



CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE SPECIAL
MEETING
August 5, 2026 – 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. Discuss and consider adjustments to HOT Grant recommendations, cutting \$26,500 from previously recommended grant awards to match available funds in 2026-2027 budget. (C. Ruggia, Chair)
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).*
 - A. Approve amended HOT Grant recommendations for City Council consideration. (C. Ruggia, Chair)
7. **BOARD MEMBER COMMENTS** -
8. **ADJOURN.** -

CERTIFICATION

I, Alexandra Tackett, 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 pursuant to Section 551.043, Texas Government Code. The said notice was posted by 5 P.M. on July 30, 2026, and remained so posted for at least 3 business days preceding the scheduled time of the said meeting.

WITNESS MY HAND AND SEAL
this 30 day of July, 2026.



Alexandra L. Tackett
Deputy City Secretary



HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM REPORT

August 5, 2026

Agenda Item No. 5A

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Alexandra Tackett, Deputy City Secretary

Staff Recommendation: None



AGENDA ITEM

Discuss and consider adjustments to HOT Grant recommendations, cutting \$26,500 from previously recommended grant awards to match available funds in 2026-2027 budget. (C. Ruggia, Chair)

EXECUTIVE SUMMARY

None

SUPPORTING MATERIALS

None

BUDGET CONSIDERATIONS

Expenditure Required: N/A

Savings Anticipation: N/A

Current Budget FY 2025-2026: N/A

Additional Funding: N/A

APPROVERS

Alexandra Tackett, Deputy City Secretary

HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM REPORT

August 5, 2026

Agenda Item No. 6A

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Alexandra Tackett, Deputy City Secretary

Staff Recommendation: Approve



AGENDA ITEM

Approve amended HOT Grant recommendations for City Council consideration. (C. Ruggia, Chair)

EXECUTIVE SUMMARY

None

SUPPORTING MATERIALS

1. 2026-2027 HOT Grants-Recommendation&Appendix

BUDGET CONSIDERATIONS

Expenditure Required: N/A

Savings Anticipation: N/A

Current Budget FY 2025-2026: N/A

Additional Funding: N/A

APPROVERS

Alexandra Tackett, Deputy City Secretary

2025-2026 HOT Grant Requests

Organization	Event Name	Civic Center Use	Advertising	Promotion of the Arts	Historical Resto.	Sporting Events	Transportation	Total	2024-25 Request	2024-25 Award
Alpine Humane Society	Alpine Mountain Country Christmas		\$1,200					\$1,200	<i>new</i>	<i>new</i>
Big Bend Film Commission	Big Bend Film Commission/ Austin Film Festival		\$20,000					\$20,000	\$21,000	\$19,000
Guitar in the Big Bend	Guitar in the Big Bend		\$2,500	\$5,000				\$7,500	\$10,000	\$8,000
Chihuahuan Desert Gem & Mineral Club	Alpine Gem & Mineral Show	\$900	\$5,500	\$2,250	\$2,250			\$10,900	\$6,900	\$5,000
Big Bend Ranch Rodeo	Big Bend Ranch Rodeo					\$20,000		\$20,000	\$20,000	\$15,000
Skelton's Runway	SRSU Homecoming Celebration		\$500	\$0				\$500	<i>new</i>	<i>new</i>
Sul Ross State University Rodeo Team	81st Annual Sul Ross College Rodeo					\$20,000		\$20,000	\$20,000	\$15,000
Big Bend American Legion Post 79	American Legion Riders Texas State Rally		\$2,500	\$3,300				\$5,800	<i>new</i>	<i>new</i>
Alpine's Gallery Night, Inc	Alpine's Artwalk 2026		\$20,000	\$20,000				\$40,000	\$45,000	\$40,000
Alpine's Gallery Night, Inc	Spirits of the West		\$5,000	\$5,000				\$10,000	\$30,500	\$25,000
Sul Ross State Athletics	SR Athletics Events					\$0		\$0	<i>new</i>	<i>new</i>
Viva Big Bend	Viva Big Bend		\$19,000	\$15,000			\$1,000	\$35,000	\$35,000	\$31,000
Big Bend Community Baseball & Softball Inc. dt	Alpine Cowboys Baseball		\$15,000		\$8,000	\$1,000		\$24,000	\$40,000	\$21,000
Borderlands Research Institute	Alpine Wildlife Weekend		\$4,500	\$0				\$4,500	\$6,000	\$5,000
The Magical Warehouse	Far West Texas Comic Con	\$1,000	\$7,500	\$5,000				\$13,500	\$30,000	\$15,000
Big Bend Natual History Association	Pioneer Reunion		\$3,000		\$6,000			\$9,000	<i>new</i>	<i>new</i>
Family Crisis Center of the Big Bend Inc	Mother's Day Dance		\$500	\$1,500				\$2,000	<i>new</i>	<i>new</i>
Museum of the Big Bend	Museum of the Big Bend		\$35,000					\$35,000	\$45,000	\$45,000
Museum of the Big Bend	Trappings of Texas		\$25,000					\$25,000	\$45,000	\$20,000
Big Bend Bluegrass Association	Big Bend Bluegrass Festival	\$200	\$10,750	\$8,000				\$18,950	\$25,400	\$19,250
Alpine Community Projects	Alpine's Fourth of July Celebration		\$1,900	\$2,500				\$4,400	\$9,500	\$4,000
Sul Ross University Geology Program	Geo Fest '27		\$500	\$1,200	\$750			\$2,450	<i>new</i>	<i>new</i>
Lone Star Cowboy Poetry Gathering	Lone Star Cowboy Poetry Gathering	\$400	\$35,000	\$10,000			\$3,000	\$48,400	\$70,400	\$50,000
Theatre of the Big Bend	62ndSeason of Theatre of the Big Bend		\$0					\$0	\$30,000	\$30,000
Sul Ross University Athletic Benefit	2026 Athletic Benefit Concert		\$7,500					\$7,500	<i>new</i>	<i>new</i>
Archives of the Big Bend	10th Annual Border Archives Bazaar		\$1,200		\$1,100		\$100	\$2,400	<i>new</i>	<i>new</i>

	\$2,500	\$223,550	\$78,750	\$18,100	\$41,000	\$4,100	\$368,000	\$368,000	Total Available
								\$0	Requests beyond available
City Music	\$5,000			\$5,000	City brochure printing				
Film Rebate Program	\$10,000								
Total	\$15,000.00			\$5,000	Total				
15% (MAX)	\$93,750			\$93,750	15% (MAX)				
Total Arts \$ available for grants	\$78,750			\$88,750	Total Historical \$ available for grants				

Appendix to the 2026-2027 Hotel Occupancy Tax Grants Recommendations:
2026-2027 Projected Hotel Occupancy Tax Collections & Budget Report

During the Hotel Occupancy Tax Grants process, an overall grants budget has been provided by the City Manager for the HOT Committee's awards recommendations.

This year, the City Manager, Tourism Director, and Tourism Coordinator visited last year's \$400,000 grants budget and attempted to come up with a reference point to project future collections and determine the 2026-2027 grants budget.

When comparing collections through March 30 of the 2025-2026 fiscal year against the 2025-2026 fiscal year, we saw an 8% decrease, so the Committee was given an 8% reduced grants budgeting target of \$368,000, which you see reflected in the attached Grant Recommendations.

However, when the City Manager, Finance Director, Tourism Director and Tourism Coordinator met to review the total HOT budget, we discovered that in past fiscal years the City had over-budgeted significantly against actual revenues.

For example, the 2024-2025 total HOT revenue was \$731,962, but the budget projected \$786,963, causing a significant shortfall. The 2025-2026 HOT budget is \$821,429, so expenses will almost certainly outstrip revenues again this year.

The City Manager suggested a conservative projection of a 10% decrease for the 2026-2027 HOT budget, which would be \$658,766.

When we reviewed the previous years' budgets, we found that they had significantly over-projected revenues. For example, the 2025-2026 total HOT budget was \$821,429.00 against \$731,962.22 in actual revenue.

After the fixed costs of personnel and facilities, the total remaining projected HOT funds for both General Promotions and Grants is \$377,512. To fully fund the General Promotions budget and the current HOT grants recommendations would require \$518,000 (\$150,000 for promotions, \$368,000 for grants), a difference of \$140,488.

At the June 16 meeting, the Tourism Director will present these budgetary realities and discuss options with Council that will include:

- Dramatic cuts to Alpine's tourism advertising and event support, or
- Full or partial underwriting from fund balance to attempt to boost visitation and increase HOT revenues.