$30</b>	<b>Trans-Pecos Bird Conservation</b> Hummingbird ID wheel and feeder
<b>\$40</b>	<b>Rio Grande Joint Venture</b> Gift package with bird-friendly chocolate
<b>\$16</b>	<b>Wassermann's Wildlife</b> figurines



*Keynote Research Presentations*

## PROMOTIONS

**PRINT 383,247** publications distributed

### Texas Parks & Wildlife magazine

Two full page ads (one paid interior page, one free inside back cover)

TPW circulation is 189,000 copies

with an estimated 472,000 readers

Total reached: 378,00 copies, 944,000 readers

**BRI print newsletter:** 5,247 copies distributed

**WEB 12,323** engagements

**Event web page on [visitalpinetx.com](http://visitalpinetx.com):** 10,402 page views from 5,602 users

**Contest with Holland Hotel:** 1,921 entries (direct engagement plus email subscription)

**EMAIL 32,299** emails sent

**Visit Alpine email newsletters:** 22,563 emails sent, 35% avg open rate, 3.4% avg click rate

**BRI email newsletters:** 7,694 emails sent, 56.65% avg open rate, 3.8% avg click rate

### Sul Ross State University email newsletters:

Faculty and Staff: 533 recipients;

Alpine students: 1,509 recipients

**SOCIAL MEDIA 324,531** impressions

### Visit Alpine, Texas

Facebook & Instagram ads: 293,797 impressions to 146,121 people, 4,474 clicks (\$0.17 per click)

Facebook organic: 14 posts, 23,329 views, 336 likes

Instagram organic: 7 posts, 7,405 views, 596 likes

### Borderlands Research Institute

Facebook organic: 2 posts, 25 likes, 6 shares

Instagram organic: 3 posts, 109 likes, 17 shares

### TPWD Trans-Pecos Wildlife

Facebook organic: 4 posts, 53 likes, 6 shares



Full page ad, Texas Parks & Wildlife magazine



Wildlife Art Workshop



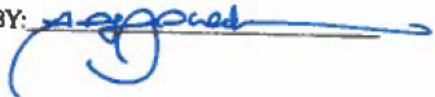
April 14, 2025

City of Alpine  
City Secretary  
100 N. 13th  
Alpine, TX, 79730

**RECEIVED**  
City of Alpine, Texas

APR 17 2025 8:54 am

OFFICE OF THE CITY SECRETARY

BY: 

Dear Mr. Calderon/HOT Committee:

I am submitting a HOT Grant application to provide public performances, workshops, and educational programs to the area youth (ages 8-21) and adults. Please find enclosed the following:

- HOT Grant Application
- Event Budget
- Marketing Plan
- Activities schedule
- Economic Impact Statement
- 2024 Event Report with exhibits

The Big Bend Bluegrass Association hopes that the committee will respond favorably to this effort to better serve the citizens of Alpine, Brewster County and the surrounding Tri-county areas.

Sincerely,



Cynthia Perdue  
President



Percentage of Hotel Tax Support of Related Costs:

           **.57** Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 3 (21 yrs prior to Alpine)

Expected Attendance: 300+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 80-95%

How many nights will they stay: 1-4 (as the festival grows ppl are coming earlier)

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Hotel Parker has approximately 12 rooms reserved so far. No block, first come basis.

Discounted rates being offered by Hotel Parker and other festival partners for the festival.

How will you measure the impact of your event on area hotel activity? communication with those who attend and the hotels.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: private donors, Permian Basin Area Foundation, local businesses and some out of town businesses who have been loyal supporters for years.

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

- Total Paid Advertising: \$ 12,400.00
- Newspaper \$ 1,000.00     Radio \$ \$1,400.00     TV \$
- Press Releases to Media \$
- Direct Mailing to out of town recipients \$
- Digital or Social Media \$ \$3,450.00     Other \$

What cities/regions/demographics will you reach with your advertising and promotions?  
East Coast, Northern Region, West Coast, Texas; supply groups with flyers for distribution at festivals around the country

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 250,000+

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ 400.00
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 10,000.00
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 15,000.00
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## EXHIBIT A

**Big Bend Bluegrass Festival**      FY 25-26

Revenue	Amount
Retained Revenue	\$ 5,429.34
Sponsorships and Donations	\$ 9,700.00
Ticket sales	\$ 5,484.50
Booth sales	\$ 236.00
Beverage Sales	\$ 180.00
Raffles	\$ 536.00
Merchandise Sales	\$ 805.50
Volunteer Time	\$ 2,500.00
<b>Total</b>	<b>\$ 24,871.34</b>

Event Expenses	Cost
Civic Center Rental	\$ 400.00
Advertising	\$ 13,000.00
Arts	\$ 21,500.00
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ -
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ 1,000.00
Merchandise	\$ 600.00
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other -	\$ 7,600.00
<b>Total</b>	<b>\$ 44,100.00</b>

**Support Requested: HOT Funds**

Category	Cost	Description
Civic Center Rental		<i>event venue</i>
Advertising	\$ 10,000.00	<i>promotion of event through advertising</i>
Arts	\$ 15,000.00	<i>promotion of arts through performances, free workshops to public and songwriting contest with category for youth and adult</i>
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
<b>Total HOT fund request</b>	<b>\$ 25,000.00</b>	

**Support Requested: In-Kind by CoA Employees/Equipment**

Closing of Street/Barricades	\$ -	<i>Provide detail info.</i>
Police Escort	\$ -	<i>for the specific services</i>
Trash receptacles	\$ -	<i>or equipment</i>
Utilities	\$ -	<i>being requested.</i>
Labor	\$ -	
Other	\$ -	
	\$ -	
<b>Total In-Kind request</b>	<b>\$ -</b>	

Summary	
Total Event Expenses	\$ 44,100.00
Event Revenue	\$ 22,871.34
HOT Fund Total	\$ 25,000.00
In-Kind Total	\$ -
<b>Total Revenue</b>	<b>\$ 47,871.34</b>

% of HOT Funds to Total Event Expenses (TEE)	0.566893424
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

DATE 01/10/2025



# BIG BEND BLUEGRASS MARKETING PLAN

2025

PRESENTED BY: CYNTHIA PERDUE  
PRESIDENT  
420 DUNCAN'S LOOKOUT, ALPINE TX. 79830

## BIG BEND BLUEGRASS MARKETING PLAN

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### PLAN OVERVIEW

Practice:	Name
Name of Campaign:	4th Annual Big Bend Bluegrass Festival
Campaign Manager:	Cynthia Perdue

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### OBJECTIVE

To celebrate and promote the rich heritage of bluegrass music within the Big Bend region, fostering a sense of community and preserving traditional musical practices through engaging performances, workshops, and jam sessions. Further, to increase festival attendance by 10% or more, expand the festival's demographic reach, and generate sufficient revenue to support the Big Bend Bluegrass Association's, (herein called BBBA), mission of preserving and promoting bluegrass music, while maintaining a high level of attendee satisfaction and community engagement.

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### TARGET MARKET

#### TARGET DEMOGRAPHICS

Historically, a significant portion of the bluegrass audience has been older. However, there's a growing younger audience. By understanding these demographic trends, the BBBA can tailor its outreach and programming to appeal to a broader audience while preserving the essence of bluegrass music.

This involves more than just recognizing the shifts in age and location; it necessitates adapting the presentation of bluegrass to resonate with new listeners. For instance, highlighting the intricate instrumental skills and improvisational aspects of bluegrass can attract musically inclined individuals from diverse backgrounds.

Showcasing the genre's connection to storytelling and historical narratives can also appeal to those interested in cultural heritage. Furthermore, emphasizing the communal and participatory nature of bluegrass, through jam sessions and workshops, can foster a sense of belonging among new attendees.

The incorporation of modern marketing strategies, such as engaging social media content and online streaming of performances, can further broaden the reach of bluegrass music, ensuring its continued relevance and appeal to a contemporary audience. By thoughtfully addressing these evolving demographics, the BBBA can cultivate a vibrant and inclusive community around bluegrass music, ensuring its legacy for generations to come.

## TARGET CONTACT DEMOGRAPHICS

### Demographic Data:

**Age:** While respecting the traditional audience, efforts should be made to attract younger listeners. What age ranges are most likely to enjoy bluegrass? One of the targeted demographics will be, of course, snowbirds and retirees (55+); married, single or widowed, who like to travel and will use either local hotel/motel, Air BNBs, travel by Motorhome or use a camper.

Another target group will be the 25 through 45 age range. People in this age group, both local and beyond, love music, already love the niche, could be finding new interests, learning or acquiring new skills, and love to travel.

The 8-21 demographic group will be the young family who is looking for family fun that is also budget friendly. This group may be looking for workshop activities for their children to participate in to develop skills or hone skills already learned.

- **Location:** The focus will be on locals, regional visitors, or national/international travelers.
- **Income:** Consideration the festival's pricing and target audiences who can afford it is always a priority.
- **Education/Occupation:**
  - **Rural and Agricultural Backgrounds:**
    - Bluegrass has deep roots in rural American culture, particularly in Appalachia. Therefore, individuals with agricultural backgrounds or those who grew up in rural communities often have a strong affinity for the genre.
  - **Skilled Trades and Craftsmanship:**
    - There's a connection between bluegrass and traditional skills like woodworking, instrument making, and other crafts.<sup>2</sup> This suggests an overlap with professions involving manual labor and craftsmanship.
  - **Music Educators and Musicians:**
    - Obviously, professional musicians and music educators, particularly those specializing in folk or traditional music, are often bluegrass enthusiasts.
    - There are also growing numbers of institutions that have bluegrass music programs.<sup>3</sup>
  - **Outdoor Enthusiasts:**
    - Bluegrass festivals often take place in outdoor settings, and the genre's association with rural life attracts people who enjoy outdoor activities like camping, hiking, and fishing.<sup>4</sup>
  - **History and Folklorists:**
    - People with an interest in American history, folklore, and traditional music are often drawn to bluegrass.<sup>5</sup>
  - **Engineering and Technical Professions:**
    - While it may seem like a strange pairing, the intricacy of bluegrass instrumentation draws in people that have very technical minds.

### Education Levels:

- Bluegrass enjoys a broad appeal across various education levels.
- While it has strong ties to working-class and rural communities, it also attracts educated professionals who appreciate its musical complexity and cultural significance.
- **Gender:** While bluegrass appeals to all genders, historically, a significant portion of the bluegrass audience has been older. However, there's a growing younger audience. Bluegrass is known to have roots in the working-class, rural communities. However, the audience is diverse, including people from various socioeconomic backgrounds. There is an increasing diversity in the younger generations that are bringing more diversity to the bluegrass scene. There is a growing interest in "newgrass" and progressive bluegrass styles that are blending bluegrass with other genres.
- **Cultural Tendencies:** Often associated with a love of traditional values and rural American culture.

Those in the targeted demographics should be music lovers. They like to travel and search for live music events. The targeted groups will be dedicated followers of the genre and like to participate in activities included with an event. Many in these targeted groups like to bring their favorite chair, sit back and relax, and participate in the activities that are provided by the event itself. They may be looking for things to do that are budget friendly during their travels. Many will be looking to include multiple things to do during their trips.

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## MESSAGE SUMMARY

As a nonprofit organization, the Big Bend Bluegrass Association encourages the promotion, preservation, and enjoyment of bluegrass, old-time, and traditional gospel music in the Big Bend Region of Far West Texas through public performances, workshops, educational programs, and historic preservation efforts.

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## CALL TO ACTION

### WHAT IS THE DESIRED OUTCOME?

#### Desired Outcome for the Big Bend Bluegrass Festival 2025

For the 2025 Big Bend Bluegrass Festival, we aim to establish the event as a premier regional bluegrass destination, achieving a **10% increase in overall attendance, or more**, over 2024, with a focused effort to expand our reach within the 18-35 demographic, aiming for a **10% increase in this age range**. This will be accomplished through enhanced digital marketing, influencer collaborations, and student/young professional ticket packages.

Financially, we will strive for a **10% increase in total revenue**, driven by increased ticket sales, expanded sponsorship opportunities, and a successful merchandise program that reflects the festival's brand and the Big Bend region. We are working to introduce a sustainable fundraising initiative to support the BBBA's ongoing educational programs and community outreach.

Attendee satisfaction will remain paramount. We will target a **95% or higher satisfaction rating** through continuous improvement based on 2024 feedback, focusing on streamlined festival logistics, enhanced accessibility, and a wider variety of interactive experiences, including instrument workshops and curated jam sessions.

To amplify our brand and mission, we will secure **national bluegrass media coverage** in at least two prominent publications, alongside sustained regional coverage. We will also aim for a **30% increase in social media engagement** and a **20% growth in our email subscriber list**, utilizing targeted content and interactive campaigns.

Finally, we will solidify our commitment to community impact by contributing to the **scholarship program for young musicians** at the Sul Ross State University, funded by festival proceeds and partner donations. This will directly support the BBBA's mission of preserving and promoting bluegrass music for future generations."

#### **Key Enhancements and Focus Areas for 2025:**

- ❖ **Younger Demographic Focus:** More aggressive targeting of 18–35-year-olds.
- ❖ **National Media Presence:** Continuation of working towards national bluegrass recognition.
- ❖ **Sustainable Fundraising:** Implementing a strategy for long-term BBBA support.
- ❖ **Community Impact:** Creating a tangible legacy through a scholarship program.
- ❖ **Enhanced Attendee Experience:** Continuous improvement based on past feedback.
- ❖ **Digital Growth:** Increasing email subscribers and social media engagement.
- ❖ **Merchandise Program:** Expanding the merchandise program, and making it a profitable revenue stream.

This outcome emphasizes not only growth in numbers but also a deeper commitment to the BBBA's mission, community impact, and long-term sustainability.

#### **PULL-THROUGH OFFER**

There will be different pull-through offers leading up to the festival:

- ❖ **OFFER #1:** "Purchase a 2-day festival ticket bundle during our early bird period and receive a **15% discount on official BBBA merchandise!** Show your support and take home a piece of the Big Bend bluegrass experience." The offer will occur at specified times via email and social media.
- ❖ **Pull-Through:** Drives early ticket sales and increases merchandise revenue.
- ❖ **Target Audience:** Festival enthusiasts, merchandise collectors.
  
- ❖ **OFFER #2:** "Sign up for our email newsletter and follow us on social media for a chance to win **hotel accommodations (1 room, Friday & Saturday) at our host hotel and two weekend passes!**"
- ❖ **Pull-Through:** Grows email list and social media following, and promotes online engagement.
- ❖ **Target Audience:** Digital-savvy music fans, potential festival attendees.

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## **PROCESS**

### **LIST DEVELOPMENT**

A comprehensive list development plan is crucial for the success of the Big Bend Bluegrass Festival. The list development plan will focus on building and maintaining a strong network of contacts, including potential attendees, members, donors, and partners for the Big Bend Bluegrass Festival.

### **I. Email List Development:**

- **Goal: Expand the BBBA's email subscriber list with targeted contacts.**

#### Actionable Steps:

- Implement website signup forms with clear calls to action (e.g., "Stay updated on festival news," "Join our bluegrass community").
- Offer email signup opportunities at festival events, workshops, and jam sessions.
- Run targeted social media campaigns to drive email signups.
- Create valuable email content, such as exclusive festival updates, artist interviews, and bluegrass resources.
- Segment the email list based on interests and engagement (e.g., festival attendees, musicians, donors).
- Implement email marketing automation for welcome sequences, event reminders, and follow-ups.
- Offer a digital download, or some other digital item, for people that sign up for the email list.
- Metrics:
  - Email subscriber growth rate.
  - Email open and click-through rates.
  - Conversion rates from email campaigns.

### **II. Social Media Follower Growth:**

- **Goal: Increase the BBBA's social media following on relevant platforms.**

#### Actionable Steps:

- Create engaging social media content (videos, photos, live streams, behind-the-scenes).
- Run targeted social media advertising campaigns.
- Utilize relevant hashtags to increase visibility.
- Engage with followers through comments, messages, and polls.
- Collaborate with bluegrass influencers and musicians.
- Run contests and giveaways to attract new followers.
- Cross-promote all social media platforms.
- Metrics:
  - Follower growth rate.
  - Engagement rates (likes, shares, comments).
  - Reach and impressions.

### **III. Member and Donor List Development:**

- **Goal: Expand the BBBA's membership and donor base.**

#### Actionable Steps:

- Develop a tiered membership program with clear benefits.
- Create a dedicated "Donate" page on the BBBA website.
- Implement a CRM system to track member and donor information.
- Organize donor appreciation events and recognition programs.
- Explore grant opportunities and foundation funding.
- Develop a planned giving program.
- Have donation options at all events.
- Metrics:
  - Membership growth rate.

- Donor acquisition and retention rates.
- Donation amounts and frequency.

#### **IV. Partner and Sponsor List Development:**

- Goal: Build strong relationships with partners and sponsors.

##### **Actionable Steps:**

- Identify potential partners (local businesses, tourism agencies, music organizations).
- Develop sponsorship packages with clear benefits and ROI.
- Create a partner/sponsor directory on the BBBA website.
- Organize partner/sponsor networking events.
- Recognize partners and sponsors at festival events.
- Maintain constant communication with current partners.
- Metrics:
  - Number of partners and sponsors.
  - Sponsorship revenue.
  - Partner satisfaction.

#### **V. Community Outreach List Development:**

- Goal: Build relationships with local community members and organizations.

##### **Actionable Steps:**

- Collaborate with local schools and community centers.
- Organize free community events (jam sessions, workshops).
- Participate in local festivals and events.
- Create a community outreach newsletter.
- Keep contact information for all people that participate in community events.
- Metrics:
  - Community event attendance.
  - Community engagement.
  - Community feedback.

##### **Key Considerations:**

- Data Privacy: Adhere to all data privacy regulations (e.g., GDPR, CCPA).
- List Segmentation: Segment lists to deliver targeted and relevant content.
- Relationship Building: Focus on building genuine relationships with contacts.
- Regular Maintenance: Keep lists up-to-date and remove inactive contacts.
- Cross promotion: promote all lists on all platforms.

### **PROSPECTING MECHANISM**

By implementing a well-defined prospecting mechanism, the BBBA can effectively identify and engage potential attendees, members, and supporters, ensuring the long-term success of the festival and the association. Listed are tools used for prospecting:

#### **Behavioral Data:**

- Past festival attendance.
- Engagement with bluegrass music online or in person.
- Membership in related organizations.
- Donation history (if applicable).

### Prospecting Channels and Tools:

- **Online Prospecting:**
  - **Social Media:**
    - Targeted advertising campaigns (Facebook, Instagram, etc.).
    - Social listening for relevant keywords and conversations.
    - Engaging with bluegrass-related groups and communities.
  - **Search Engine Optimization (SEO):**
    - Optimize the website for relevant keywords to attract organic traffic.
    - Create valuable content (blog posts, videos) that appeals to the target audience.
  - **Email Marketing:**
    - Build an email list through website sign-ups and festival registrations. (on-going)
    - Segment list based on demographics and interests.
    - Send targeted email campaigns promoting the festival and BBBA activities.
  - **Online Directories and Event Listings:**
    - List the festival on relevant online directories and event calendars.
    - Utilize platforms that target music enthusiasts and festival-goers.
  - **Streaming services:**
    - Advertising on streaming platforms that are popular with bluegrass listeners.
  - **Influencer Marketing:**
    - Identify and partner with bluegrass musicians, bloggers, and social media influencers.
- **Offline Prospecting:**
  - **Local Partnerships:**
    - Collaborate with music stores, community centers, and tourism agencies.
    - Cross-promote events and share contact lists (with permission).
  - **Networking Events:**
    - Attend bluegrass festivals, music conferences, and community events.
    - Build relationships with musicians, industry professionals, and potential attendees.
  - **Print Media:**
    - Place ads in local newspapers, magazines, and bluegrass publications.
    - Distribute flyers and posters in relevant locations.
  - **Radio:**
    - Run advertisements on local and regional radio stations.
    - Secure interviews and features on music-related programs.
  - **Direct Mail:**
    - Send out postcards or brochures to targeted lists of people.
  - **Attend related events:**
    - Set up booths at other music events, or outdoor recreation events.

### **Lead Qualification and Management:**

- **Lead Scoring:**
  - Assign points to leads based on their demographics, interests, and engagement level.
  - Prioritize leads with higher scores for follow-up.
- **Customer Relationship Management (CRM) System:**
  - Use a CRM system to track leads, manage interactions, and automate follow-up.
  - This will help with organizing data, and keep track of interactions.
- **Lead Segmentation:**
  - Segment leads based on their interests and engagement level.
  - Tailor messaging and outreach to each segment.

### **Measurement and Optimization:**

- **Track Key Metrics:**
  - Website traffic and conversion rates.
  - Social media engagement and follower growth.
  - Email open and click-through rates.
  - Ticket sales and attendance.
  - Lead generation costs.
- **Analyze Data:**
  - Use analytics tools to track and analyze data.
  - Identify which prospecting channels and strategies are most effective.
- **A/B Testing:**
  - Experiment with different messaging, offers, and outreach strategies.
  - Optimize campaigns based on performance data.
- **Regular Review and Adjustment:**
  - Regularly review prospecting mechanism and make adjustments as needed.
  - Stay up-to-date on the latest trends and best practices.

In summary, event sharing with groups of similar interests on social media, email distributions, event booths, word of mouth, poster and flyer distributions, locally and out-of-town, are some methods of prospecting.

### **PRE-EVENT FOLLOW-UP**

Pre-event activity started almost immediately after the event in October with securing artists to the lineup for the second annual event. Social media is used to brand the event while growing the audience at the same time. The website has been continuously updated for this purpose and BBBA has chosen different tools such as Mailchimp to use for the promotion and list distribution growth.

The event is promoted on heavily on social media approximately four to six weeks prior to the event. The email distribution list is used at least six months prior to the event to announce the line-up information, accommodation locations and any other pertinent information. As the event gets closer, email distributions about the event will be sent every week.

## **POST-EVENT FOLLOW-UP**

After the event, BBBA will prepare its annual report to examine the metrics of the event to determine audience participation and revenue. BBBA will send an event follow-up email distribution.

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## **OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA**

An opportunity qualification process and criteria are essential for the Big Bend Bluegrass Association (BBBA) to effectively prioritize its efforts and resources. This process helps determine which opportunities (sponsorships, partnerships, funding, etc.) are most likely to contribute to the association's goals and mission.

First and foremost, the opportunity qualification process (OQP) involves to actively seek out potential opportunities through research, networking, and proactive outreach and maintain a database or CRM to track identified opportunities.

A brief initial assessment to determine if the opportunity aligns with the BBBA's mission and values will be conducted and eliminate opportunities that are irrelevant or unsuitable. Ranking qualified opportunities based on their potential impact and alignment with the BBBA's strategic goals will be applied. Lastly, a decision whether the opportunity is to be pursued and if so, develop an action plan with the necessary steps, timelines and responsibilities and track the progress and results of said opportunity.

Additionally, all opportunities must meet the certain criteria that it directly supports the BBBA's mission of preserving and promoting bluegrass music. Listed here are a few of the opportunity qualification criteria (OQC) includes:

1. Does the opportunity align with the association's values and ethical standards.
2. Does it fit the strategic goals of audience growth, financial sustainability and community impact.
3. What is the potential impact of the opportunity on the BBBA's target audience, community, and brand.
4. Are there any potential risks or challenges?
5. Is the funding or support provided sustainable?
6. Does the opportunity offer the potential for a long-term, mutually beneficial relationship?
7. Will this opportunity benefit the community that the BBBA serves?

By implementing a rigorous opportunity qualification process, the BBBA can ensure that its resources are allocated effectively and that its efforts contribute to the long-term success of the association and its mission.

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## **PROJECT PLAN**

### **NECESSARY EVENT RESOURCES**

<b>Resource</b>	<b>Role</b>	<b>Estimated Work Hours</b>
Press releases	C Perdue	n/a

Resource	Role	Estimated Work Hours
Social media	C Perdue/volunteer	Continuous
Email	C Perdue/K Gore	12-24 hrs.
Social	Artists/C Perdue/P Petrangelo	Continuous

## BUDGET

The budget for the 2025 event is attached as Exhibit A.

## METRICS AND EXPECTATIONS

Metrics are quantifiable measurements that track progress and performance. They provide objective data to assess whether expectations are being met. Here are key areas and examples of metrics for the festival:

- **Attendance:**
  - Total number of attendees.
  - Attendance by day.
  - Percentage increase/decrease in attendance compared to previous years.
  - Demographic breakdown of attendees (age, location, etc.).
- **Financial:**
  - Ticket sales revenue.
  - Merchandise sales revenue.
  - Sponsorship revenue.
  - Vendor fees collected.
  - Total revenue.
  - Total expenses.
  - Net profit/loss.
  - Return on investment (ROI) for marketing and advertising.
- **Marketing and Outreach:**
  - Website traffic (unique visitors, page views, bounce rate).
  - Social media engagement (likes, shares, comments, follower growth).
  - Email open and click-through rates.
  - Number of media mentions and reach.
  - Number of email subscribers.
- **Attendee Satisfaction:**
  - Attendee satisfaction ratings (from post-festival surveys).
  - Specific feedback on performances, workshops, vendors, etc.
  - Net Promoter Score (NPS).
- **Community Impact:**
  - Number of local vendors and performers participating.
  - Number of volunteers involved.
  - Economic impact on local businesses (hotel occupancy, restaurant sales).

- Number of people reached by community outreach programs.
- **List Development:**
  - Email list growth.
  - Social media follower growth.
  - CRM contact growth.

## II. Setting Expectations:

The set expectations for BBBA are listed:

- **Stakeholder Input:**
  - Involve festival organizers, volunteers, sponsors, and community members in setting expectations.
  - Gather feedback from past attendees.
- **Benchmarking:**
  - Compare the festival's performance to similar events in the area, regional and state.
  - Identify industry best practices.
- **Flexibility:**
  - Be prepared to adjust expectations based on changing circumstances.
  - Regularly review and update the intended goals.

## III. Examples of Metrics and Expectations:

- **Metric:** Total attendance.
  - **Expectation:** Increase total attendance by 10% compared to the previous year.
- **Metric:** Social media engagement.
  - **Expectation:** Increase social media engagement (likes, shares, comments) by 20% within the next three months.
- **Metric:** Attendee satisfaction rating.
  - **Expectation:** Achieve an average attendee satisfaction rating of 90% or higher.
- **Metric:** Sponsorship revenue.
  - **Expectation:** Secure \$10,000 in sponsorship revenue.
- **Metric:** Email list growth.
  - **Expectation:** Increase the email list by 250 subscribers before the next festival.

## IV. Reporting and Analysis:

- **Regular Reporting:**
  - Generate regular reports on key metrics.
  - Share reports with festival organizers and stakeholders.
- **Data Analysis:**
  - Analyze data to identify trends and patterns.
  - Use data to inform decision-making and improve future festivals.

- **Post-Event Evaluation:**
  - Conduct a thorough post-event evaluation to assess performance and identify areas for improvement.

By establishing clear metrics and expectations, the Big Bend Bluegrass Association can track its event progress, measure its success, and ensure its long-term sustainability.

**APPROVAL**

Title	Name	Date 1	Date 2
Campaign Manager	Cynthia Perdue	Jan 1	Ongoing
Social media	C. Perdue/P. Petrangelo	Jan 1	Ongoing
Magazine ads/other	C. Perdue	Jan 1/Feb 1 March 1	Ongoing



# Big Bend Bluegrass Festival Activities

Songwriting contest for youth and adults – entry date to be announced

October 3<sup>rd</sup> – Thursday

- Set up civic center
  - (tentative) public jam @ Hotel Parker or other designation with out-of-town musicians

October 3<sup>rd</sup> – Friday

- 4:30 PM – festival starts @ civic center
- Tentative – Reception @ WTNB

October 4<sup>th</sup> – Saturday

- 12:00 PM – festival starts
- workshops start @ 9:00 AM
  - Songwriting workshop
  - Guitar workshop
  - The Purple Hulls workshop
  - Art vendors
  - Food vendors
  - Cash giveaways
  - Drawings
  - Free admittance for first responders (both days)
  - Sul Ross discounts (both days)

October 5<sup>th</sup> – Sunday

- TBA – band @ The Ritchy



## Economic Impact

When considering the economic impact of an event like the Big Bend Bluegrass Festival on a town like Alpine, TX, it's important to look at several key areas. Here's a breakdown of how such an event can affect the local economy:

### Key Areas of Economic Impact:

- **Tourism and Hospitality:**

- Increased hotel occupancy: The Big Bend Bluegrass Festival, and other festivals, will draw in visitors from outside the region, filling hotel rooms and other lodging accommodations. While it is difficult to get an exact number of hotel rooms and other lodging accommodations used, it is expected that 85-95% of attendees will use local hotels, Airbnb rentals and RV camping facilities. Reservations at Hotel Paker were well over 20 rooms, Value Lodge had visitors that stayed at least two nights, The Holland had visitors stay. We have not been able to obtain information for other local hospitality businesses. Many used local Airbnb rentals and the Lost Alaskan had several use the camp grounds.
- Restaurant and food service: Attendees will spend money at local restaurants, cafes, and food vendors. Even though food vendors are at the festival, many like to eat at the local restaurants.
- Retail sales: Visitors often purchase souvenirs, local crafts, and other goods from shops in Alpine.

- **Local Businesses:**

- Increased revenue: Local businesses experience a surge in sales during a festival.
- Vendor opportunities: The festival provides opportunities for local vendors to sell their products and services.

- **Community Enhancement:**

- Increased visibility: Festivals can raise the profile of Alpine, attracting future visitors and potential businesses.
- Cultural enrichment: Festivals, like the Big Bend Bluegrass Festival, contribute to the cultural vibrancy of the community.

- **Indirect Economic Effects:**

- "Ripple effect": Money spent by visitors circulates through the local economy, benefiting various businesses and individuals.



- Increased tax revenue: Increased sales and occupancy can generate additional tax revenue for the city.

#### **Factors Influencing Economic Impact:**

- **Festival Size and Duration:** Larger and longer festivals tend to have a greater economic impact. It is a goal to become larger and extend the festival length from two days to three.
- **Attendee Demographics:** The spending habits of festival attendees influence the amount of money injected into the local economy.
- **Local Infrastructure:** The availability of lodging, restaurants, and other amenities can affect visitor spending.
- **Marketing and Promotion:** Effective marketing can attract a larger audience and increase economic impact.

#### **In the Specific Case of Alpine, TX:**

- Alpine is a gateway community to Big Bend National Park, so it already benefits from tourism. The bluegrass festival is capable of providing an additional boost to the local economy.
- The festival's focus on music and culture could attract a specific demographic of visitors who are interested in the arts and local experiences.
- By promoting the festival to out-of-town visitors, the BBBA can bring in a significant amount of revenue to the town.

The economic impact of such events like the Big Bend Bluegrass Festival (and others) are **very important to smaller communities**, such as Alpine Tx.

**BIG BEND BLUEGRASS**



**ASSOCIATION**

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# **EVENT REPORT**

**OCTOBER 4-5, 2024**

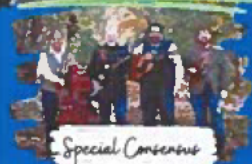
Alpine Civic Center

Alpine Tx. 79830

# 3RD ANNUAL BIG BEND BLUEGRASS FESTIVAL

OCTOBER 4TH & 5TH 2024  
ALPINE CIVIC CENTER - ALPINE TX

ALPINE CIVIC CENTER - ALPINE TX  
WWW.BIGBENDBLUEGRASS.COM



Special Consensus



Edgar Loudermilk Band



Springstreet



Finley River Boys



Hillbilly Fever



Bobby Coles & Texas Coles

**General Admission**  
FRIDAY: 10:00 AM - 10:00 PM  
SATURDAY: 10:00 AM - 10:00 PM  
ALPINE CIVIC CENTER 425 W. 4TH ST.  
ALPINE, TEXAS 79824  
530-238-6850  
WWW.BIGBENDBLUEGRASS.COM

CONCESSION - DOOR PRIZES - JAMMING - WORKSHOPS  
BOUNCE FOR KIDS (Saturday only)

**Advance Tickets**  
\$12 per day tickets at Amphitheater grass/mudroom  
Friday - \$20.00 - Saturday \$25.00 - weekend pass - \$40.00  
\$5.00 more at the door on day of show  
12 & under free with adult

**LIQUOR**  
100% Cash Only  
\$20.00/beer  
\$5.00/wine  
\$10.00/cider  
\$10.00/beer  
\$10.00/cider  
\$10.00/wine  
\$10.00/beer



For more information call  
432.238.6850  
email: bigbendbluegrass@gmail.com



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## **Key Achievements:**

- **Attendance Growth:** The event achieved an increase in total attendance, surpassing the target of 5%. Specifically, the 25-45 demographic saw an increase in volunteerism.
- **Financial Performance:** Pre-sale ticket revenue activity increased over the 2023 pre-sale activity. Total revenue from ticket sales, merchandise, and sponsorships was \$16,942.00.
- **Attendee Satisfaction:** Post-festival surveys indicated a 100% satisfaction rating, exceeding the target of 95%. Positive feedback was received regarding the quality of the performances, the festival's atmosphere, and the organization of workshops and jam sessions.
- **Media Coverage:** Secured coverage in four regional publications, exceeding the target of three. These publications included Bluegrass Standard, Bluegrass Unlimited, Bluegrass Today and California Bluegrass Association and are published monthly. Radio ads and interviews were used for promoting locally and in the Austin and San Antonio areas.
- **Social Media Engagement:** Achieved over a 50% increase in social media engagement (likes, shares, comments) on festival-related posts. Facebook and Instagram were utilized for social media promotion. BBBA will be incorporating 2 more media outlets for the 2025 social media push.

BBBA continues to work on growing its audience in different age groups with a focus on the younger demographic. Currently the 55-64 and 64+ demographic groups are the largest engaged groups.

- **Community Engagement:** Successful workshops drew attendance from Ft. Davis and Alpine. The jam tent drew crowds throughout the day. There was a positive response to local vendors.
- **Lodging:** The host hotel, Hotel Parker, had numerous rooms filled for the festival. Attendees also stayed at The Holland Hotel, Value Lodge, and Holiday Inn. Others utilized the local Airbnb facilities and local campgrounds.

## **Budget**

Figure 1 demonstrates where the advertising dollars were spent for the 2024 festival. BBBA feels that social media has been the strongest tool for advertising to reach its targeted demographics so far.

<b>Money Out</b>	
Bluegrass Standard	\$1,800
Bluegrass Unlimited	\$2,100
Bluegrass Today	\$1,470
IBMA	\$1,000
KALP - Alpine	\$300
KIUN - Pecos	\$300
KACT	\$248
KOOP	\$510
Boerne Radio	\$1,000
MARFA Public Radio	\$500
Facebook	\$1,000
Alpine Avalanche	\$0
California Bluegrass Assc. Ad	\$740
Canva	\$500
Printco	\$150
SPBGMA	\$200
Bethany Privett - web	\$400
Dixie Flag	\$270
P Flores - Bounce House	\$175
Google	\$1,000
<b>Total expenses</b>	<b>\$15,463</b>

Figure 1

Figure 2 presents the expenses for the performing arts/bands for the 3<sup>rd</sup> Annual Big Bend Bluegrass Festival. The groups came from Oklahoma, Georgia, Missouri, Texas and Illinois.

Money Out	
Edgar Loudermilk	\$3,000
SpringStreet	\$3,500
Hillbilly Fever	\$3,800
Finley River Boys	\$2,800
Bobby Giles	\$3,500
Special Consensus	\$6,000
<b>Total expenses</b>	<b>\$22,600</b>

Figure 2

Figure 3 presents other expenses related to the festival that are not presented in Figures 1 or 2.

SHOW EXPENSES		<i>All costs below are estimates; these will be finalized into actuals at time of settlement</i>		
Element:	Vendor:	Cost:	Element:	Cost:
Accounting		\$ -	Mister fans	\$ -
Advertising		\$ -	Misc Items - Bounce House	\$ 175.00
Backline & Talent (not included above)		\$ -	Other Staffing MC	\$ 600.00
Banners / Signage	Dixie Flag	\$ 300.00	Permits - Mass Gathering / TCOU	\$ -
Catering		\$ 1,000.00	Runners	\$ -
Decorations - Venue		\$ 400.00	Site barricade / cones / plywood / gp	\$ -
Expendables		\$ 500.00	Stage Sound	\$ 1,000.00
Insurance- general liability		\$ 300.00	Tents / Tables / Chairs / Linens	\$ -
<b>TOTAL SHOW EXPENSES</b>				<b>\$ 4,275.00</b>

Figure 3

## II. CHALLENGES AND AREAS FOR IMPROVEMENT:

- **PARKING AND TRANSPORTATION:** NO REPORTED ISSUES
- **VENDOR MANAGEMENT:** OPPORTUNITIES EXIST TO STREAMLINE VENDOR SETUP AND MANAGEMENT, AND TO INCREASE THE VARIETY OF VENDORS.
- **VOLUNTEER COORDINATION:** WHILE VOLUNTEER SUPPORT WAS APPRECIATED, THERE IS ALWAYS ROOM FOR IMPROVEMENT IN VOLUNTEER COORDINATION AND COMMUNICATION.
- **MEDICAL RELATED ISSUES:** A PERFORMER EXPERIENCED HEALTH ISSUE WHICH RESULTED IN HOSPITALIZATION. IMPROVEMENTS FOR THESE KINDS OF INCIDENTS ARE BEING ADDRESSED.
- **UNFORSEEN INCIDENTS:** PREPARATION FOR INCIDENTS NOT EXPECTED WILL BE IMPROVED UPON AFTER A TRANSFORMER CAUGHT FIRE DURING THE LATTER PART OF THE FESTIVAL. LATE SATURDAY THE PERFORMANCES WERE MOVED OUTSIDE AS A RESULTED IN LOSS OF THE POWER. THOSE WHO STAYED HAD A REALLY GOOD TIME!

THANKS TO A CONCERNED FESTEVAL ATTENDEE, THIS WAS CAUGHT IN AMPLE TIME AND WE COULD NOTIFY PEOPLE TO MOVE VEHICLES AND SHUT DOWN EQUIPMENT BEFORE POWER WAS TURNED OFF.

## SUMMARY

BBBA spoke with the bands and individual attendees about the festival, and all have indicated that the event was a success. Others have emailed the association with their comments to express how much they enjoyed the event and are looking forward to returning in 2025. There were at least 251 people in attendance for the event. *There were approximately 45 people who were either volunteers, vendors, or band members. This pushes the number of people in and out of the festival close to 300 attendees.* BBBA expects these numbers to grow for 2025. The number of tickets sold online (advanced) and at the door increased and that number is expected to grow for 2025.

Advertising for the event went well. Social media still appears to be the strongest tool to date. Magazine ads, radio, flyers at other festivals, and word of mouth are working also.

The workshops provided were successful and well attended. Songwriting and guitar workshops were free and open to the public. Band members of the groups that were at the festival led these workshops. A free harmonica workshop was provided for kids with the harmonica provided to those who attended. There were five (5) volunteers from the Sul Ross State University.

BBBA cannot provide an accurate number for hotel lodging and RV reservations but can provide a good estimate of how many hotel reservations were made. At least 25 hotel rooms were booked for the festival at Hotel Parker. Others stayed at The Holland, Value Lodge, The Alaskan and Airbnb rentals. The majority of festival attendees were out of town visitors. BBBA can report some of the out-of-town visitors are known to be from Crane, McCamey, Ft. Davis, Fredericksburg, San Angelo, Austin, Lubbock, Arizona, Utah, New Mexico, Oklahoma, Georgia, and Tennessee. Festival goers started arriving as early as Wednesday the week of the festival. The Lost Alaskan was full with campers, some arriving early in the week.

A jam tent provided for people to use during the festival and many folks participated in the jams.

The promotion of this event once again exceeded the expectations of BBBA. The attendance for the 3rd Annual Big Bend Bluegrass Festival was well attended by the efforts of promoting the event with the increase of attendees.

BBBA wants to thank the City of Alpine for its continued support of the bluegrass festival and all of the sponsors and volunteers who helped make this event possible.

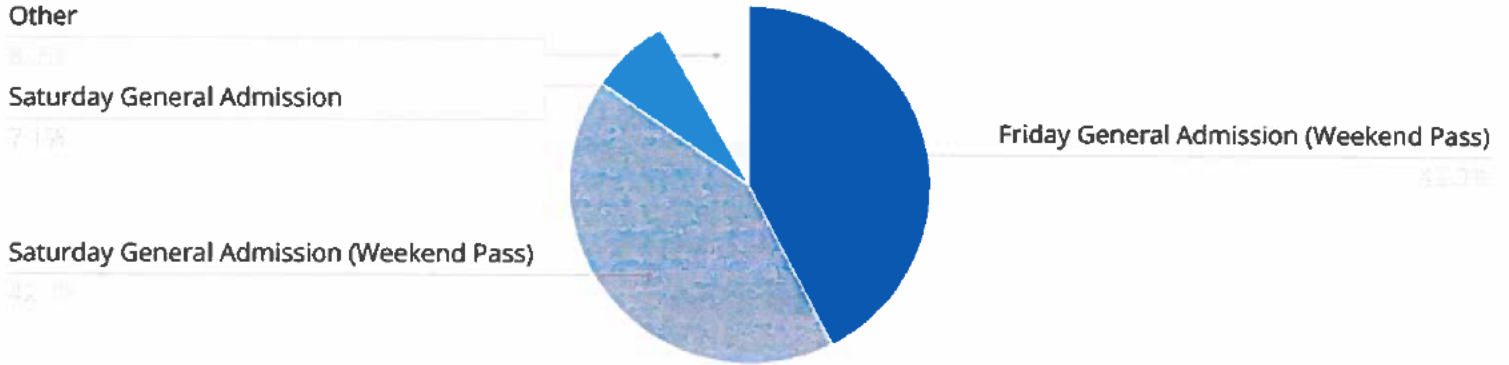
## Exhibit B



### 3rd Annual Big Bend Bluegrass Festival

Fri Oct 4, 2024 4:30 PM - Sat Oct 5, 2024 10:30 PM

#### Distribution by ticket type



*Ticket types representing less than 5% of the total are grouped in the 'Other' category.*

#### Issued tickets by ticket type

Ticket Type	Issued	Percentage	List price
Friday General Admission (Weekend Pass)	83	42.3%	20.00
Friday General Admission (Weekend Pass)	2	1.0%	25.00
Saturday General Admission (Weekend Pass)	83	42.3%	25.00
Saturday General Admission (Weekend Pass)	2	1.0%	30.00
Saturday General Admission	14	7.1%	30.00
Saturday General Admission	6	3.1%	25.00
Friday General Admission	6	3.1%	20.00
<b>Total</b>	<b>196</b>	<b>-</b>	<b>-</b>

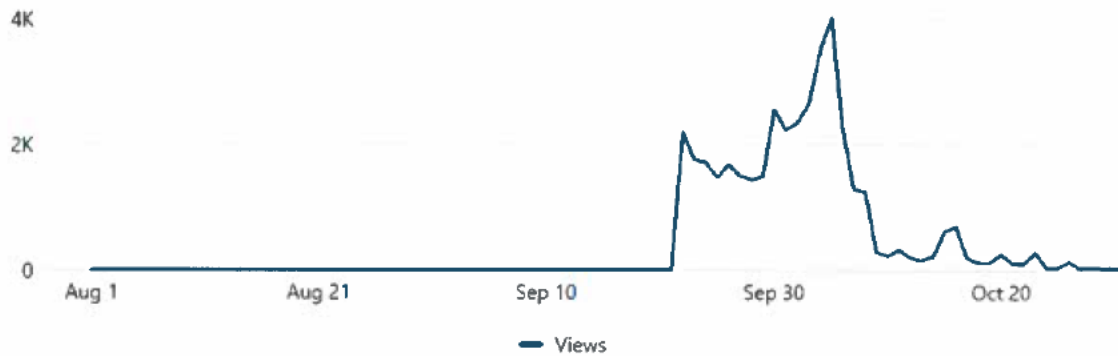
# Exhibit C - Social Media Engagement

## Content overview

Breakdown: Organic/ads

All Reels Videos Live Posts Stories

<b>Views</b> ●	<b>Reach</b> ●	<b>3-second views</b> ●	<b>1-minute views</b> ●	<b>Content interactions</b> ●	<b>Watch time</b> ●
39.5K	116.8K ↑ 222.2%	2.6K ↑ 1.4K%	200 ↑ 9.9K%	1.7K ↑ 204.9%	18h 11m ↑ 2.6K%



### Views breakdown

Aug 1, 2024 - Oct 31, 2024

**Total**  
**39,497**

**From organic**  
**42%**

**From ads**  
**58%**





**RECEIVED**  
City of Alpine, Texas

APR 17 2025 1:00pm

April 17, 2025

OFFICE OF THE CITY SECRETARY

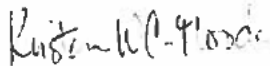
Dear Members of Alpine's Hotel and Occupancy Tax Committee:

BY: 

Last year marked the beginning of a new chapter in Alpine's 4<sup>th</sup> of July celebration. For the last 50+ years, the Kiwanis Club of Alpine organized and operated the event. Last year, they passed the torch to an evolving group of local organizations and individuals who are taking on different parts of the planning and hosting. Some of these are American Legion Post 79, Alpine Lion's Club, David Pallanez, the Alpine Fire Department, Brewster County, Alpine's Police Department, the Alpine Community Band, Rick Stephens, Historic Alpine, and Alpine Community Projects. After this year's celebration, we will continue refining our processes to provide an event better event in 2026.

Thank you for your consideration.

Sincerely,



Kirsten Moody  
Alpine Community Projects  
(512) 560-6312

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 17, 2025

Name of Organization: Alpine Community Projects

Address: no physical address

City, State, Zip: \_\_\_\_\_

Contact Name: Kirsten Moody

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 512 560 6312

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

Is your organization:

Non-Profit:

Private/For Profit:

Tax ID#: \_\_\_\_\_

Entity's Creation Date: State - 2/8/21 Federal - 6-17-21

Name of Event or Project: Alpine's Fourth of July Celebration

Date of Event or Project: July 4, 2026

Primary Location of Event or Project: Brewster County Courthouse

Amount Requested: \$9500

How will the funds be used: \$3500 will be for advertising; \$3000 will be for arts, largely music, but also other arts; \$3000 will go toward the gazebo building project, as this is a feature of the celebration

Brief Description of Funded Activity/Facility: Provide a memorable small-town 4th of July, drawing visitors who are attracted to that kind of celebration. We will also be trying to highlight other events through promotion and sampling (for instance, hiring a bluegrass musician to promote the bluegrass festival by playing).

Percentage of Hotel Tax Support of Related Costs:

55.3 Percentage of Total Event Costs covered by Hotel Occupancy Tax  
(does not include Historical Restoration and Preservation Activities)

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: The prior organizer of this event, the Kiwanis Club, held it for about 50 yrs. Last year was our first time.

Expected Attendance: The event is well-attended, but we do not have a count. This year we will have a volunteer counting.

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: There are many people from out-of-town who come to Alpine on the 4th of July, some of whom grew up here. We will take a sample of zip

How many nights will they stay: Possibly three, as the celebration is on a Friday during the day. codes this year.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: NO

How will you measure the impact of your event on area hotel activity? We will have a volunteer (or several, at different booths) taking zip codes from people. Then we will apply the percentage of out-of-area zip codes to our count of attendees to estimate the number of people staying in hotels or short-term rentals.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Lions Club, Rick and Elaine Stephens, American Legion, Brewster County (electrical upgrades and facilities use), last year mobile bathrooms were donated.

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

- Total Paid Advertising: \$ 4600 (\$3500 of which will come from HOT funds)
- Newspaper \$ 600     Radio \$ 1800     TV \$ \_\_\_\_\_
- Press Releases to Media \$ 0
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 1500     Other \$ 500 video production for  
 printed flyers \$ 200

What cities/regions/demographics will you reach with your advertising and promotions?  
Odessa/Midland, El Paso, San Angelo, Statewide with Meta ads

What estimated number of individuals will your proposed marketing reach who are located in another city or county? We do not know. The Meta ads especially will be seen by many people around the state.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 3500
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 3000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ 3000 toward new gazebo
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? we do not know, but we will

How many of the participants are expected to be from another city or county? possibly 25-50

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? we do not know, but we will be counting attendees

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project sample, last page of app.
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*



## Attachment 2. Alpine's 4<sup>th</sup> of July Celebration

### Marketing Plan, Estimated Attendance and Economic Impact from Prior Event, Event Report from Prior Event, Surveys and Tabulations from Prior Year, Event/Program Permit Application

#### Marketing Plan

We will focus our HOT fund radio advertising on cities near Alpine whose residents enjoy coming here (which we know from seeing data gathered by the Alpine Visitor Center). These cities are Odessa/Midland, El Paso, and San Angelo. This includes Marfa Public Radio, whose listenership is 94% Odessa/Midland. We will also pay for radio time on local radio, although we cannot use HOT funds for that portion.

We'll also pay to advertise in the Avalanche and the Big Bend Sentinel, although we cannot use HOT funds for that. And we'll print flyers locally.

The remainder of our advertising will be spent on Facebook/Instagram, which will reach people all over the state.

#### Estimated Attendance and Economic Impact from Prior Event

We don't know how many people were there last year or the economic impact. The event was well attended, and there are always visitors to Alpine for the 4<sup>th</sup> of July. This year we will be counting attendees as best we can and also asking for zip codes at some booths so we can come up with an estimate of out-of-town guests. Anecdotally, the Alpine Cowboys said they had the best turnout ever for the 4<sup>th</sup> of July.

#### Event Report from Prior Year

Last year (2024) was our first year to host this event. We had a large committee of active members from many organizations. The planning went well, and the event went largely according to plan. There were things that still need tweaking, such as communication about the parade route, spacing of the non-food booths, and signs with schedules and locations of things. We have started meeting for the 2025 event, and so far it seems that the same group of good volunteers and donors that came together last year are back again this year.

This year we'll be changing the advertising strategy, focusing equally on radio in West Texas and also Meta ads. This application reflects our intention to do the same in 2026.

Another change from last year is that we've realized we can be a little freer with arts scheduling/paying.

This event is still morphing from being one by one organization (Kiwanis) for fifty years to one run by many organizations together, so it will continue to change somewhat each year for the foreseeable future.

#### Surveys and tabulations from prior event

We don't have any from last year, but we are planning to gather as much data as possible this July 4<sup>th</sup>. (See "Estimated Attendance..." above.)

#### Event permit

We don't have the 2026 road closure permit from the Alpine Police Department yet. We'll be filing the 2025 version soon.

Sample Schedule. 2026 4th of July will be similar.



# Schedule of Activities at the Brewster County Courthouse

## Thursday, July 4, 2024

9:30 a.m. Parade lines up at the Civic Center. Floats, bikes, horses, and groups are all welcome. Pre-registration not required

10:30 a.m. Parade starts and booths and games open

11:15 a.m. National Anthem and welcome from City, County officials on the Courthouse steps

★ Booths, car show, food, games on the Courthouse lawn ★

10:30 a.m. and throughout the day. Special events until 3:30 p.m.

Big Bend Community Band ★ Petting Zoo with Wasserman Wranch

Al Haney on saxophone ★ Tug of War with Alpine Fire Department

Alpine Fire Department hot dog eating contest ★ Car show

Patriotic singalong at First Christian Church ★ Just for fun skill races

Performance by Sul Ross cast of Robinhood ★ Music by Rick (Ruiz) and Wind

Noon BBQ chicken lunch, American Legion

1:30 p.m. Recreate town picture, Courthouse

2:30 p.m. Alpine Cowboys baseball, game 1



of double header, Kokemot Field against the Austin Weirdos

10 p.m. American Legion Fireworks at Kokemot Park

9 p.m.- Midnight Dance on Sul Ross Ave. at the American Legion, with Bucket of Bullets Band





Percentage of Hotel Tax Support of Related Costs:

47.59 Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 33 years

Expected Attendance: 3,000 to 5,000 depending upon the weather

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: We estimate 50% will use local establishments.

How many nights will they stay: Most stay 2 to 3 nights. Many stay through the Thanksgiving weekend.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We expect to block 10 rooms at Hampton Inn or Quality Inn for bands. Usually more than 10 are needed.

How will you measure the impact of your event on area hotel activity? We send a survey to local hotels and motels. I get about 20% response.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Marriott Odessa, L and F, Local businesses as official locations, Twin Peaks Liquor, Skinners Drilling and dozens more.

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

- Total Paid Advertising: \$ 32,500
- Newspaper \$ 1,200       Radio \$ 2,000       TV \$ 4,500
- Press Releases to Media \$ 1,000      \$6,500 billboards
- Direct Mailing to out of town recipients \$ \$3,300      \$8,000 State-wide publications
- Digital or Social Media \$ 3,000       Other \$ 3,000 printing

What cities/regions/demographics will you reach with your advertising and promotions?  
Midland / Odessa, San Angelo, Hill Country, Tri-County, Monahands, Andrews, Austin, Dallas, San Antonio  
Texas - wide utilizing social media promotion and State - Wide publication, usuall Texas Monthly.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 45% or more

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- N/A 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- Yes 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 25,000 \_\_\_\_\_
- Yes 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 20,000 \_\_\_\_\_
- N/A 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- N/A 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- N/A 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Alpine's Gallery Night, Inc.  
PO Box 788  
Alpine, TX 79831

2025 Alpine Art Walk  
November 21 – 22, 2025

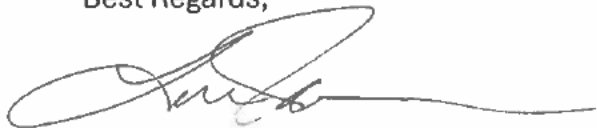
April 15, 2025

Impact Statement Artwalk

Executive Director: Lance Johnson 507 N. 16<sup>th</sup>, Alpine, TX 79830.

Estimated Hotel Stays from Prior Artwalk Events is approximately 3000 individuals with 6000 attendees, local and out of town. We always hope to draw 6000 attendees if the weather cooperates. Anecdotally, we are told that many attendees stay in town and in the region for extended stays. In 2024 we expanded our vendor spaces and had 32 vendors (18 on 5<sup>th</sup> street and 14 in Kishmish). We had 19 locations participate as official locations. The weather was perfect and the turnout was better than expected. Uniquely, Artwalk has a large impact on both HOT Funds and Sales Taxes due to increased foot traffic to local businesses, which was amazingly good on Artwalk weekend. We have maxed out the vendors that can fit on 5<sup>th</sup> street and Kishmish at 18 on 5<sup>th</sup> Street and 14 inside of Kishmish. If the trend holds, we will plan for additional tented vendors in the Kishmish parking lot. We hope to increase the number of Official Locations from 19 to 24 that we have had historically. HOT Funds collections and Sales Tax collections are always very strong on Artwalk Weekend.

Best Regards,



Lance Johnson  
Executive Director

832-863-1881

## 2025 Artwalk Marketing Plan

April – Spirits of the West Wine and Beef Festival

June- Update Artwalk Website for 2024

June – Vendor applications online for Artwalk.

June 29th - Host Save the Arts event at the American Legion Hall

July – Website will update all vendors, check with TX Highways and Texas Monthly for possible ads of funded by sponsorship

July – Apply for hwy closure with TXDOT. Get permission from city for street closure

July – Highway banner application with City of Alpine

August – Press release to all media entities.

August – Select billboard locations

August – Meet with CBS7 and West Texas Radio Media Group to plan ad spots

September – Deadline for sponsors for Artwalk on all publications. Deadline for official locations for postcards. Print Postcards. Get artwork to Lamar for billboards.

September – Launch social media.

October – Mail postcards. Posters delivered to Tri-County locations and local businesses.

October – All TV and West Texas Radio spots start 3 weeks prior to event with CBS7 and Midland / Odessa Radio stations.

October – Billboards installed 30 days prior to event

November – Local radio ads with KVLF/KALP

November – Run local newspaper ads in *Alpine Avalanche*

November – Run newspaper ads in *Fort Stockton Pioneer*

## 2025 Artwalk Schedule of Activities

Friday and Saturday 11/21 and 11/22 Officials Locations open for extended hours, 10 am to 10pm.

### Artwalk Event:

November 21<sup>st</sup> and 22<sup>nd</sup>. Friday and Saturday

Hwy 118 at 5<sup>th</sup> Street closed to Traffic. 5<sup>th</sup> street location will house 18 or more vendors and the Michelob Ultra Stage.

Art Vendors at Kishmish Plaza (inside), possible new tent locations available in the Kishmish Plaza parking Lot, 5<sup>th</sup> Street Market Place

Alpine Public Library Art Silent Auction open 10am Friday and Saturday Location TBD

Live Music Stage Michelob Ultra Stage on 5<sup>th</sup> street. Scouting 2<sup>nd</sup> location option.

Food vendors at the railroad depot parking lot (Flyers placed on vehicles notifying them of parking lot closure occurring daily, starting 2 weeks prior to event).

Surveys were submitted to 42 locations via email. I received 4 responses to these emails. The results are presented.

Survey 2024 Artwalk

How Many hotel guests on your property would you estimate attended the event?  
On average, how many nights did the event attendees stay at your lodging property?  
Are you willing to provide an estimate of the average Daily room rate paid by guests?

Response 1  
L.S.

Response 2  
S.K.

Response 3  
D.M.  
6.9 (6 in one property, 3 in another)

Response 4

\$300, up from \$199

2  
The average per night for all 4 firms was \$232.83 before HOT

2.25  
\$1.50

Do you have any feedback as to how we can improve this event?

No-you did a great job last year

No

Possibly renting or occupying vacant commercial space  
on Holland Ave. on the short-term basis to vendors /  
artists

Sorry, we closed in 2023

## Artwalk 2024 Event Report

Artwalk weekend benefited from amazing weather. We had crowds that filled the streets. Based on the traffic on the street, we believe that our traffic was better than average events that draw between 3,000 (cold and wet or frozen) and 6,000 (gorgeous weather). Our 14 art vendors in Kishmish reported record sales. Michele Billings, our featured artist had record sales and was extremely pleased with both traffic and sales. The 18 vendors on 5<sup>th</sup> street report terrific sales. Most of these vendors have already made deposits for 2025. 5<sup>th</sup> street gallery had their opening weekend and reported more than \$20,000 in sales. We had 19 Official Locations, most of which reported great traffic to their locations although some sales were not what they expected. Artwalk had 33 Sponsors for 2024. We hired 9 bands most of whom required hotel rooms. We had 11 associated food vendors. Those with whom I spoke had terrific sales and we expect that in addition to the Hotel Occupancy Taxes collected, the Sales Taxes collected by the vendors and local businesses should have been terrific.

Overall Artwalk 2024 was a huge success.

**Artwalk Budget 2025**

**Alpine's Gallery Night Inc.  
PO Box 788  
Alpine TX, 79831**

<b>Artwalk Expenses</b>		<b>Artwalk Income</b>			
Executive Director	18,000.00	Locations	19	300	5,700.00
Event Insurance	1,800.00	Art Vendors	15	250	3,750.00
E & O Insurance	400.00	Food Vendors	6	450	2,700.00
Storage Unit	1,950.00	Street Vendor	18	300	5,400.00
Office Supplies	500.00	Merch Sales Net			3,000.00
Web Hosting	2,000.00	Beer Sales (outsourced to Alcove So			0.00
Bookkeeping	1,200.00	Tip Jars (outsourced to Alcove Soci			0.00
Board Meetings	800.00	Sponsors			29,000.00
Portapotties	1,400.00	<b>Hot Funds Advertising</b>			<b>25,000.00</b>
TABC Licens	450.00	<b>Hot Funds Music</b>			<b>20,000.00</b>
Beer Wine Ice (outsourced)	0.00				<u><b>94,550.00</b></u>
TDS Trash	600.00				
Security	900.00	Hotfunds % of total budget			47.59
Graphic Design	2,000.00				
Merchandise	7,000.00				
Event Setup and Takedown	1,000.00				
Tents and stabilization	500.00				
Hotels and Riders for Bands	2,500.00				
Music	20,000.00				
Sound Production	2,000.00				
Local Publications	1,200.00				
Local Radio	550.00				
Publications	4,000.00				
Out of Town Radio	1,500.00				
Billboards	4,500.00				
Out of Town TV	4,500.00				
Digital and Social Media	2,500.00				
Postcards	1,400.00				
Printing	3,000.00				
Postage	2,500.00				
Web Design and Update	3,500.00				
Rental Tables and Chairs	400.00				
	<u>94,550.00</u>				

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

Date: 04/15/2025

**RECEIVED**  
City of Alpine, Texas

Name of Organization: Alpine's Gallery Night, INC

APR 17 2025 3:55pm

Address: PO Box 788

OFFICE OF THE CITY SECRETARY

City, State, Zip: Alpine, TX 79831

BY: 

Contact Name: Lance G Johnson

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 832-863-1881

Web Site Address for Event or Sponsoring Entity: spiritsfestwtx.com

Is your organization: Non-Profit: Y Private/For Profit: N

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 05/2021

Name of Event or Project: Sprints of the West Fest

Date of Event or Project: Last Weekend of April 2026 (April 24 and 25, 2026)

Primary Location of Event or Project: Brewster County Courthouse Grounds, Sul Ross and Sixth St

Amount Requested: \$30,500

How will the funds be used: \$16,000 towards out of town promotion. \$14,500 towards live music for the 2 day festival. We had to transfer \$3,000 from Artwalk for Arts and we would like to ensure that we have enough to cover as much of the music as possible.

Brief Description of Funded Activity/Facility: A two day festival that is partially funded by the sale of wristbands / tickets and VIP tent tickets. The event highlights Texas Wine, Spirits and local Brews. The last two events were held at the Brewster County Courthouse and we wish to continue that partnership with the city and county. Spirits is a two day festival highlighting the best of Texas Wine and Spirits with more than 40 local and regional vendors.

Percentage of Hotel Tax Support of Related Costs:

35.22% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 2026 will be the 5th year

Expected Attendance: 800 to 1200 people.

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: We hope that 40% of more will require Hotel / Motel and B&B Rentals

How many nights will they stay: 2 nights.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: In 2025 we have booked 16 rooms split between Quality Inn and Hampton Inn

How will you measure the impact of your event on area hotel activity? Surveys of Festival Goers and Hoteliers.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Alcove Social and Granada Theater, Twin Peaks / Pinkies, L & F distributors Bienvenidos Big Bend, Skinner's Drilling.

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

- Total Paid Advertising: \$ 22,900
- Newspaper \$ 1,900       Radio \$ 1,500       TV \$ 4,500
- Press Releases to Media \$ 1,000      Billboards \$ 4,500
- N/A Direct Mailing to out of town recipients \$ \_\_\_\_\_      \$ 3,000 video production
- Digital or Social Media \$ 3,000       Other \$ \$3,500 printing costs

What cities/regions/demographics will you reach with your advertising and promotions?  
Midland / Odessa, San Angelo, Hill Country, Tri-County, Monahans, Andrews, Austin, Dallas, San Antonio

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 65%

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- N/A 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- y 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \$16,000
- Y 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 14,500
- N/A 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- N/A 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- N/A 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

**Spirits Budget 2026**

**Alpine's Gallery Night Inc.**

**PO Box 788**

**Alpine TX, 79831**

<b>Spirits Expenses</b>		<b>Spirits Income</b>		
Executive Director	18,000.00	Vendors (Liquor and Art)	40 275	11,000.00
Event Insurance	1,800.00	Food Vendors	6 350	2,100.00
E & O Insurance	400.00	Sold Tickets	660 20	13,200.00
Storage Unit	875.00	Merch Sales Net		1,000.00
Office Supplies	200.00	Beer Sales (outsourced to Alcove Social)		0.00
Web Hosting	1,000.00	Tip Jars (outsourced to Alcove Social)		0.00
Bookkeeping	600.00	Sponsors		22,500.00
Board Meetings	325.00	<b>Hot Funds Advertising</b>		<b>16,000.00</b>
Portapotties	1,400.00	<b>Hot Funds Music</b>		<b>14,500.00</b>
TABC License	100.00			<u><b>27,500</b></u>
Beer Wine Ice (outsourced)	0.00			<b>80,300.00</b>
TDS Trash	600.00	Hotfunds % of total budget		35.22
Security	900.00			
Graphic Design	1,500.00			
Merchandise	4,500.00			
Event Setup and Takedown	2,000.00			
Tents and stabilization	600.00			
Riders and Hotel for Bands	3,000.00			
Music	14,500.00			
Sound Production	2,000.00			
Local Publications	1,200.00			
Local Radio	550.00			
Publications	0.00			
Out of Town Radio	1,000.00			
Billboards	4,500.00			
Out of Town TV	4,500.00			
Digital and Social Media	3,000.00			
Postcards	0.00			
Printing	2,500.00			
Postage	200.00			
Web Design and Update	1,500.00			
Rental Tables and Chairs	600.00			
Scholarships	3,500.00			
Catering and Food	3,000.00			
	<u>80,350.00</u>			

## 2026 Spirits of the West Marketing Plan

October- Update Spirits Website for 2026

December – Vendor applications online for Spirits

December – Website will update all vendors, check with TX Highways and Texas Monthly for possible ads of funded by sponsorship

January – Apply for hwy closure with TXDOT. Get permission from city for street closure

January– Highway banner application with City of Alpine

February – Press release to all media entities.

February– Select billboard locations

March– Meet with CBS7 and West Texas Radio Media Group to plan ad spots

March– Deadline for sponsors for Spirits on all publications. Deadline for official locations for postcards. Print Postcards. Get artwork to Lamar for billboards.

March– Launch social media.

March - Posters delivered to Tri-County locations and local businesses.

March – Billboards installed 30 days prior to event

April– All TV and West Texas Radio spots start 3 weeks prior to event with CBS7 and Midland / Odessa Radio stations.

April – Local radio ads with KVLV/KALP

April– Run local newspaper ads in *Alpine Avalanche*

April– Run newspaper ads in *Fort Stockton Pioneer*

April – Spirits of the West Wine and Beef Festival

## 2026 Spirits of the West Schedule of Activities

### Spirits Event:

Friday 04/24/2026 Gates open at 4 pm.

4pm to 10 pm Bands play.

6 pm Tequila Tasting Class

Gates close at 10pm.

Saturday 04/25/2026 Gates open at 11 am.

11 am Bloody Mary Bar opens

4 pm to 10 bands play.

2 pm wine tasting event

4 pm bourbon tasting event

Gates close at 10pm.

Alpine's Gallery Night, Inc.  
PO Box 788  
Alpine, TX 79831

2025 Spirits of the West Wine Spirits and Brews Fest  
April 23rd and 24<sup>th</sup> 2026

April 15, 2025

Impact Statement

Executive Director: Lance Johnson 507 N. 16<sup>th</sup>, Alpine, TX 79830.

Organization Overview

Alpine's Gallery Night began as a simple idea to have an evening in Alpine where art galleries and artisans could collectively have an open house independently and yet, together. When it began, it was held the first Saturday night in December. Six gallery owners and artists bravely decided to have a party that floated around town to let the locals see what kind of art movement was happening creating a cool vibe reshaping Alpine.

In 2005, after a decade of measurable success, we saw a need to. Become a not-for profit arts organization to serve our community and the Big Bend Region. We provide a venue for the promotion of the arts through education, economic and entertainment opportunities for children, students, patrons and the disabled in Alpine and the Big Bend Region. Our focus is that our friends and neighbors are mindful of the arts that surround them here and in the Big Bend Region. We are proud to be a part of helping Alpine become a designated Cultural Arts District by the Texas Commission on the Arts in 2012.

Alpine's Gallery Night's events and fundraisers have enabled us to donate to public and private schools thousands of dollars each year of much needed art supplies as well as award scholarships for an Alpine High School, Big Bend High School and Sul Ross University.

We are an energetic organization that promotes the arts in rural West Texas, especially in the Big Bend Region. Through our efforts, we support and assist scholarship for the development of art programs and endorse community facilities which provide area wide services for public art programs.

Spirits of the West grew of this brainchild to support Alpine tourism need for additional high-quality events that will drive heads in beds. We started small in 2021 with 15 vendors on 6<sup>th</sup> street between Holland and E. We had about 500 attendees the first year. In 2022 we expanded to 21 vendors and a VIP bar and wine classes with approximately 1050 attendees. In 2024 we moved to the Brewster County Courthouse grounds, expanded to 44 vendors, VIP bar, multiple wine and tequila classes and expanded music lineup. We had approximately 950 attendees but we were hampered by very cold and wet weather on Saturday. In 2026 we are planning to expand to 50 vendors with additional tequila, wine and beer tasting opportunities. We hope to see year over year growth of the event and growing participation and involvement of the public.

Estimated Hotel Stays from Prior Spirit Events is approximately 450 individuals.

Best Regards,



Lance Johnson  
Executive Director

832-863-1881

## Spirits of the West Fest 2024 Event Report

The weather of the event was less than optimal. We had 880 sold tickets (GA and VIP). We estimate that we had 950 non-music attendees. Friday saw amazing weather with more than 600 attendees. 2 of the food vendors, Bock Burger and Slow Burn BBQ sold out around 9pm. We had 38 art, wine, liquor and beer vendors, almost all of were from out of town. We had rave reviews of the attendance. We received many compliments stating that we were the most organized event that these wineries and distilleries have attended, ever. Sales on Friday were terrific. And then the weather turned. Saturday turned to ice. The crowds during the day were good, not great. Although the crowds had a downturn, the vendors sold out in many cases, again. Many of the wine vendors mentioned that if the crowds had remained steady, they would not have any supply left for Saturday night. So, in some ways that was a blessing. Many of the vendors raved that although the crowds were down on Saturday, their sales were amazing. They then placed deposits for next year.

Overall Spirits of the West Fest 2024 was a marked success.

RECEIVED

HOTEL OCCUPANCY TAX GRANT APPLICATION City of Alpine, Texas

APR 17 2025 3:24pm

Date: April 12, 2025

OFFICE OF THE CITY SECRETARY

Name of Organization: Cow Dog LLC

BY: [Signature]

Address: 215 E. Holland Ave.

City, State, Zip: Alpine, Texas 79830

Contact Name: Tracy Antenucci

Contact Email Address:

Contact Phone Number: 248-270-1882 432-244-6610

Web Site Address for Event or Sponsoring Entity:

Is your organization: Non-Profit: Private/For Profit: for profit

Tax ID#: Entity's Creation Date: May 2023

Name of Event or Project: Mobile Food Service Event Cart - for Alpine events/activities

Date of Event or Project: October 2025

Primary Location of Event or Project: Alpine Texas

Amount Requested: \$10,000

How will the funds be used: funds to be used for build out of food & beverage event trailer to offer

mobile food service for Alpine community events & activities, highlighting our local resources

mobile service for events such as Spirits of the West, Gem & Mineral Show, Cowboy Poetry

Brief Description of Funded Activity/Facility:

Alpine is missing extensive food service for community activities that bring in tourism to the area,

Cow Dog's existing truck is stationary and unable to travel to event spots. By providing funds to

subliment the build out of a F&B trailer, Cow Dog can offer additional servies to the many activites

and events within the Alpine area. Rather than bringing in outside food vendors from El Paso, we highlight

our existing community food & beverage.

Percentage of Hotel Tax Support of Related Costs:

40% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: Cow Dog has been in existence 15 years

Expected Attendance: use of trailer to service 1000 of attendees for Alpine events

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1000 of attendees will travel in to visit Alpine and stay for events - Cow Dog trailer will offer F&B

How many nights will they stay: weekends for specific Alpine events

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

no

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

Cow Dog has a significant following within adn outside of Brewster County. Through the use of our social media outlets, we will advertise our participation with this event trailer to help foster extensive tourism to the area

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: we have not reached out to any other entities for this project

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

- Total Paid Advertising: \$ \_\_\_\_\_
- Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ \_\_\_\_\_  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?

We reach followers domestic and internationally through our social media outlets

What estimated number of individuals will your proposed marketing reach who are located in another city or county? several thousand

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \_\_\_\_\_
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 3000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ 3000
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 34000

How many individuals are expected to participate? 1000+ attendees to Alpine events

How many of the participants are expected to be from another city or county? 600-800

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

# COW DOG



## Mobile Event Food & Beverage Trailer

Serving greater Alpine Texas.

Focused on offering mobile event service for  
many of Alpine's signature events

Cowboy Poetry

Sul Ross Rodeo

Gem & Mineral Show

Spirits of the West

Viva Big Bend

Big Bend Bluegrass Festival

Artwalk

Offering local hospitality services to guests of the Brewster County area & highlighting local Alpine merchants, rather than bringing in outside food vendors from other areas to our signature community events.

*Cow Dog has a significant customer/fan following...after 15 years of serving the Alpine area. We have customers from all over the world that continue to return to this area and enjoy Cow Dog and all the Alpine has to offer.*

# COW DOG



## Mobile Event Food & Beverage Trailer

<b>Budget:</b>	\$32K-35K
<b>Trailer</b>	\$10k-12k
<b>Equipment</b>	\$ 7k-9k
- Flat grill	
- Deli lowboy	
- hand sink	
- generator	
- prep tables	
- refrigeration	
<b>Kitchen Buildout</b>	\$ 9k-11k
- flooring	
- electrical	
- plumbing	
- service window	
- undercarriage fortification	
- tires, suspension	
<b>Miscellaneous Kitchenware</b>	\$2k-3k

# COW DOG



## Mobile Event Food & Beverage Trailer

sample pic



Focused Marketing Plan to boost Social Media posts to our followers and beyond for all Alpine signature events. Marketing Plan will be shared with Visitors Center, City of Alpine and Event Organizers to ensure biggest impact for tourism, sales and overall success of the community.

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

**RECEIVED**

City of Alpine, Texas

Date: April 17, 2025

APR 17 2025 3:29pm

Name of Organization: Alpine Independent School District OFFICE OF THE CITY SECRETARY

Address: 704 W Sul Ross Ave. BY: 

City, State, Zip: Alpine, TX 79830

Contact Name: Dr. Michelle Rinehart, Superintendent

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-837-7700

Web Site Address for Event or Sponsoring Entity: alpine.esc18.net

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: May 10, 1907

Name of Event or Project: Alumni Events

Date of Event or Project: October 2025, April 2026, July 2026

Primary Location of Event or Project: Buck Stadium, Alpine HS, Kokernot Field

Amount Requested: \$10,000

How will the funds be used: \_\_\_\_\_

Advertising/marketing: Social media advertising to promote alumni events (AHS Homecoming in October 2025, Spring Alumni Celebration in April 2026, and 4th of July Alumni Celebration in July 2026) to Alpine HS alumni who live outside the Alpine / Big Bend area.

Sporting Events: Events for AHS alumni, including an alumni run/walk, facility tours, and reunions.

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Alpine ISD is planning alumni events for the 2025-26 school year to support the Alpine ISD alumni association and to bring AHS graduates back to Alpine. One event will be held in Fall 2025 (Homecoming at an AHS Football game), one in Spring 2026 (at AHS Baseball and Softball games), and one in July 2026 (4th of July). Each event will include activities for alumni (meet and greet, receptions, tours), including an Alumni Run/Walk.

Percentage of Hotel Tax Support of Related Costs:

71%

Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: Homecoming has been hosted for decades. These alumni events hosted at Homecoming and in April 2024 are new.  
Expected Attendance: 1,000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 200

How many nights will they stay: 2-3 nights

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

Alpine ISD will reserve hotel room blocks for alumni at Alpine hotels. Hotel income would be determined after the events.

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_  
Surveys, personal interviews, game attendance data and trend analysis, website

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Alpine ISD, Buck Boosters, AHS graduating classes

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

- Total Paid Advertising: \$ \_\_\_\_\_
- Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_
- Press Releases to Media \$ 0.00
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 4,000.00  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?  
TransPecos region; statewide impact through AHS Alumni organizations

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 32,000/month based on social media analytics

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 4,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 6,000

How many individuals are expected to participate? 1,000 (including AISD, SRSU, & Alpine Cowboys events

How many of the participants are expected to be from another city or county? 400

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 200

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

### **April 17, 2025**

Grant applications deadline at 5:00pm

### **May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

### **May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## Alpine ISD HOT Grant Application 2025

### Project Budget

Description	Amount	HOT Funding
Advertising for Alpine ISD alumni events 2024-25	\$5,000	\$4,000
Homecoming Alumni reception expenses	\$2,000	\$1,000
Alumni Run/Walk (t-shirts, supplies, sponsor banners)	\$5,000	\$4,000
Spring & Summer Alumni Celebration expenses	\$2,000	\$1,000
<b>TOTAL</b>	<b>\$14,000</b>	<b>\$10,000</b>

### Proposed Marketing Plan for Funded Event

AHS students in graphic design classes will apply photography and graphic arts to create graphics and social media artifacts to promote these two AHS Alumni Events to alumni outside the Big Bend area, including across Texas and the United States. We will use paid, targeted Facebook and Instagram advertisements focused on Alpine High School graduates and people aged 20-60 years of age who have previously lived in Alpine, TX.

### Schedule of Activities or Events Relating to the Funded Project

- August - September 2025: Homecoming marketing paid by Alpine ISD (not HOT funding eligible)
- October 2025: HOT-funded marketing for AHS Homecoming
- October 2025: AHS Homecoming Alumni Reception and Events
- October 2025 or July 2026: Alpine HS Alumni Run/Walk
- November 2025 - April 2026: HOT-funded marketing for Spring/Summer Alumni Celebration events
- April 2026: Alpine ISD Spring Alumni Reception and Events
- July 2026: Alpine ISD Spring Alumni Reception and Events

### Estimated attendance and economic impact (primarily hotel stays) from prior events

We will be hosting our first alumni event in July 2025. As such, we don't yet have hotel stay data for these events.

### Event Report: HOT Grant Funds 2025

In 2024, Alpine ISD received a HOT Funds Grant for \$10,000 for alumni events. We plan on supporting the 2025 Centennial School Reunion (a former Alpine ISD school) and hosting an Alumni Walk/Run as part of these July 2025 festivities. This project is in the works, but has not yet been completed.

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

**RECEIVED**

City of Alpine, Texas

Date: April 17, 2025

APR 17 2025 3:39pm

Name of Organization: Alpine Independent School District

OFFICE OF THE CITY SECRETARY

Address: 704 W Sul Ross Ave.

BY: [Signature]

City, State, Zip: Alpine, TX 79830

Contact Name: Dr. Michelle Rinehart, Superintendent

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-837-7700

Web Site Address for Event or Sponsoring Entity: alpine.esc18.net

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: May 10, 1907

Name of Event or Project: Lady Bucks Youth Softball Tournament

Date of Event or Project: December - June 2026

Primary Location of Event or Project: Manuel Payne Field, Alpine, TX

Amount Requested: \$30,000

How will the funds be used: \_\_\_\_\_

Sporting events: The Alpine ISD Lady Buck Softball teams will host a youth softball tournament for teams from across West Texas in late May or early June 2026. \$5,000 in funds will be used to host the tournament, including covering costs for officials, T-shirts, swag bags, etc. \$25,000 in funds will be used to improve field conditions from January - May 2026 to make the field tournament ready by May 2026.

Brief Description of Funded Activity/Facility: \_\_\_\_\_

The Alpine ISD Lady Bucks Softball teams will host a youth softball tournament for students in 1st-6th grades from across West Texas. The tournament will be a multi-day event, with participating teams staying overnight in Alpine hotels. The tournament will be played at Manuel Payne Field and at the Sul Ross State University softball field. The tournament will include 8U, 10U, and 12U brackets. Participating teams will receive T-shirts, medals (as applicable), and swag bags. Significant improvements to Manuel Payne Field will be coordinated by the district (including in-field dirt work, outfield leveling, and bleacher improvements) from January - May 2026 to get the Field tournament-ready.

Percentage of Hotel Tax Support of Related Costs:

54% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: First time

Expected Attendance: 800

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 675

How many nights will they stay: 2-3 nights

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

Alpine ISD will reserve hotel room blocks for teams and fans at Alpine hotels. Hotel income would be determined after the events.

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

Surveys, personal interviews, game attendance data and trend analysis, website

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Alpine ISD, Buck Boosters, Lady Bucks Softball Teams

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

- Total Paid Advertising: \$ \_\_\_\_\_
- Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_
- Press Releases to Media \$ 0.00
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 0.00  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?  
TransPecos region; West Texas (Lubbock, El Paso, Abilene, San Angelo)

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 32,000/month based on social media analytics

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \_\_\_\_\_
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 30,000

How many individuals are expected to participate? 800

How many of the participants are expected to be from another city or county? 675

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 675

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

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Initial review of applications, identify pending questions, begin draft Council recommendation

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HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## Alpine ISD HOT Grant Application 2025

### Project Budget

Description	Amount	HOT Funding
Tournament Expenses (officials, medals/trophies, T-shirts, swag bags, etc.)	\$6,000	\$5,000
Field improvements to Manuel Payne Field (including in-field dirt work, outfield leveling, bleacher improvements)	\$50,000	\$25,000
<b>TOTAL</b>	<b>\$56,000</b>	<b>\$30,000</b>

### Proposed Marketing Plan for Funded Event

AHS students in graphic design classes will apply photography and graphic arts to create graphics and social media artifacts to promote the Lady Bucks Youth Softball Tournament across West Texas (including to rural areas in the Texas Panhandle, El Paso, Abilene, and San Angelo areas.

### Schedule of Activities or Events Relating to the Funded Project

- January - May 2026: Field improvements to Manuel Payne Field (including in-field dirt work, outfield leveling, and bleacher improvements)
- February-April 2026: Advertise to attract 8U, 10U, 12U teams to register for the tournament
- May/June 2026: Host the Lady Bucks Youth Softball Tournament (2 day tournament)

### Estimated attendance and economic impact (primarily hotel stays) from prior events

This youth softball tournament is a new event for Alpine ISD. As such, we don't yet have hotel stay data for these events.

**HOTEL OCCUPANCY TAX GRANT APPLICATION**

**RECEIVED**  
City of Alpine, Texas

Date: April 17, 2025

APR 17 2025 3:39pm

Name of Organization: Alpine Independent School District

OFFICE OF THE CITY SECRETARY

Address: 704 W Sul Ross Ave.

BY: 

City, State, Zip: Alpine, TX 79830

Contact Name: Dr. Michelle Rinehart, Superintendent

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-837-7700

Web Site Address for Event or Sponsoring Entity: alpine.esc18.net

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: May 10, 1907

Name of Event or Project: Kokernot Field Restorations

Date of Event or Project: October 2025 - March 2026

Primary Location of Event or Project: Kokernot Field, Hendryx Ave., Alpine, TX

Amount Requested: \$90,000

How will the funds be used: \_\_\_\_\_

\$40,000: Historical restoration/preservation projects at Kokernot Field, including bleacher replacements, press box restorations, antique lamps/fixtures restorations, and garden restoration to preserve historic stadium.

\$50,000: Sporting event expenses, including stadium lighting upgrades to meet City of Alpine Dark Skies ordinance, while addressing chronic lighting issues in a way that preserves and complements historic stadium structure.

Brief Description of Funded Activity/Facility: \_\_\_\_\_

Kokernot Field was gifted to Alpine Independent School District in 1972 by H.L. Kokernot. Since that time, numerous baseball teams have played in the facility. The Field has also been spotlighted by Texas Monthly (2010) as "the prettiest little baseball stadium in the country" and Sports Illustrated (1989) as "The Best Little Ballpark in Texas (or Anywhere Else)". Currently, Kokernot Field is home to the Alpine Bucks and Sul Ross Lobos (spring months) and the Alpine Cowboys (summer months). Alpine ISD is working to restore the Field to its former glory, both as a historical jewel in West Texas, but also as an unmatched site for baseball games. This grant will fund much-needed historical restoration and renovation projects that will improve the Field for all three teams and for the hundreds of tourists who come to Alpine each year to enjoy a ball game in the prettiest little baseball stadium in the country.

Percentage of Hotel Tax Support of Related Costs:

28%

Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 50 years (AISD); 40 years (SRSU); 15 years

Expected Attendance: 13,000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,800

How many nights will they stay: 2-4

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

SRSU and the Alpine Cowboys reserve hotel room blocks for visiting teams. Hotel income is approximately \$26,000 per year for all teams, plus additional rooms for fans.

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_  
Surveys, personal interviews, game attendance data and trend analysis, website

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Alpine ISD, Sul Ross State University, Alpine Cowboys

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

- Total Paid Advertising: \$ \_\_\_\_\_
- Newspaper \$ \_\_\_\_\_  Radio \$ \_\_\_\_\_  TV \$ \_\_\_\_\_
- Press Releases to Media \$ 0.00
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 0.00  Other \$ \_\_\_\_\_

What cities/regions/demographics will you reach with your advertising and promotions?  
TransPecos region; statewide impact through AHS Alumni organizations

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 32,000/month based on social media analytics

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ \_\_\_\_\_
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ 40,000
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ 50,000

How many individuals are expected to participate? 2,000 (including AISD, SRSU, & Alpine Cowboys events

How many of the participants are expected to be from another city or county? 1,300

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 1,300

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

***(applications cannot be considered without all of the following!)***

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

### **April 17, 2025**

Grant applications deadline at 5:00pm

### **May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

### **May 22, 2025**

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Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## Alpine ISD HOT Grant Application 2025

### Project Budget

Description	Amount	HOT Funding
Bleacher replacements	\$40,000	\$20,000
Press box restorations	\$10,000	\$7,500
Antique lamps/fixtures restorations	\$10,000	\$10,000
Garden restoration	\$7,500	\$2,500
Stadium lighting upgrades	\$250,000	\$50,000
<b>TOTAL</b>	<b>\$317,500</b>	<b>\$90,000</b>

### Proposed Marketing Plan for Funded Event

AHS students in graphic design classes will apply photography and graphic arts to create graphics and social media artifacts to update the community, Kokernot Field supporters, and tourists about the upgrades occurring at Kokernot Field.

### Schedule of Activities or Events Relating to the Funded Project

October - December 2025: Press box restorations

November 2025 - February 2026: Bleacher replacements

October 2025 - March 2026: Antique lamps/fixtures restorations

October 2025 - March 2026: Stadium lighting upgrades

February - March 2026: Garden restoration

October 2025 - March 2026: Social media updates created by AHS students and shared through Alpine ISD communication platforms

### Estimated attendance and economic impact (primarily hotel stays) from prior events

Based on data from SRSU and the Alpine Cowboys, SRSU and the Alpine Cowboys reserve hotel room blocks for visiting teams. Hotel income is approximately \$26,000 per year for all teams, plus additional rooms for fans.

### Event Report: HOT Grant Funds 2024

In 2024, Alpine ISD received a HOT Funds Grant for \$30,000 to restore and paint the outfield wall at Kokernot Field. This project was completed in January - March 2025. All HOT reimbursement paperwork has been submitted. (See pictures on next pages.)

**BEFORE:**



AFTER:





**HOTEL OCCUPANCY TAX GRANT APPLICATION RECEIVED**

City of Alpine, Texas

APR 17 2025 3:57pm

Date: 4/14/2025

OFFICE OF THE CITY SECRETARY

Name of Organization: Museum of the Big Bend

BY: [Signature]

Address: 400 N. Harrison Street, P.O. Box C-101, Sul Ross State University

City, State, Zip: Alpine, TX 79832

Contact Name: Kristi Taylor and/or John Klingemann

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432.837.8815; 432.837.8747

Web Site Address for Event or Sponsoring Entity: www.museumofthebigbend.com

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 1925

Name of Event or Project: Museum of the Big Bend

Date of Event or Project: 10/1/2025-9/30/2026

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$45,000

How will the funds be used: To promote the MoBB as the top tourist destination for visitors to the Big Bend region.

Brief Description of Funded Activity/Facility: To promote: 1. the MoBB year-round as the first stop for tourists and visitors to learn about the Big Bend region 2. the arts and history of the area through quality permanent and rotating exhibits 3. education through guided tours of the MoBB and children and adult programming.

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 80+ years

Expected Attendance: 16,000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Unknown, but the majority of the museum visitors stay at least one night in Alpine

How many nights will they stay: On average, one night stay

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

How will you measure the impact of your event on area hotel activity? Impact will be measured by registrants information in the MoBB Guest Register Book.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University supports all endeavors by the MoBB; have received private donations to support publicity for the MoBB.

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

- Total Paid Advertising: \$45,000
- Newspaper \$\_\_\_\_\_  Radio \$ 0  TV \$\_\_\_\_\_
- Press Releases to Media \$ 0 (KVLE + KRTS PSAs + SRSU Media)
- Direct Mailing to out of town recipients \$\_\_\_\_\_
- Digital or Social Media \$ 5,000  Other \$ 40,000

What cities/regions/demographics will you reach with your advertising and promotions? Trans-Pecos, High Plains, Central Hill Country, North and East Texas and the Texas Gulf Coast  
Demographics: 20-80 year olds

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 100,000+

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 45,000 \_\_\_\_\_
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? 16,000+

How many of the participants are expected to be from another city or county? 12,000

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 12,000

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
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## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

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Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## **Museum of the Big Bend 2025/2026 Preliminary Budget**

### **Expenses:**

Operating Expenses - \$82,000

Education Program - \$2,000

Advertising (HOT) - \$45,000

Advertising (museum) - \$5,000

Gift Shop - \$78,000

### **Revenue:**

Admission - \$98,000

Gift Shop - \$92,000

Education Program - \$5,000

Cultural Events Center - \$12,000

## **2025/2026 Museum of the Big Bend Exhibit and Event Schedule**

### **Snapshots in Time: Life in Brewster County**

April 30<sup>th</sup>

A photographic show that is correlated to the Smithsonian's 2024 Museum on Main Street's Travelling Exhibition.

### **Fall Exhibit: *39th Trappings of Texas***

September 18 – November 1, 2025

September 18 - 20 – Trappings of Texas Opening Weekend

Bringing the best of contemporary Western art and custom cowboy gear together under one roof in the ranching country of Big Bend. A Do Not Miss Event!

Opening Weekend September 18-20, 2025

September 18 - Preview Party at the Museum of the Big Bend, 5-8 pm.

September 19 - Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm and Opening Reception, Exhibit and Sale 6-9 pm.

September 20 - Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm. Ranch Roundup Party on a private ranch starting at 5 pm - a once in a lifetime experience!

### **SRSU Staff/Faculty/Student Recruitment and Retention Events - August 2025- November 2025**

**Road Scholars Tour – October 15, 2025**

**SRSU Homecoming Mixer – October 2025**

**Road Scholars Tour – October 29, 2025**

**Gandy Wedding – November 1, 2025**

**Road Scholars Tour – November 5, 2025**

**Airstream Caravan Tour – November 10, 2025**

### **SRSU Rodeo; Birthplace of Collegiate Rodeo**

November 14, 2025 – February 15, 2026

Opening Reception and Weekend of Events: November 14-15, 2024

Featuring works by

### **Guitar in the Big Bend**

February 7, 2025

The Museum will host a classical guitar concert in the Cultural Events Center.

### **Lone Star Poetry Gathering**

February 2026

The Museum will host poetry sessions and breakout events in the Cultural Events Center and the Education Room.

### **Kathleen Frank and Mark Yale Harris: 'The New American West by Brush and by Bronze'**

Spring 2026

Opening Reception and Weekend of Events: TBD

A travelling exhibition on Western art. Painting by Kathleen Frank and sculptures by Mark Yale Harris

### **50<sup>th</sup> Anniversary of the Archives of the Big Bend**

Summer 2026

Opening Reception and Weekend of Events: TBD

This exhibit will focus and be centered around the visual history of the Big Bend while celebrating the archives that maintain and collect precious artifacts of the region.

### **40<sup>th</sup> Annual Trappings of Texas**

Sept 2026

Opening Weekend: TBD

Bringing the best of contemporary Western art and custom cowboy gear together under one roof in the ranching country of Big Bend. A Do Not Miss Event!

### **SRSU Faculty Show**

Fall 2026 – A wide range of artists and hidden talent in SRSU's Faculty and Staff



## 2025/2026 Proposed Year-Round Marketing Plan for the Museum of the Big Bend:

1. Confirm with magazines, travel guides and area visitor maps their schedules to receive ads both for print and online publication.
2. Increase online and print advertising for the Cultural Event Center to help promote weddings, corporate meetings, and organized travel tours.
3. Continuously update and correct the Museum of the Big Bend website, Instagram account and Facebook page.
4. Send out bi-monthly eblast reminders.
5. Create an event on the Museum's Facebook page for upcoming exhibits, presentations, etc...
6. Work with Sul Ross News and Publication to create and send out timely press releases.
7. Work on finding new sources of on-line advertising.
8. Write copy for and provide images for area guides.
9. Have staff prepared to offer guided tours and activities for visitors
10. Have contracted with two area school teachers to provided TEKS approved tours and activities.
11. Seek out and bring knowledgeable lecturers and workshop presenters to enhance exhibits at the Museum.
12. Make sure that area hotels/motels and B & Bs know about upcoming exhibits at the Museum and provide Save the Date cards to promote the Museum.
13. Continue to document at the Museum Gift Shop register where visitors are staying in area hotels/motels.
14. Work with campus departments in order to develop advertising that will recruit families and friends to the museum. This will contribute to the recruitment of students to Sul Ross State University. Their enrollment will bring visitors (family and friends) to Alpine for university events on a regular basis staying in local area hotels and eating in local restaurants.

## MoBB HOT Fund

### Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register. The majority of registrants indicated that they have spent at least one night in an Alpine hotel.

2024/2025

\*Visitation from September 3, 2024 – April 15, 2025: 8036

2023/2024

\*Total Visitation: 13341

2022/2023

\*Total Visitation: 11,947

2021

\*Total Visitation 11,193

2020

\*Total Annual Visitation: 13,000+

*\*Please note: the MoBB was closed from March 14-July 13, 2020 due to Covid 19.*

### Event/Program Permit Application

Not required for this event.

## **Museum of the Big Bend 2024/2025 HOT Funding Report**

The Museum of the Big Bend received \$25,000 for the fiscal year 2024/2025 to help promote the Museum year-round as a tourist destination. The Museum used these funds for advertising in the following publications:

Blue Sky Productions

BBTM Travel Guide

Art of the West

TPW Magazine

USA Today Go Escape SW

Tourtexas.com

Texas Meeting and Events

MPRadio

TX Hwys

Advertising included social media campaigns, radio, and print ads.

The Museum contracted with Vast Graphics and paid for their services to create the ad content for all of the advertising campaigns in the publications listed above as well as for ad placements in the Alpine Avalanche. Vast Graphics also created the designs for Save the Date cards and invitations for the four exhibits the Museum mounted during the 2024/2025 cycle, updated the Museum's website and sent out monthly eblasts to the 4000+ member list.

The Museum paid for all printing and mailing costs for the Save the Date cards and invitations. The Museum paid for ad placements in the Alpine Avalanche.

During the period of September 2024 - mid-April 2025 visitation to the Museum was 8000+. Visitors were from \*all 50 states\* plus Washington, DC and the countries of Austria, Australia, the Bahamas, Belgium, Canada, France, Germany, Italy, Japan, Korea, Mexico, the Netherlands, New Zealand, South Africa, Switzerland, Singapore, and the UK.

The Museum was recognized in USA Today as the #7 Best Small-Town Museum (second year in top 10) and the Travel Texas awards as the Best Museum in the small market category for the 5<sup>th</sup> year in a row. Since opening the new Emmett and Miriam McCoy building showcasing innovative architecture and world-class exhibits and Event rental space, foot traffic has continued to increase by 20% to 25%. The museum is a big draw to visitors to the Big Bend region and makes an overnight stay in Alpine a must for tourists.

The Museum generated approximately \$82,905 in 2024 admission fees and approximately \$29,160 YTD for 2025. This revenue funds the salary and benefits for the Administrative Specialists and part of the salary and benefits for the Curator of Temporary Exhibits and Events and Event and Gift Shop Coordinator.

## **Museum of the Big Bend 2025/2026 Estimated Attendance /Economic Impact**

The museum has generated approximately \$29,106 in admission fees for 2025 and is planned to reach \$85000+. As shown by the Museum's Guest Register the majority of visitors stay in Alpine hotels. These visitors are from all 50 states as well as over 20 other countries (see HOT Funding Report).

The Emmitt and Miriam McCoy building continues to be a huge draw of visitors to the area. Showcasing unique and diverse artwork throughout the year. Our Ecos del Sol exhibit featured artists from El Paso, Yselta, New York and Juarez, Mexico. It was featured on Glasstire.com, the oldest online-only art magazine in the country, as a Top 5 Must see exhibit. The museum will continue to feature artworks (see schedule of events) in the galleries that will entice visitors from around the globe to make the MoBB and Alpine a destination stop.

Another focus for 2025/2026 is the promotion and advertising of the Cultural Events Center as a destination for weddings, corporate meetings, and events that will bring in out-of-town visitors. There are currently 3 weddings, 50-85% out-of-town guests, on the books for 2025 as well as 4 engagement parties/bridal showers. The CEC also holds recruitment events throughout the year for potential SRSU athletes and students. This will continue to bring in out-of-town families that typically stay 1-2 nights in local hotels.

**RECEIVED**

**HOTEL OCCUPANCY TAX GRANT APPLICATION** City of Alpine, Texas

APR 17 2025 3:57pm

Date: 4/11/2025

OFFICE OF THE CITY SECRETARY

Name of Organization: Museum of the Big Bend

BY: 

Address: 400 N. Harrison Street, P.O. Box C-101, Sul Ross State University

City, State, Zip: Alpine, TX 79832

Contact Name: Kristi Taylor and/or Dr. John Klingemann

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432.837.8815; 432.837.8747

Web Site Address for Event or Sponsoring Entity: www.museumofthebigbend.com

Is your organization:    Non-Profit:  \_\_\_\_\_    Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 1925

Name of Event or Project: 40th Annual Trappings of Texas

Date of Event or Project: Mid-September - Mid-October of 2026

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$45,000

How will the funds be used: to promote the Trappings of Texas event.

Brief Description of Funded Activity/Facility: to promote: the contemporary Western art and custom cowboy gear in Alpine. Trappings of Texas celebrates the art of the cowboy as expressed in the works they produce.

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 40 years

Expected Attendance: 350+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Unknown, however, the majority of the museum visitors stay at least one night in Alpine.

How many nights will they stay: on average, participants stay for the weekend, so 2-3 nights

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

How will you measure the impact of your event on area hotel activity? Impact will be measured by registrants' information in the MoBB Guest Register Book, Trappings of Texas registration and sponsorship packages.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University, area businesses and banks, plus private individuals

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

- Total Paid Advertising: \$45,000
- Newspaper \$\_\_\_\_\_  Radio \$ 0  TV \$\_\_\_\_\_
- Press Releases to Media \$ 0 (KVLE+KRTS PSAs + SRSU Media)
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Digital or Social Media \$ 5,000  Other \$ 40,000

What cities/regions/demographics will you reach with your advertising and promotions? The entire state of Texas, plus New Mexico, Colorado, Arizona and Utah

Demographics: 30-70 year olds

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Conservatively 100,000+

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 45,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? 350+

How many of the participants are expected to be from another city or county? +/- 300

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 300

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

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Final consideration of applications

Complete recommendation for City Council

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City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## 2025 – 2026 Proposed Marketing Plan for Trappings of Texas:

1. Confirm with magazines their schedules to receive ads both for print publication and on-line mid-January 2026.
2. Confirm artists that will be showing their works May 2026.
3. Send out Sponsorship packages mid-June 2026.
4. Working with and creating press releases with Sul Ross State University Director of Communication starting the second week of July 2026.
5. Work with out of area newspapers to create ads/press releases to promote the Trappings of Texas Weekend starting the second week of July 2026.
6. Work with state-wide newspapers in select urban centers such as Austin, DFW, and Houston, among others, to create ads/press releases to promote the Trappings of Texas Weekend starting the second week of July 2026.
7. Begin sending Museum of the Big Bend e-newsletters to the 9000+ email addresses on a biweekly basis starting the first week of August 2026. This will include the Office of Alumni Affairs and the SRSU Rodeo Team mailing list.
8. Save the Date Cards sent to the 750 + addresses in the Museum of the Big Bend Little Green Light Mailing List starting the first week of August 2026.
9. Additional Save the Date Cards will be distributed to area hotels/motels and B&Bs starting the third week of August 2026.
10. Updating the MoBB website to include information on slider bar on the home page as well as an exhibit page link. Also post sponsorship information and information on individual events over the course of the weekend starting the third week of August 2026.
11. Updating the Museum of the Big Bend and Trappings of Texas Facebook pages starting the first week of August 2026.
12. Creating an event on the Museum of the Big Bend and Trappings of Texas Facebook pages starting the second week August 2026.
13. Print and mail formal invitations the second week of August 2026.
14. Design and have printed posters for in town distribution starting the third week of August 2026.

## Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register:

**2024**

**38<sup>th</sup> Annual Trappings of Texas**

**Opening Reception: 271**

**Total Visitation: 2,363**

**2023**

**37<sup>th</sup> Annual Trappings of Texas**

**Opening Reception: 262**

**Total Visitation to the Exhibit: 2,472**

**2022**

**36<sup>th</sup> Annual Trappings of Texas**

**Opening Reception: 265**

**Total Visitation to the Exhibit: 2,169**

**2021**

**35<sup>th</sup> Annual Trappings of Texas**

**Opening Reception: 225**

**Total Visitation to the Exhibit: 1,258**

2020

\*34<sup>th</sup> Annual Trappings of Texas

*\*CANCELLED due to Covid 19. The Museum did hold an on-line sale and the exhibit opened to the public on July 14-September 18, 2020.*

2019

33<sup>rd</sup> Annual Trappings of Texas

Opening Reception: 250

Total Visitation to Exhibit: 3,737

2018

32<sup>nd</sup> Annual Trappings of Texas

Opening Reception: 300

Total Visitation to Exhibit: 4,454

Event/Program Permit Application

Not required for this event.

## **Trappings 2025/2026 Preliminary Budget**

### **Expenses:**

**Operating Costs - \$20,000**

**Catering (3 days) - \$ 18,700**

**Printing/Mailing - \$3000**

**Advertising (HOT) - \$25,000**

**Advertising (Museum) - \$2500**

**Revenue: \$100,000**

Includes admissions, ticket sales, sales commission, and sponsorships

### **Trappings of Texas 2025/2026 HOT Funding Report**

The Museum of the Big Bend received \$25,000.00 from the City of Alpine HOT funds to advertise the 38<sup>th</sup> Annual Trappings of Texas event at the Museum. The opening weekend of events is September 18 – 20 and the show closed on November 1, 2025. The Museum used/will use these funds in the following publications:

Art of the West

TX Co-Op Power

True West

Western Art Collector

TX Monthly

Advertising includes social media campaigns and print ads

The Museum contracted with Vast Graphics and paid for their services to create the ad content for the Trappings of Texas advertising campaigns in the publications listed above as well as for ad placements in the Alpine Avalanche. Vast Graphics also created the designs for Save the Date cards, sponsorship brochures and invitations for the show, updated the Museum's Trappings page to include all information on the weekend of events and images of 115 works available in the show and sent out monthly eblasts to the 5000+ member list.

The Museum paid for all printing and mailing costs for the Save the Date cards, sponsorship brochure and invitations. The Museum paid for ad placements in the Alpine Avalanche. Additionally, the Museum worked with the Alpine Avalanche for their help in placing news articles and ads in newspapers in Odessa/Midland, San Angelo, Lubbock and Boerne.

Visitation to the 2024 Trappings of Texas exhibit was 3100+ visitors. Visitors were from Texas, Florida, New York, Colorado, North Carolina, Montana, Minnesota, New Mexico, Oklahoma, Pennsylvania, California, Arkansas, Oregon, Ohio, Louisiana, New Hampshire, Tennessee, Georgia, Washington DC, Indiana, Vermont, Arizona, Massachusetts, Virginia, Kentucky and the countries of , Belgium, Canada, Czech Republic, Italy, Mexico, the Netherlands, New Zealand, and the UK.

The Museum generated approximately \$95,000 in revenue that is used to fund the majority of the salary and all benefits for the Events/Gift Shop Coordinator and part of the salary and benefits for the Curator of Temporary Exhibits and Events and costs for future Trappings event/advertising.

## **2025/2026 Trappings Attendance and Economic Report**

The museum's Trappings event continues to grow each year. In 2025 we will offer approximately 115 items by adding new and upcoming artists as well as adding more gear. Through increased artists, selection, and advertising it is expected to increase attendance by at least 10%. Most of this increase is expected to be from out-of-town visitors staying at least 2 nights in Alpine for the Opening Weekend. Visitation during the entire show is also expected to increase.

Visitation to the 2024 Trappings of Texas exhibit was 3100+ visitors. Visitors were from Texas, Florida, New York, Colorado, North Carolina, Montana, Minnesota, New Mexico, Oklahoma, Pennsylvania, California, Arkansas, Oregon, Ohio, Louisiana, New Hampshire, Tennessee, Georgia, Washington DC, Indiana, Vermont, Arizona, Massachusetts, Virginia, Kentucky and the countries of , Belgium, Canada, Czech Republic, Italy, Mexico, the Netherlands, New Zealand, and the UK.

### **39th Annual Trappings of Texas Schedule of Events**

**September 18 – November 1, 2025**

**September 18- 20 – Trappings of Texas Opening Weekend**

**Bringing the best of contemporary Western art and custom cowboy gear together under one roof in the ranching country of Big Bend. A Do Not Miss Event!**

**September 18 - Preview Party at the Museum of the Big Bend, 5 - 8 pm.**

**September 19 - Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am - 3 pm and Opening Reception, Exhibit and Sale 6 - 9 pm.**

**September 20 - Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am - 3 pm. Ranch Roundup Party on a private ranch starting at 5 pm - a once in a lifetime experience!**

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## HOTEL OCCUPANCY TAX GRANT APPLICATION

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Date: April 16, 2025

Name of Organization: Lone Star Cowboy Poetry Gathering, Inc.

Address: P.O. Box 1076

City, State, Zip: Alpine, TX 79831

Contact Name: Kay Nowell / Bob Saul

Contact Email Address:

Contact Phone Number: 432-244-9967 / 817-718-5433

Web Site Address for Event or Sponsoring Entity: LoneStarCowboyPoetry.com

Is your organization:      Non-Profit: Yes

Private/For Profit: No

Tax ID:

Entity's Creation Date: July 9, 2019

Name of Event or Project: Lone Star cowboy Poetry Gathering, Weekends, films, mural sign

Date of Event or Project: Feb 19-21, 2026 (in-person) & all year (Weekends, films, and mural)

Primary Location of Event/Project: Alpine, TX (Sul Ross University) & Weekends, films across TX

Amount Requested: \$70,400

How will the funds be used:

- Civic Center Rental \$400
- Promotion of Arts: \$20,000 (22.7% of performer fee costs)
- Advertising: \$41,000 toward a total of \$67,000 in advertising and sponsorships
- Mural \$6,000
- Transportation: \$3,000 for shuttles between hotels and venues

Brief Description of Funded Activity/Facility: Promote, advertise, conduct, and facilitate a four-day event of performance and celebration of authentic cowboy poetry and music involving more than 36 paid performers from North America. ALSO promote Alpine as a destination through our DVDs, streaming videos, and film screenings at various Western events across Texas, PLUS draw out-of-town visitors back to Alpine motels for the annual Gathering with our new mural.

**RECEIVED**  
City of Alpine, Texas

APR 17 2025 4:37pm

OFFICE OF THE CITY SECRETARY

BY: 

Percentage of Hotel Tax Support of Related Costs:

**22.83%** Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: **Six years – Previous org. for 33 years**

Expected Attendance: **2,800 in Alpine / 10,000 will see film screenings and attend weekend promotional performances throughout Texas.**

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: **2,400 at Feb event / 800 throughout the year from visits to Alpine prompted by film screenings and weekend promotional performances throughout Texas.**

How many nights will they stay: **3 to 6 for Gathering / 2 to 5 from later visits because of films and weekend promotional performances throughout Texas.**

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **All hotels, RV parks, and B&Bs – as many rooms and RV spots as are available.**

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

**Number of rooms paid for by Gathering directly and number paid for by attendees.**

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

**Texas Commission of the Arts grant**

**Our list of 165 members, 52 donors, and 63 sponsors is attached.**

***Our goal with the Weekends across TX is to double the number of members.***

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

Total Paid Advertising: **\$ 61,000**

Newspapers **\$ 2,000**

Magazines **\$ 6,000**

Radio **\$ 6,000**

TV **\$ 0**

Press Releases to Media **\$ 6,000**

Direct Mailing to out-of-town recipients **\$ 0**

Digital or Social Media **\$ 10,000**

Bookmarks **\$ 3,000**

Billboards **\$28,000**

What cities/regions/demographics will you reach with your advertising and promotions?

**All of TX, OK and NM plus Western US states and worldwide on social media and streaming.**

What estimated number of individuals will your proposed marketing reach who are located in another city or county? **87 million**

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. Civic Center Rental:** use of civic center facility  
\$ 400
- 2. Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 41,000
- 3. Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ 20,000
- 4. Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums \$
- 5. Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity \$
- 7. Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge:  
\$ 3,000
- 8. Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests:  
\$ 6,000 for painting of permanent mural in Alpine about the Cowboy Poetry annual event.

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available (see Estimated attendance above)*
- Event/Program Permit Application – *if applicable*

## Proposed Marketing Plan for Lone Star Cowboy Poetry Gathering Feb 19-21, 2026

**Total Proposed Paid Advertising: \$61,000 outside Alpine using VisitAlpineTX logo.**

- \* Publicist contract fee to write and manage press releases to the media: \$6,000 (worldwide).
- \* Radio: \$6,000.
  - \$6,000 for ads on WSM (Grand Ole Opry station) radio show from Nashville, TN (worldwide)  
We did this in 2024-25 and were able to measure good results (increased ticket sales  
From 34 states to 37 states.
  - Free radio interviews worldwide (managed by a professional publicist).
- \* TV: Free interviews by performers.
- \* Newspapers and magazines: \$8,000.
  - \$2,000 for ads in TX, OK, and NM weekly newspapers highlighting Celebrating the West Weekends.
  - \$6,000 for magazine ads in TX and nationally  
*See example newspaper/magazine ad below.*
- \* Digital or social media: \$10,000.
  - Facebook and Instagram worked extremely well in 2024-2025 with weekly posts using both photos from our event 'photo booth' of attendees, and activity photos featuring attendees and performers by our professional photographers.
  - Contract for weekly posts to Facebook and Instagram using photos of attendees taken at the 2025 Feb Gathering along with a blurb from interviews with them.
  - Website: LoneStarCowboyPoetry.com
- \* Bookmarks as handouts to Celebrating the West Weekends attendees to encourage them to visit Alpine both at Gathering time as well as other times during the year: \$3,000.
  - Using our network of 'ambassador' volunteers, as well as contracting with companies to place our previously printed rack cards with VisitAlpineTX logo and our generic date (third Thu/Sat each Feb) in travel racks in hotels and visitor bureaus across TX, OK, and NM.  
*See image of rack card below.*
- \* Billboards: \$28,000 for 14 billboards in key places in Texas.
  - In 2022-23 we placed 9 billboards across Texas: 1 on I-10, 2 on I-20, 2 on I-35, and 4 on I-40. Each billboard featured a short, unique URL (domain name) so we could track responses.  
**Billboards display the VisitAlpineTX logo and promote the Gathering along with the Weekends.**  
*See map and image of 2022-23 billboards below.*

A major result of our 2024-2025 widespread advertising was 299 new attendees under age 35 who had never attended a Gathering and had never been to Alpine.

**Lone Star Cowboy Poetry Gathering** **Third Thu/Sat each February**

\$5 off in-person Gathering ticket Feb 20-22, 2025, or \$5 off one feature-length film streaming on website LoneStarCowboyPoetry.com with promo code WW3M



**Lone Star Cowboy Poetry Gathering**

**KEEPING THE TRADITION ALIVE**  
John and Erika Moore films streaming on the internet.



*Stories of the cowboy told in poetry and song.*




Example of newspaper/magazine ad

**Lone Star Cowboy Poetry Gathering** **Third Thu-Sat each February**

Alpine, Texas

AND ON FILM • LoneStarCowboyPoetry.com



**Live Music and Poetry**


Mornings start with an authentic chuckwagon breakfast under the trees at Poet's Grove. The Sul Ross State University campus is our venue. A respected cowboy poet or historian sets the tone with a keynote address, followed by free multi-performer sustains and ticketed afternoon and night shows. Enjoy the Youth Poetry Contest, question and answer workshops, and "Open Mic" sessions providing audiences for sign-up performers. Come early, stay longer, and see more of the Big Bend region.

Use promo code **PCARD** for \$7 off your ticket.

**ALPINE TX**  
YOUR BIG BEND STARTS HERE

Rack card – front


**COWBOY POETRY**  
Third Thu-Sat each February

AND ON FILM 

LoneStarCowboyPoetry.com

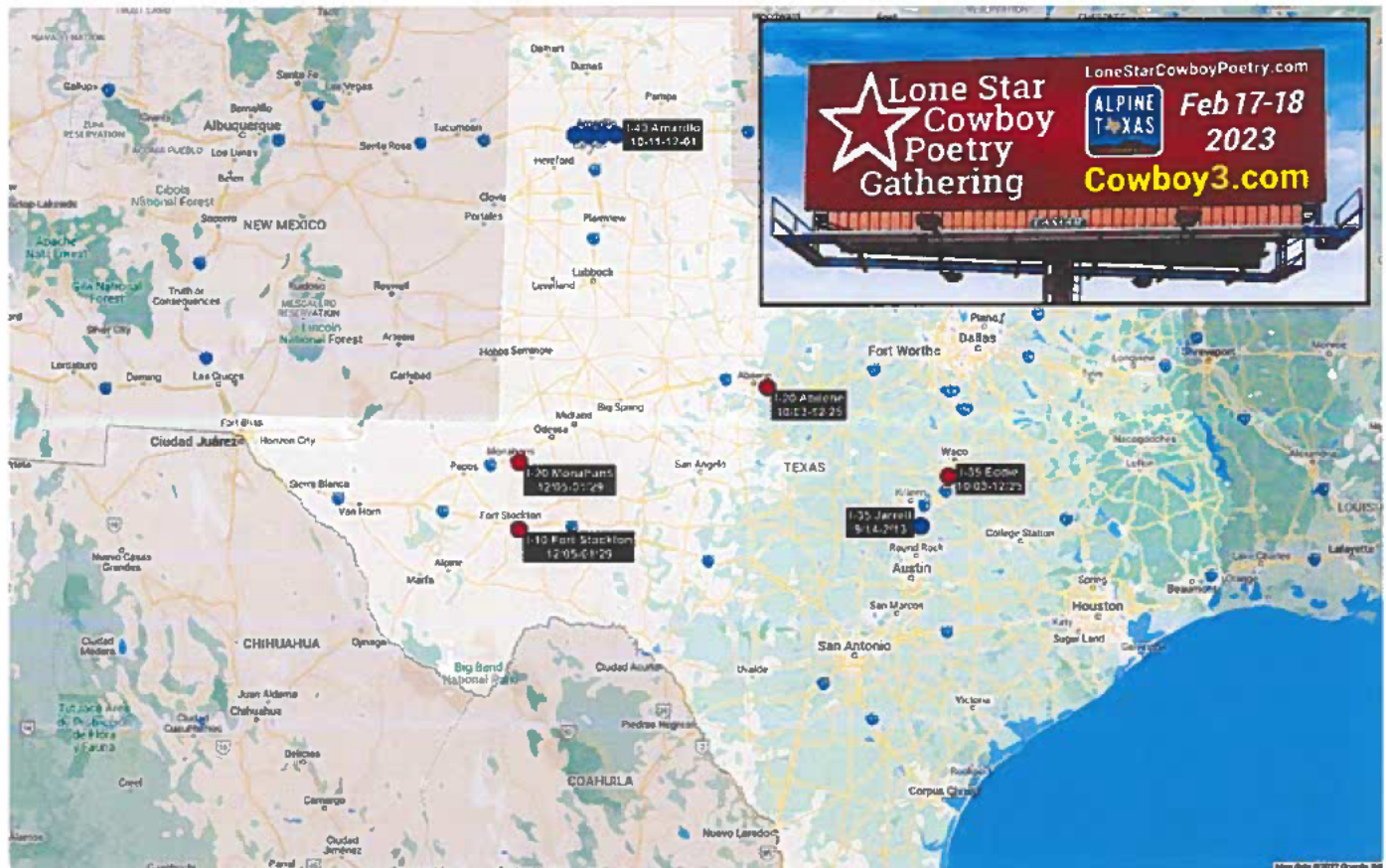
**Lone Star Cowboy Poetry Gathering**

*Stories of the cowboy told in poetry and song by those who have lived that life to those who enjoy and learn from it every day.*



*Cowboy poetry is born in the dust of hard work.*

Rack card – back



Billboard map and photo from 2023 (2025 billboards will be similar in design).

## **Estimated Attendance and Economic Impact of Lone Star Cowboy Poetry Gathering Feb 20-22, 2025**

### **Statistics of Feb 2025 Gathering**

- \* Estimated 2,502 attendees.
  - This was down from 2024 by 178, because of icy/freezing weather in OK and north TX.
  - Many ranchers were unable to leave livestock.
- \* Sold \$60,645 in tickets, compared to \$72,151 in 2024 Gathering tickets.
- \* Sold tickets to people in 37 states and 3 countries, compared to 34 states and 6 countries in 2024.
- \* Did not sell out Marshall Auditorium on any night, again due to lower overall attendance.
- \* More local Alpine residents attended, and many of them attended one or more of the 39 free shows.
- \* 299 attendees were new to Alpine and/or cowboy poetry. Many of these were under 35.

### **Hotel Nights**

- \* Hotel nights -- paid directly by Gathering:
  - LSCPG paid for 232 hotel nights during the week, compared to 237 in 2024.
  - Highland Inn -- 3 nights
  - Quality Inn -- 39 nights
  - Hotel Parker -- 184 nights
  - AirBnBs -- 6 nights
- \* Hotel nights -- board members, contractors, press:
  - Board members, contractors, and press paid for 210 additional nights.
- \* Hotel nights -- total for event staff and board:
  - $232 + 210 = 442$  hotel nights directly attributed to Gathering.
- \* Hotel nights -- attendees:
  - Most out-of-region attendees stayed 1-3 nights, primarily in Alpine hotels, RV parks, and AirBnBs. We estimate at least another 1800 hotel nights paid for by attendees.

### **Restaurants and Meals**

- \* The Gathering served two chuckwagon breakfasts and three cowboy suppers.
- \* Attendees also ate meals on campus at SRSU, in their hotels, and in restaurants throughout Alpine. Many local restaurants were full during the event.

### **Promoting Return Visits**

- \* Historically, many attendees learned of the Gathering due to seeing signs over roadways when they were visiting the region for another reason. Our two 2025 street banners over major roadways provided an incentive for visitors to return to attend the Gathering.

## **Event Report of Lone Star Cowboy Poetry Gathering Feb 20-22, 2025**

### **Performers and Format**

Thirty-nine paid performers participated in the 2025 Gathering in free sessions and seven paid afternoon and evening shows, from Thursday evening to Saturday evening. All shows and sessions took place on the SRSU campus, with a free jam session each evening in the Holland Hotel lobby.

### **National and Regional Press**

We were thrilled to have nationally noted cowboy poetry photographer Jessica Lifland with us again this year in Alpine to document the 2025 Gathering. Her photos will appear in Facebook and Instagram posts and in print and media ads nationwide. Nine other press passes were issued to Texas-wide reporters and photographers whose stories will be published during the next year.

### **Chuckwagon Breakfasts and Cowboy Suppers**

As ever, the dedicated chuckwagon cooks rose long before sunrise to prepare the campfires at Kokernot Park for the cast-iron baked biscuits, and the Alpine Lions Club served eager diners biscuits, eggs, coffee, and more. Roux Alpine catered supper at the Alpine Civic Center all three nights. Everyone who attended enjoyed the food, conversation, and simplicity of knowing where and when they would eat.

### **Our Two Awards to Encourage Young Cowboy Poets and Musicians**

Our 2025 Buck Ramsey Award was presented to Zach McGinn for his significant promise to contribute to the cowboy canon including poetry, music, and story. Our Keeping the Tradition Alive Award was presented to Brenn Hill. The award recognizes younger poets, musicians, and writers who honor our traditions and history. We hope the award will encourage them to continue to promote our way of life, and even to become part of the tradition bequeathed to later generations.

### **The Veteran's History Project**

During both days of the Gathering, the Veteran's History Project of the Library of Congress American Folklife Center worked to collect and preserve the stories of many of the military veterans attending this event.

### **A Taste of the Gathering**

The free Taste of the Gathering session on Friday morning was a highlight, as usual. Twelve performers performed their poetry and music, one by one.

### **Keynote**

The 2025 keynote address by Brenn Hill, one of today's premier musical chroniclers of cowboy life, was on "Cowboy Songs, Poetry and Western Agriculture." After kicking it off with one of his own compositions, he combined his skills as a singer/songwriter, historian, and performer to mesmerize the audience. Brenn took attendees on a journey of ranching history and its challenges, from the 1500s up through the present day. Occasionally using fellow performers to help him with examples of old-time cowboy songs and contemporary music, he captivated, entertained, and educated.

### **Free sessions**

Thirty-nine free sessions continued Friday afternoon and all-day Saturday, ranging from amazing fiddle work during the "Fiddles in the Cow Camps" session; to the "Soldiers and Patriots" music and poetry session with Brenn Hill, Joel Nelson, R.W. Hampton, and Randy Huston; to the open mic sessions featuring attendees. Multiple free sessions across campus are the heart of the Gathering, giving performers the opportunity to hear each other's work and respond in poetry or song. (You'll often hear, "That reminds me of this classic poem.") Some performers get to spend time onstage with old friends; others find new friends and mentors. Our goal is always to create "magic sessions," when a performer is inspired to leave his or her planned set list behind and contribute to a larger whole created onstage in the moment.

### **Paid shows**

The paid shows were fun and a little bit magic, whether it was Ross Knox and Andy Nelson bringing the poetry and humor, with Pipp Gillette and Brigid and Johnny Reedy bringing the music; or Allan Chapman, Rodeo Kate, Rod Taylor, and Jake Riley onstage together; or Andy Hedges remembering Cowpuncher Songs: Old and New, with R.W. Hampton, Trinity Seeley, and Chris Ryden.

### **Youth Poetry Contest**

Open to the world -- young poets are invited to compete in the Lone Star Cowboy Poetry Gathering Contest by writing and submitting an original poem. Each poet received a personalized certificate of participation. The top three places in each of five divisions received a special plaque award and the opportunity to share their poem during the session "Carrying on the Tradition" at the Gathering.

### **Open Mic Sessions**

The always popular Friday and Saturday Open Mic sessions offered a stage and audience to folks to enable them to perform their poetry or music and be part of the Gathering.

### **Photo Booth**

Students from Alpine High School photography class were contracted this year to staff our popular photo booth and to collect anecdotes from attendees to help tell the story of the Gathering each week during the coming year on Facebook and Instagram.

### **Mercantile**

Our professional mercantile staff from Intertribal Visions in Lawton, OK were onsite again, with great logo merchandise and skilled handling of performer merchandise. This year's shirt design was a big hit.

### **Raffle**

Several young volunteers sold over \$2500 worth of raffle tickets. The prize was a \$500 gift certificate at Big Bend Saddlery. Thank you to Big Bend Saddlery for their donation, and to everyone who purchased a ticket.

### **Volunteers**

Home-school high school students diligently worked alongside numerous adult volunteers on Wednesday afternoon preparing name badges and packets for performers, members, and attendees. Local and out-of-town volunteers worked all week to make the event a success.

**Reserved Seating**

The Gathering used reserved seating again this year for all paid shows. Attendees appreciated knowing where their seats would be. Members received a free event program and lapel pin this year in their badge packets.

**How it happened**

Along with a major HOT funds grant through the City of Alpine and the Visitors Bureau, 165 paid members, 63 sponsors, and 52 donors contributed to underwrite the event. The Gathering thanks the City of Alpine, the community volunteers, SRSU staff and students, local businesses, members, sponsors, donors, and the committed cowboy poetry, music, and storytelling fans who helped make the event a success.

**Attendee comment**

*Don Toothaker, a photographer from Boston:* Last week, I was on vacation in Alpine, Texas. Most likely, many of you are wondering where Alpine is and why anyone would go there for vacation. Last August, during a visit to Lubbock, Texas, I was introduced to something new: cowboy poetry and music. Yup, cowboy poetry and music is what you are imagining; cowboys and cowgirls reciting poetry and singing songs associated with cowboy life. Like many other creative endeavors, it is beautiful. More significantly, honesty and emotion in their words are profoundly inspiring. Before August, I knew nothing about cowboy culture, but one night at the performance in Lubbock had me hooked. I wanted to see and hear more. It is rare for me to take vacations, but the opportunity to visit the annual Lone Star Cowboy Poet Gathering in Alpine was too inviting to miss. Plus, I was going with two great friends and fellow photographers who would make any event fun and memorable. Typically, when sharing images from an experience, I start from the beginning, but this morning, I am sharing my last photograph from the gathering. Two mornings in a row, we attended a cowboy breakfast complete with chuckwagon, coffee brewed over an open fire, biscuits with gravy, and cowboy characters full of character. As we climbed into the truck to leave, I noticed a silhouette inside the chuckwagon tent. I had to have it; I ran to it. So, my message for this morning is twofold. Never be afraid to try something new and always chase the things you want from your creative life, and life, passionately.

**Lone Star Cowboy Poetry Gathering Budget - In Person Feb 19-21, 2026 and Weekends/Films promotion Year-Round**

**Jul 1, 2025 - Jun 30, 2026 Budget**

Revenue	Amount
Retained Revenue	\$ -
Members, Sponsors, & Donors	\$ 94,000
Ticket sales	\$ 88,000
Food Sales	\$ 14,000
Merchandise Sales	\$ 26,000
<b>Total Revenue w/o HOT Funds</b>	<b>\$ 222,000</b>

**Support Requested: HOT Funds**

Category	Cost	Description
Civic Center Rental	\$ 400	Catered Cowboy Supper 3 nights.
Advertising	\$ 41,000	Various media US & worldwide.
Arts	\$ 20,000	22.7% of \$88,000 Performer Fees
Transportation	\$ 3,000	Shuttles to/from hotels
Signage (permanent mural)	\$ 6,000	Permanent mural in Alpine
<b>Total HOT fund request</b>	<b>\$ 70,400</b>	

Event Expenses	Cost
Civic Center Rental	\$ 400
Arts (Performer Fees)	\$ 88,000
Advertising (US & worldwide)	\$ 61,000
Promotions/Sponsoring	\$ 6,000
Transportation	\$ 3,000
Labor (AV/Merchandise/IT/Adm)	\$ 44,000
Supplies/Mail/Ship	\$ 1,020
Lodging (Performers/Contractors)	\$ 29,500
Printing (local)	\$ 12,000
Facilities	\$ 5,000
Website	\$ 2,400
Food (Welcome, BrkFast, Supp.)	\$ 14,000
Merchandise	\$ 18,700
Accounting & Sales Taxes	\$ 14,600
Awards	\$ 1,000
Insurance	\$ 1,200
Other	\$ 500
<b>Total Event Expenses (TEE)</b>	<b>\$ 302,320</b>

**Support Requested: In-Kind by City of Alpine Employees/Equipment**

Closing of Street/Barricades	\$ -
Police Escort	\$ -
Trash receptacles	\$ -
Utilities	\$ -
Labor	\$ -
<b>Total CoA In-Kind request</b>	<b>\$ -</b>

**Summary**

<b>Total Event Expenses (TEE)</b>	<b>\$ 302,320</b>
Event Revenue	\$ 222,000
HOT Fund Total	\$ 70,400
In-Kind by CoA Total	\$ -
<b>Total Revenue with HOT Funds</b>	<b>\$ 292,400</b>

% of HOT Funds to TEE	23.29%
% of In-Kind to TEE	0%
<b>Total % of HOT &amp; In-Kind to TEE</b>	<b>23.29%</b>

In addition to \$ revenue, volunteer time of at least \$172,000 value is committed for 2025-2026.

## Thursday, February 20, 2025

12:00 pm The Mercantile opens; on-site ticket sales and packet pickup begin *University Center, second floor*

5:30 - 7:00 pm **Cowboy Supper at the Civic Center**, catered by Roux Alpine (ticket required - no door sales)  
Full menu: Chicken-fried sirloin with cream gravy, scalloped potatoes, creamed spinach, green goddess salad, Roux biscuits, chocolate chunk and coconut pecan cookies, water and iced tea.

7:30 - 9:45 pm **Thursday 7:30 pm Show: Western Voices** *Marshall Auditorium with intermission (tkr required)*  
Joel Nelson, Juni Fisher, Amy Hale, and Kristyn Harris. MC — Gene Nowell

## Friday, February 21, 2025

**VETERANS Library of Congress Story Project:** Drop by 9:30 - 11:30 / 1:30 - 3:30, Morelock First Floor (see page 10)

7:30 - 8:30 am **Chuckwagon Breakfast** at Poet's Grove, Kokernot Park (\$10 per person, tax included)

8:30 am The Mercantile opens *University Center, second floor*

9:15 - 10:30 am **Welcome** *Marshall Auditorium*

Gene Nowell, Co-Chair; Bob Saul, Event Producer; Gathering Board; Sul Ross State University

**Dedication of 2024 Gathering to C. J. Hadley** *Marshall Auditorium*

**Keynote Address** *Marshall Auditorium*

Brenn Hill — "Cowboy Songs, Poetry, and Western Agriculture"

10:30 - 10:45 am Break

10:45 - 11:45 am **"A Taste of the Gathering"** *Marshall Auditorium*

Trinity Seely, Patricia Frolander, Allan Chapman and Rodeo Kate, Deanna McCall, R.W. Hampton, Gail Steiger, Skip Gorman, Kye Rieff, Brenn Hill, Darrell Holden, and Zack McGuinn

12:00 - 1:00 pm **Grub up!** Lunch on your own

1:00 - 1:45 pm **Friday 1:00 pm Show: Handed Down** *Marshall Auditorium (ticket required)*

Allan Chapman and Rodeo Kate, Rod Taylor, and Jake Riley. MC — Gene Nowell

2:00 - 3:15 pm *Free daytime sessions*

*Marshall Auditorium* **Traveling West**

Trinity Seely (host), Andy Nelson, Juni Fisher, and John Lowell

*University Center Open* **A Ride Through Rhyme**

Terry Nash (host), R.P. Smith, Carson Houser, and Ross Knox

*Fine Arts Theater* **Just for Fun**

Dale Burson (host), John Moore, Jeff Gore, and Craig Carter

*Museum of the Big Bend, Education Room* **New Voices**

Kye Rieff (host), Darrell Holder, Patricia Frolander, and Zack McGuinn

*Museum of the Big Bend, Event Center* **Soldiers and Patriots**

Brenn Hill (host), R.W. Hampton, Randy Huston, and Joel Nelson

*Lawrence 300* **Fiddle in the Cow Camps**

Brigid Reedy with Johnny Reedy (host), Rodeo Kate with Allan Chapman, Lloyd Wright with Pipp Gillette, and Skip Gorman

*Lawrence 309* **Prose of the West**

Andy Wilkinson (host), Amy Hale, Deanna McCall, and Tom Sharpe

3:30 - 4:45 pm **Friday 3:30 pm Show: Cowpuncher Songs: Old and New** *Marshall Aud. (ticket required)*

R.W. Hampton, Andy Hedges, Trinity Seely, and Chris Ryden. MC — Gene Nowell

## Friday, February 21, 2025

3:30 - 4:45 pm *Free Daytime Sessions*

*University Center Open* **Old Time Cowboy Songs**

Pipp Gillette (host), Rod Taylor, Gail Steiger, and Skip Gorman

*Fine Arts Theater* **Songwriters in the Round**

Kristyn Harris (host), John Lowell, Andy Wilkinson, and Craig Carter

*Museum of the Big Bend, Education Room* **Looking Back**

Vess Quinlan (host), Patricia Frolander, Tom Sharpe, and Jay Snider

*Museum of the Big Bend, Event Center* **Family Ties**

Deanna McCall (host), Carson Houser, Jake Riley, and Randy Huston

*Lawrence 300* **Open Mic** MC — Karen McGuire (*sign up to perform*)

OPEN  
MIC



5:30 - 7:00 pm **Cowboy Supper at the Civic Center**, catered by Roux Alpine (*ticket required - no door sales*)  
Full menu: Taco pie with beef, queso, tortillas, and chiles; borracho beans; yellow rice; green salad with ranch and chopped vegetables; Mexican chocolate pecan cake, water, and iced tea.

7:30 - 9:45 pm **Friday 7:30 pm Show: Out Under the Stars** *Marshall Auditorium with intermission (tkr req'd)*  
Randy Rieman, Brigid and Johnny Reedy, R.P. Smith, and Brenn Hill. MC — Gene Nowell

## Saturday, February 22, 2025

**VETERANS Library of Congress Story Project:** Drop by 9:30 - 11:30 / 1:30 - 3:30, Morelock First Floor (*see page 10*)

7:30 - 8:30 am **Chuckwagon Breakfast** at *Poet's Grove, Kokernot Park* (\$10 per person, tax included)

8:30 am The Mercantile opens *University Center, second floor*

10:00 - 10:45 pm *Free daytime sessions*

*Marshall Auditorium* **Definitely Cowboy** Jeff Gore (host), R.W. Hampton, and Zack McGinn

*University Center Open* **Appalachia to Abilene** Andy Hedges (host), Chris Ryden, and Skip Gorman

*Fine Arts Theater* **High Lonesome Cowboys**

Rod Taylor (host), John Moore, and Andy Nelson

*Museum of the Big Bend, Education Room* **Ranch Families**

Chuck Milner (host), Gail Steiger, and Amy Hale

*Museum of the Big Bend, Event Center* **Swing It!**

Craig Carter (host), Kristyn Harris, and Brigid and Johnny Reedy

*Lawrence 300* **A Horse in the Middle** Trinity Seely (host), Ross Knox

*Lawrence 309* **The Creak of the Leather** Jay Snider (host), Randy Rieman, and John Lowell

11:00 - 11:45 pm *Free daytime sessions*

*Marshall Auditorium* **Call You Cowboy** Andy Hedges (host), Brenn Hill, and Zack McGinn

*University Center Open* **The Lighter Side**

R.P. Smith (host), Kye Rieff, and Andy Nelson

*Fine Arts Theater* **Let's Talk Poetry and Songwriting** Joel Nelson (host) and guests

*Museum of the Big Bend, Education Room* **The Life and Times of Gail I. Gardner**

Presented by Gail Steiger

*Museum of the Big Bend, Event Center* **Been There—Done That**

Vess Quinlan (host), Terry Nash, and Chris Ryden

*Lawrence 300* **Youth Poetry Contest Winners** Hosted by Elizabeth Baize and Karen McGuire

*Lawrence 309* **Panhandle Stories** Dale Burson (host), Rod Taylor, and Andy Wilkinson

## Saturday, February 22, 2025

Continued from page 12

12:00 - 1:00 pm **Grub up!** Lunch on your own

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1:00 - 1:45 pm **Saturday 1:00 pm Show: . . . And I Will Go to Texas** Marshall Aud. (ticket required)  
Pipp Gillette, Jeff Gore, and Dale Burson. MC — Gene Nowell

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2:00 - 3:15 pm *Free daytime sessions*

**Marshall Auditorium Banjo in the Cow Camps**

Pipp Gillette (host), Dale Burson, Brigid and Johnny Reedy, and Allan Chapman

**University Center Open Cow Country Values**

Darrell Holden (host), Kye Rieff, Jay Snider, and Kristyn Harris

**Fine Arts Theater The Female of the Species**

Amy Hale (host), Deanna McCall, Trinity Seely, and Patricia Frolander

**Museum of the Big Bend, Education Room Northern Cowboys**

Tom Sharpe (host), Carson Houser, Terry Nash, and Vess Quinlan

**Museum of the Big Bend, Event Center Songs of the Saddlemen: S. Omar Barker and other classics**

Jake Riley (host), Randy Rieman, Andy Hedges, and Ross Knox

**Lawrence 300 Western Tales**

Juni Fisher (host), Craig Carter, Gail Steiger, and Chuck Milner

**Lawrence 309 A Cowboy Has to Sing**

John Moore (host), John Lowell, Jeff Gore, and Randy Huston

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3:30 - 4:45 pm **Saturday 3:30 pm Show: Straight Ridin' Job** Marshall Aud. (ticket required)  
Randy Rieman, Joel Nelson, Brenn Hill, and Ross Knox. MC — Gene Nowell

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3:30 - 4:45 pm *Free Daytime Sessions*

**University Center Open Songs of the Trail**

Andy Wilkinson (host), Rod Taylor, Chuck Milner, and Chris Ryden

**Fine Arts Theater All in the Day's Riding**

Allan Chapman & Rodeo Kate (host), Patricia Frolander, Vess Quinlan, and John Moore

**Museum of the Big Bend, Education Room Home Ranch**

Darrell Holden (host), Tom Sharpe, Terry Nash, and Randy Huston

**Museum of the Big Bend, Event Center Rodeoin' 'n' Ranching**

Deanna McCall (host), R.P. Smith, Carson Houser, and Jay Snider

**Lawrence 300 Open Mic** MC — Karen McGuire (sign up to perform)

**OPEN  
MIC**



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5:30 - 7:00 pm **Cowboy Supper at the Civic Center**, catered by Roux Alpine (ticket required - no door sales)  
Full menu: Pot roast with gravy, mashed sour cream potatoes, green beans with bacon, warm dinner rolls, cherry peach cobbler, water and iced tea.

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7:30 - 9:45 pm **Saturday 7:30 pm Show: Around the Campfire** Marshall Auditorium with intermission (tkr req'd)  
Andy Nelson, Skip Gorman, Jake Riley, and R.W. Hampton. MC — Patrick Sullivan

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Kay & Gene Nowell  
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West of the Pecos Cattlewomen  
(Youth Poetry Contest)  
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Members and directors of the Lone Star Cowboy Poetry Gathering cannot begin to thank all who have helped, given to, encouraged, volunteered for, hosted, and attended this Gathering. We especially thank the City of Alpine Visitor's Bureau and Sul Ross State University for all they have done to facilitate our planning and events.

**HOTEL OCCUPANCY TAX GRANT APPLICATION RECEIVED**

City of Alpine, Texas

Date: April 17, 2025

APR 17 2025 4:47 p.m.

Name of Organization: Theatre of the Big Bend

OFFICE OF THE CITY SECRETARY

Address: Sul Ross State University, Box C-43

BY: 

City, State, Zip: Alpine, TX 79832

Contact Name: Marjorie Scott

Contact Email Address: \_\_\_\_\_

Contact Phone Number: 432-837-8039

Web Site Address for Event or Sponsoring Entity: www.theatrebigbend.org

Is your organization: Non-Profit:  Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: 1965

Name of Event or Project: 61st Season of Theatre of the Big Bend

Date of Event or Project: July 10 - 26, 2026

Primary Location of Event or Project: Kokernot Outdoor Theatre in Alpine

Amount Requested: \$30,000

How will the funds be used: To promote our summer theatre season through print, radio, and online ads

Brief Description of Funded Activity/Facility: Summer repertory theatre company providing live outdoor

theatre to Alpine and the surrounding communities. Half our audience is made up

of tourists from Texas and beyond.

Percentage of Hotel Tax Support of Related Costs:

15% Percentage of Total Event Costs covered by Hotel Occupancy Tax

**Questions for All Funding Requests:**

*First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).*

How many years have you held this Event or Project: 60 years

Expected Attendance: 2,500 people

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Approximately 1000

How many nights will they stay: 1-3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? Through audience surveys and online ticket sales.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Brown Foundation, Sul Ross State, NEA grant

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

- Total Paid Advertising: \$ 30,000
- Newspaper \$ 15,000     Radio \$ 5,000     TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ 1500
- Digital or Social Media \$ \$1500     Other \$ 7,000

What cities/regions/demographics will you reach with your advertising and promotions?  
El Paso, Midland/Odessa, Van Horn, Monahans, Crane, Uvalde, Austin, San Antonio, Houston, Las Cruces

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500K - 1 million

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility  
\$ \_\_\_\_\_
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%  
\$ 30,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms  
\$ \_\_\_\_\_
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums  
\$ \_\_\_\_\_
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity  
\$ \_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ \_\_\_\_\_

#### CHECKLIST OF REQUIRED ATTACHMENTS

*(applications cannot be considered without all of the following!)*

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

## **2025 City of Alpine Hotel Occupancy Tax Grant Schedule**

### **March 10, 2025**

Grant applications open

### **March 25, 2025**

HOT Grants Workshop at 5:30pm in City Council Chambers

### **April 17, 2025**

Grant applications deadline at 5:00pm

### **May 15, 2025**

HOT Committee 1<sup>st</sup> meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

### **May 22, 2025**

HOT Committee 2<sup>nd</sup> meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

### **June 17, 2025**

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

### **October 1, 2025**

Beginning of grant funding period (No funds will be available before this date).

## Theatre of the Big Bend 2025 - 2026 Proposed Marketing Plan/Schedule of Events

### **Marketing Plan**

Theatre of the Big Bend (ToBB) brings high quality theatre to the Big Bend Region and attracts tourists from around the state of Texas and beyond. Over the past 60 years, ToBB has operated mainly as a community theatre, only occasionally hiring professional actors and designers. Starting this summer, in 2022, ToBB has revised its brand to resemble an Actor's Equity/League of Regional Theaters (LoRT) model, which will be a bigger tourism draw.

Theatre of the Big Bend is committed to providing live summer entertainment and cultural experiences to Alpine and surrounding communities, while increasing tourism in the area.

Theatre of the Big Bend plans to advertise our 2026 summer season via social media, print, radio, and television ads in the following markets:

Midland/Odessa  
Lubbock  
El Paso  
Austin  
San Antonio  
Houston  
San Angelo  
Del Rio

We also plan to rent digital billboards in the Midland/Odessa and El Paso to attract audience from those markets.

### **Schedule of Events**

Rehearsals for ToBB productions will begin on June 1, 2026.

The theatre production (a musical) will open on July 10, 2026 and run for three weeks, with performances on Thursdays, Fridays, Saturdays, and Sundays at 8:00 pm, closing on July 26, 2026.

All performances will run at the Kokernot Outdoor Theatre.

Theater of the Big Bend Summer 2026 Estimated Budget.  
Assumes 10 Actors for a minimum of one production.

Personnel	Units	Estimated Cost Per Unit	Total
Director	1	\$ 5,000.00	\$ 5,000.00
TD/Set Design	1	\$ 5,000.00	\$ 5,000.00
Music Director	1	\$ 4,200.00	\$ 4,200.00
Music Accompanist/Band Leader	1	\$ 6,500.00	\$ 6,500.00
Producer	1	\$ 5,000.00	\$ 5,000.00
Costume Designer	1	\$ 5,000.00	\$ 5,000.00
Lighting Designer	2	\$ 1,500.00	\$ 1,500.00
Sound Engineer	1	\$ 2,000.00	\$ 2,000.00
Choreographer	1	\$ 2,000.00	\$ 2,000.00
Musicians	5	\$ 900.00	\$ 4,500.00
Summer II Stipend for Costumer	1	\$ 600.00	\$ 600.00
Publicity Manager	1	\$ 2,000.00	\$ 2,000.00
Stage Manager	1	\$ 2,500.00	\$ 2,500.00
Student Scholarships (summer)	1	\$ 10,000.00	\$ 10,000.00
Shop Foreman	1	\$ 2,000.00	\$ 2,000.00
Shop Apprentice	1	\$ 1,000.00	\$ 1,000.00
Understudies	5	\$ 1,200.00	\$ 6,000.00
<b>Actors</b>	<b>10</b>	<b>\$ 3,000.00</b>	<b>\$ 30,000.00</b>
<b>TOTAL PERSONNEL</b>			<b>\$ 94,800.00</b>
<b>Rights and Publicity</b>			
Rights	1	\$ 5,000.00	\$ 5,000.00
Publicity (print, radio, posters, programs)	1	\$ 40,000.00	\$ 40,000.00
<b>Total Rights and Publicity</b>			<b>\$ 45,000.00</b>
<b>Equipment, Consumables, and Construction</b>			
Set (building materials, paint)	1	\$ 10,000.00	\$ 10,000.00
Costumes	1	\$ 10,000.00	\$ 10,000.00
Travel Costs	1	\$ 4,000.00	\$ 4,000.00
Hair/Makeup	1	\$ 1,000.00	\$ 1,000.00
Sound (mics, music, etc.)	6	\$ 340.00	\$ 2,040.00
Lights	1	\$ 500.00	\$ 500.00
Props	1	\$ 1,500.00	\$ 1,500.00

Miscellaneous (SM kit, masks, etc.)	1	500.00	\$	500.00
<b>Total E, C &amp; C</b>			\$	<b>29,540.00</b>
<b>Travel and Meals</b>				
Company Meals	1	\$1,200	\$	1,200.00
Housing for Actors	10	\$858	\$	8,580.00
Airport Transfer costs (fuel)	1	\$500	\$	500.00
Housing items for visiting actors	3	\$200	\$	600.00
Travel Stipend for Actors	4	\$ 500.00	\$	2,000.00
<b>Total Travel and Meals</b>			\$	<b>12,880.00</b>
<b>TOTAL BEFORE CONTINGENCY</b>				<b>\$ 175,720.00</b>
<b>10% Contingency on Materials</b>				<b>\$ 3,514.40</b>
<b>TOTAL BUDGET</b>				<b>\$ 179,234.40</b>

### **Theatre of the Big Bend EVENT REPORT**

*Rodgers + Hammerstein's Cinderella* – This event has not happened yet. Performances run July 5 – 20, 2025. We estimate, based on the previous three summers of outdoor theatre, that we will have between 1800 and 2500 patrons attending.

### **Theatre of the Big Bend ECONOMIC IMPACT**

For our production of *Sherwood: The Adventures of Robin Hood* in 2024, we had attendance of 1600 over the course of the run. A little over 40% (or about 650 people) of audience members were from out of town.

For our production of *The 25<sup>th</sup> Annual Putnam County Spelling Bee* in 2023, we had attendance of approximately 1500 audience members and we estimated (based on ticket sale and audience surveys) that 47% (about 700 people) were from out of town.

According to our surveys, 85% of out-of-town audience members stayed at hotels, which is approximately 550 people in 2024 and 600 people in 2023.