

ALLEN OWEN
Mayor

JERRY WYATT
Councilmember at Large Position 1

CHRIS PRESTON
Councilmember at Large Position 2



YOLANDA FORD
Councilmember District A

DON SMITH
Mayor Pro Tem
Councilmember District B

ANTHONY G. MAROULIS
Councilmember District C

FLOYD EMERY
Councilmember District D

CITY COUNCIL SPECIAL MEETING AGENDA

Notice is hereby given of a Special City Council Meeting to be held on **Monday, March 21, 2016, at 5:00 p.m.** at: **City Hall, Council Conference Room, 2nd Floor, behind the Council Chamber**, 1522 Texas Parkway, Missouri City, Texas, 77489, for the purpose of considering the following agenda items. All agenda items are subject to action. The City Council reserves the right to meet in a closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551 of the Texas Government Code.

1. CALL TO ORDER

2. DISCUSSION/POSSIBLE ACTION

- (a) Presentation by Jon Hockenyo on economic and demographic forecasts for Missouri City.
- (b) Consider the Missouri City Parks Foundation bylaws and nomination process.
- (c) Consider the proposed Hotel Occupancy Tax Use Policy.

3. CLOSED EXECUTIVE SESSION

The City Council may go into Executive Session regarding any item posted on the Agenda as authorized by Chapter 551 of the Texas Government Code.

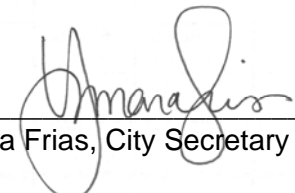
4. RECONVENE into Special Session and Consider Action, if any, on items discussed in Executive Session.

5. ADJOURN

In compliance with the Americans with Disabilities Act, the City of Missouri City will provide for reasonable accommodations for persons attending City Council meetings. To better serve you, requests should be received 24 hours prior to the meetings. Please contact Maria Jackson, City Secretary, at 281.403.8686.

CERTIFICATION

I certify that a copy of the March 21, 2016, agenda of items to be considered by the City Council was posted on the City Hall bulletin board on March 18, 2016, at 4:00 p.m.



Yomara Frias, City Secretary Department

I certify that the attached notice and agenda of items to be considered by the City Council was removed by me from the City Hall bulletin board on the ____ day of _____, 2016.

Signed: _____ Title: _____



Special Agenda Item Cover Memo March 21, 2016

To: Mayor and City Council
Agenda Item: 2(b) Consideration and possible action on the Missouri City Parks Foundation bylaws and nomination process.
Submitted by: Jim Browne, Interim Director of Parks & Recreation

SYNOPSIS

This item is presented to the Mayor and the City Council to consider adoption of the proposed Bylaws for the Missouri City Parks Foundation and to discuss the process of nominating and appointing Directors for the 501c3 nonprofit foundation.

STRATEGIC PLAN 2019 GOALS ADDRESSED

- Create a great place to live
- Maintain a financially sound City
- Have quality development through buildout

BACKGROUND

The 2015 Missouri City Parks & Recreation Master Plan, adopted by City Council on July 20, 2015, identifies the formation of a 501c3 Nonprofit Corporation/Foundation as a supplemental funding strategy for parks & recreation projects which allows for tax deductible contributions and donations.

At the February 4, 2016 Parks & Recreation Advisory Board meeting the chairman and advisory board members expressed interest in exploring the establishment of a Parks Foundation to facilitate donations in support of parks projects and events. In addition to parks & recreation projects the proposed foundation could also facilitate financial support and donations for public art and other civic projects suitable for large scale giving, planned giving, foundation to foundation giving, corporate donations and grants.

On February 15, 2016 the City Council received a presentation on this proposal and authorized staff to proceed with the filing of a Certificate of Formation with the Office of the Secretary of State. This step in the process has been completed and we are awaiting approval from the Office of the Secretary of State.

Next steps include the adoption by City Council Resolution of the proposed Bylaws of the Missouri City Parks Foundation and the nomination and appointment process for a President and the Directors to serve on the Board of Directors of this 501c3 nonprofit foundation.

FISCAL ANALYSIS

The creation and successful implementation of a 501c3 Nonprofit Foundation, The Missouri City Parks Foundation, will allow the City of Missouri City to receive and leverage gifts of land and large scale/planned

giving by individuals, corporations and other foundations for park, recreation facilities, trails, events, public art, equipment, municipal facilities, plazas and other municipally owned civic projects. The foundation will also provide a mechanism for the City to leverage grant funds by using the value of donated land as matching funds for Texas Parks & Wildlife Department Local Park Fund Grants.

SUPPORTING MATERIALS

1. Bylaws of the Missouri City Parks Foundation
2. Bylaws of the Missouri City Parks Foundation (with track changes shown)
3. Missouri City Parks Foundation Board of Directors Nomination Form

STAFF'S RECOMMENDATION

Staff recommends Mayor and City Council discuss the nomination and appointment process for a President and the Directors for the Missouri City Parks Foundation Board of Directors and establish a deadline for submitting nominees and initiating the review, selection and appointment process.

**BYLAWS OF THE
MISSOURI CITY PARKS FOUNDATION
A TEXAS NON-PROFIT CORPORATION**

ARTICLE 1. DEFINITIONS.

1.1. In this Article:

Board means the Board of Directors of the Corporation.

City means the City of Missouri City, Texas.

City Council means the city council of the City of Missouri City, Texas.

Corporation means the Missouri City Parks Foundation.

ARTICLE 2. PURPOSE

2.1. The Corporation is organized exclusively for charitable and educational purposes allowed by law, including supporting the City in the City's acquisition, ownership, construction, development, improvement, operation, or maintenance of land, equipment and facilities owned or controlled by the City including land, facilities, equipment and activities for recreation, entertainment, sports, the arts, and similar activities that might benefit the citizens of the City of Missouri City.

2.2. The Corporation will focus its efforts on encouraging persons, businesses, and corporations, to make contributions of funds, equipment or donations of real estate or other property of value, to the Foundation.

2.3. The Corporation may not:

2.3.1. Engage in any activities that do not further its purposes as set forth in this Certificate or take any action that would be inconsistent with the requirements for a tax exemption for charitable organizations under Internal Revenue Code of 1986 and Section 501(c)(3) and Texas Tax Code Section 11.18(c) and related regulations and rulings;

2.3.2. Pay any of its net earnings for the benefit of any private individual, other than for services rendered or as provided for in these Bylaws; or

2.3.3. Devote a substantial part of its activities or income to attempting to influence legislation or the outcome of any public election.

ARTICLE 3. POWERS

3.1. The Corporation has all the powers of a Texas non-profit corporation and will operate in compliance with State law, including Chapter 22 of the Texas Business Organization Code, the Corporation's Certificate of Formation, and these adopted Bylaws.

ARTICLE 4. OFFICES

4.1. The Corporation's initial office will be located at City Hall, 1522 Texas Parkway, Missouri City, Texas 77489.

ARTICLE 5. BOARD OF DIRECTORS

5.1. Number. The Board will have no less than five, but no more than fifteen directors.

5.2. Qualifications. To qualify to serve as a director, a person must be committed to achieving the Corporation's purpose with the financial skills, knowledge, experience or resources necessary to achieve those purposes.

5.3. Appointment, Vacancies, and Removal. The City Council appoints the persons to serve as directors on the Board, will fill vacancies on the Board, and may remove a director at any time.

5.4. Terms. Directors serve two-year terms that begin on July 1 and end on June 30. Directors continue to serve until their successors are appointed. To provide for staggered terms, the City Council may appoint a specified number of the initial directors to serve one-year terms.

5.5. Compensation and Expenses. Directors will not receive a salary or other fixed compensation for their service, but may be reimbursed for expenses incurred under written policies approved by the Board.

5.6. Meetings. Meetings will be held as requested by the President or a majority of the Board or at regular intervals as determined by the Board.

5.7. Quorum. A majority of the appointed directors are a quorum for the transaction of corporate business. The directors may, by resolution, approve procedures to allow directors who cannot attend a meeting to participate in the meeting by telephone or video conference and vote on matters that come before the board.

5.8. Executive Committee. The board of directors by resolution may elect three or more other directors to serve on an executive committee which will include the President that has and may exercise the authority of the board of directors to the extent specified in the resolution. The designation of the executive committee and the delegation of authority to the committee does not operate to relieve the board of directors, or an individual director, of any responsibility imposed on the board or director by law.

5.9. Conflict of Interest. No director of the Board shall have an interest in any contract or transaction involving the Corporation in violation of any policy adopted by the City Council of the City of Missouri City or any charter provision of the City of Missouri City applicable to City officers and employees, Chapter 171 of the Texas Local Government Code, or any provision of any other law that establishes standards of conduct or governs interests in contracts by directors of nonprofit corporations.

ARTICLE 6. OFFICERS

6.1. Officers. The City Council will appoint a director to serve as president of the corporation, who serves at the pleasure of the City Council and may be removed at any time. The Board will elect directors to serve as vice-president, secretary, and treasurer, who serve at the pleasure of the board and may be removed at any time.

6.2. Term. Officers serve one-year terms, or until their successors are appointed.

6.3 President. The president presides at all Board meetings, supervises the business of the Corporation, and performs other duties assigned by the Board. The president executes contracts and other documents evidencing actions approved by the Board. Not less than once a year, the president will give a report to the City Council on the Corporation's activities and financial condition. The president may appoint directors to standing or temporary committees to assist or make recommendations to the Board.

6.4. Vice-President. The vice-president performs the duties of the president in the president's absence and performs other duties as assigned by the president or the Board.

6.5. Secretary. The secretary notifies the directors of Board meetings, records votes and minutes of the Board's meetings, is the custodian of the Corporation's records, and performs other duties as assigned by the president or the Board.

6.6. Treasurer. The treasurer keeps accurate accounts of the Corporations' expenditures and revenues, insures the Board's financial policies are followed, makes regular financial reports to the Board, provides for an independent audit of the Corporation's accounts as requested by the Board, and performs other duties as assigned by the president or the Board.

6.7. Compensation. Directors will not receive a salary or other fixed compensation for their service, but may be reimbursed for out-of-pocket expenses arising from their duties under policies approved by the Board.

ARTICLE 7. FINANCE.

7.1. Fiscal Year. The Corporation's fiscal year is July 1st to June 30th.

7.2 Annual Budget. The Board will adopt an annual budget which specifies revenues and major expenditures by type and amount.

7.3 Checks, Drafts, or Orders for Payment. All checks, drafts, or orders for the payment of corporate funds may be signed manually or electronically, as approved by the corporate officers specified in a resolution adopted by the Board, or in the absence of a resolution, by at least two officers.

7.4. Deposits. All corporate funds will be deposited in a bank or other depositories selected by the Board.

ARTICLE 8. MISCELLANEOUS

8.1 Dissolution. Upon the Corporation's dissolution, its assets will be distributed to the City.

8.2. Amendment to Certificate of Formation or Bylaws. An amendment to the Corporation's Certificate of Formation or these Bylaws is not effective until approved by the Board and the City Council.

8.3. Controlling Law and Conflicts. These Bylaws are subject to the Texas Business Organization Code, including Chapter 22, governing nonprofit corporations. If there is a conflict between these Bylaws and the mandatory provisions of the Texas Business Organization Code, the latter controls.

8.4. Bylaws Effective Date. These Bylaws are effective on the date approved by the initial Board of Directors. Any amendments to the Bylaws are effective on the latest date of the dates approved by the Board and the City Council. The initial Bylaws were adopted by the initial Board of Directors on March 21, 2016.

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CITY OF MISSOURI CITY

MISSOURI CITY PARKS FOUNDATION BOARD OF DIRECTORS NOMINATION FORM

The Missouri City Parks Foundation is a 501c3 Nonprofit Foundation established for the charitable purposes allowable by law, including supporting the City of Missouri City in the acquisition, ownership, construction, development, improvement, operation, or maintenance of land, facilities and equipment owned or controlled by the City of Missouri City, including land, facilities, equipment and activities for recreation, entertainment, sports, the arts and similar civic projects that benefit the citizens of the City of Missouri City.

The Mayor and City Council of Missouri City are seeking nominees that are philanthropic community leaders with the ability to lead through personal contribution leadership commiserate with their ability to donate and to facilitate access and connections to other potential donors, corporations and foundations. Board of Director Nominees should be dedicated to furthering the cause of increasing the quality of life in Missouri City, its parks, public spaces and city projects.

Name **District**

Address **City, State, Zip Code**

Subdivision

Phone Number **Email Address**

Current or Former Occupations

Educational Background

What Civic/Church/Community endeavors have you been involved in? Please list the names of the organizations, positions held, date of service and whether your service was provided on a compensated or voluntary basis. (Use additional sheets, if necessary.)

Have you been a past member of a City of Missouri City Board, Committee, Commission or Task Force? Please list area(s) of service and approximate dates. (Use additional sheets, if necessary.)

Do you currently serve on a Municipal Utility District, Levee Improvement District, HOA Board, Corporate Board or School Board? If so, please list. (Use additional sheets, if necessary.)

What experience do you have that qualifies you for service on the Missouri City Parks Foundation? Please list any previous experience serving as a board member, staff or volunteer for other nonprofit foundations or organizations. (Use additional sheets, if necessary.)

What is your capacity or experience in fundraising, capital campaigns or development efforts for foundations, nonprofits or charities? (Use additional sheets, if necessary.)

Hobbies/Personal/Family Interests or other experience you have that would add to your expertise for the Board of Directors. (Use additional sheets, if necessary.)

Explain why you are interested in serving the City of Missouri City in this capacity and what do you hope to accomplish. (Use additional sheets, if necessary.)

Please indicate any activities you are involved with that may present a conflict of interest with this appointment. (Use additional sheets, if necessary.)

References:

Length of residence in the City:

If available, please attach your resume.

Do you have time to commit to this service? That is, attend meetings, study the matters to be brought before this foundation, and participate in all its activities?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Signature of Applicant: _____

Mayor/Councilmember sponsoring the nomination: _____

Submission Date: _____

CITY OF MISSOURI CITY HOTEL
OCCUPANCY TAX USE GUIDELINES
AND FUNDING APPLICATION FORM

I. Authority

State Law: Pursuant to state law, a city is authorized to collect a hotel occupancy tax from hotels, motels, and similar establishments. Under state law, the revenue from the hotel occupancy tax may be used only to directly promote tourism and the convention and hotel industry. **Chapter 351 of the Texas Tax Code further limits the use of hotel occupancy tax funds for specific purposes (the “allowable categories”), including, but not limited to the following:**

- A. **Convention Centers and Visitor Information Centers to Promote Tourism and the Convention and Hotel Industry:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention facilities or visitor information centers, or both;
- B. **Registration of Convention Delegates to Promote Tourism and the Convention and Hotel Industry:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- C. **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Convention and Hotel Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- D. **Promotions of the Arts that Directly Promote Tourism and the Convention and Hotel Industry:** the 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 the presentation, performance, execution, and exhibition of these major art forms;
- E. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Convention and Hotel 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 at or in the immediate vicinity of convention center facilities or visitor information centers; or located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;
- F. **Signage that Directly Promotes Tourism and the Convention and Hotel Industry:** signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality; and

- G. **Certain Transportation Systems that Directly Promote Tourism and the Convention and Hotel Industry:** transportation costs for a transportation system to transport tourists from hotels in and near the municipality to: (1) the commercial center of the municipality; (2) a convention center in the municipality; (3) other hotels in or near the municipality; and (4) tourist attractions in or near the municipality.

II. Background

On December 21, 2009, the City Council of the City of Missouri City (the “City”) adopted Ordinance No. O-09-53, establishing a municipal hotel occupancy tax rate of seven percent (7%) (the City’s “HOT funds”). These funds are to be used to support various projects that enhance and promote tourism and the convention and hotel industry in the City.

III. Policy Goals / Desired Outcomes for use of Hotel Occupancy Tax

- A. Comply with state law regarding the use of HOT funds.
- B. Increase the number of room nights being used in hotels located in the City.
- C. Increase the amount of HOT funds collected by the City.
- D. Establish awareness of the City and establish and promote events which create a defined positive return on investment from the use of HOT funds.

IV. City Allocation Policy

Pursuant to Chapter 351 of the Texas Tax Code, the City Council will annually allocate, through the City’s budget process, the revenue derived from the HOT for the purposes and in amounts allowed under Chapter 351 of the Texas Tax Code.

V. Applications for Reimbursement Grants

- A. **Application Timeline**
The City accepts applications for grants to reimburse entities whose programs (1) directly promote tourism and the convention and hotel industry and (2) fit into one or more of the allowable categories. All requests for funds for reimbursement grants for budgeted activities and programs must be submitted in writing to the Economic Development Division and must be accompanied by an official application between October 31st through March 1st for funding that may be available after July 1. All other requests should be submitted to the Economic Development Division at least 60 days prior to the date of the scheduled activity or program. Requests must be submitted by email to jesch@missouricitytx.gov or by mail to:

HOT Fund Grant
C/o Economic Development Division
City of Missouri City
1522 Texas Parkway
Missouri City, TX 77489.

B. **Application Review Process**

- (1) Applications for reimbursement grants of less than \$50,000 for

budgeted activities and programs will be reviewed and processed for consideration by the City Manager or his designee and authorized by the City Council through the City's standard budget process.

- (2) To facilitate reimbursement grants of less than \$50,000 for non-budgeted activities and programs, City Council finds that activities and programs that fall within one of the allowable categories and within an applicable allocation limit pursuant to Chapter 351 of the Texas Tax Code are permissible uses of HOT funds and such uses will directly enhance and promote tourism and the convention and hotel industry. City Council further finds that allocating funds for activities and programs that were not identified in the City's standard budget process, but that promote tourism and the convention and hotel industry, is in the best interest of the City's convention and hotel industry and residents. As such, the City Manager or his designee may grant funds of less than \$50,000 for activities and programs that were not identified in the City's standard budget process in accordance with the standards set forth in this policy. Grants authorized by the City Manager or his designee may be ratified in a subsequent budget amendment adopted by the City Council. A denial by the City Manager may be appealed to the City Council by submitting a written notice of appeal to the City Secretary within 10 business days of the date on which the denial was issued.
- (3) Applications for grants of \$50,000 or more will be reviewed and processed for a recommendation by the City Manager or his designee and authorized by the City Council through the City's standard budget process or at a City Council meeting.
- (4) An applicant may be asked to provide additional information, present to staff, or present at a City Council meeting to answer questions regarding an application for a reimbursement grant. Applicants will be notified of the time and place of the meeting not less than 72 hours prior to the meeting at which the applicant is expected to present.

C. Eligibility for Reimbursement Grants

The following conditions are required for eligibility for reimbursement grants:

- (1) Any type of entity may apply for funding.
- (2) The applicant must:
 - a. demonstrate that the funds will be used to promote the tourism, convention and hotel industry in the City;
 - b. demonstrate that City hotels and their current contact phone number, email and website address will be listed on any information, including event websites, provided to registrants, vendors, and event attendees;
 - c. be governed by a board of directors or an entity applying for a public project to support tourism efforts within the City;
 - d. be a legal entity with the legal capacity to enter into contracts in

Texas;

- e. demonstrate that the programs and/or events will be open and appropriate for the general public;
- f. provide a copy of the entity's financial policies with the application;
- g. demonstrate that the entity is in good financial standing and that financial safe guards are in place to protect public funds;
- h. include the entity's most recent audited financial statements with the application, unless the entity is a newly formed organization;
- i. demonstrate that the entity maintains internal financial controls that will allow for proper tracking, accounting, and reporting of HOT revenues and related expenditures;
- j. keep HOT revenues in a separate account so that revenues do not commingle with any other money, as described in Section 351.101(c) of the Texas Tax Code;
- k. disclose any ownership or board membership by any City Councilmember, City employee, or direct relation to same; and
- l. complete a Texas Ethics Commission Form 1295 if the reimbursement grant contract will have to be approved by City Council (contracts valued at \$50,000 or more).

- (3) For events funded, in whole or in part, through HOT revenues, entities must provide proof of insurance. The entity must forward certificates of insurance to the City prior to the event. Reimbursements may be withheld if the entity fails to provide proof of insurance. The insurance required shall be procured and maintained in full force and effect for the duration of the contract. At the request of the applicant, the City Manager may waive this requirement upon consideration of the risk associated with the proposed activity, event, or program.

D. Supplemental Information Required With Application

Along with the application, please submit the following:

- (1) An itemized, detailed list of expenditures relevant for HOT revenue use;
- (2) A projected annual budget for the entire program;
- (3) A copy of a tax exemption certificate, if applicable;
- (4) The advertising/marketing plan for the activity, event, or program; and
- (5) A list of board of directors with contact email addresses and phone numbers.

E. Ineligibility

HOT funds may not be used by the following:

- (1) Any entity for a purpose that may conflict with any laws, rules, or regulations (i.e. promoting specific individuals for campaign purposes);

- (2) Any for-profit entity where the ownership or board of directors contains a current:
 - a. City Councilmember;
 - b. Fort Bend County Commissioner;
 - c. Harris County Commissioner;
 - d. Texas legislator;
 - e. City Manager, Assistant City Manager, City Attorney, or City Secretary;
 - f. Department director of the City; or
 - g. Direct relative (i.e. sibling, parent, spouse or child, etc.) of any of the above.

F. Evaluation Criteria

All applications will be considered on a first-in basis of **complete** applications. Staff will consider the direct and indirect benefits from the event. Priority will be given to applications that demonstrate a positive direct return from the use of the funds. **The City is NOT required to approve funds for ANY application submitted.**

G. Priority for Reimbursement Grants:

Priority will be given to those events and entities based on their ability to generate overnight visitors to Missouri City. The requested amount should not exceed the gross amount of hotel night revenue that was created or sustained by the event. If an event does not generate any meaningful hotel night activity, it is not eligible for receipt of HOT funds. Events can prove this by:

- (1) historic information on the number of room nights used during previous years;
- (2) current information on the size of a room block that were reserved at area hotels to accommodate overnight guests attending the event;
- (3) historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and
- (4) examples of marketing of the programs and activities that generated and encouraged overnight visitors to patronize City hotels.

H. Use of Revenues from Event

No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Missouri City's funding of a particular event.

VI. Funding Contract

If a grant is awarded, the entity must execute a funding contract with the City. The entity must return two signed original funding contract documents to the City for reimbursement. Failure to return the executed agreements shall be deemed a rejection of the offer for funding and the offer shall be deemed withdrawn.

VII. Post-Event Report

Within 60 days of the completion of the funded activity or project, the contact name on the application or a designated representative will be expected to submit a post-event report and attend a City Council meeting to present a follow-up report. It is the responsibility of the

entity applying for a reimbursement grant to monitor the number of out-of-town guests who stay in the City's hotels as a result of its activity or project. The City strongly recommends that applicants work with the hotels in the City to ensure proper credit and tracking.

Please note that room nights generated in surrounding areas do not fulfill the requirements of the state law and will not be credited to your event. Any future consideration of funding from the City is dependent on the organization providing a report on the use and outcomes from prior funding by the City.

VIII. The Reimbursement Process

After a reimbursement grant has been authorized by the City, the expenditure items that were authorized to be reimbursed by HOT revenues must be paid for in full. Proof of payment of each item and proof of submission of the required post-event report must be submitted to the City before a single reimbursement check will be issued. Note: Timing of reimbursement is subject to actual monthly revenue generated by hotels and may not be immediate.

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. Convention Center or Visitor Information Center:

2. Registration of Convention Delegates:

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity:

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation:

6. Signage:

7. Transportation:

Questions for all Funding Requests:

How many years have you held this Event or Project: _____ Expected Attendance: _____

How many people attending the Event or Project used Missouri City hotels? ___ How many nights did they 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: _____

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

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

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

Please check all promotion efforts your organization coordinated and the amount financially committed to each media outlet:

Paid Advertising _____ Newspaper _____ Radio _____ TV _____

Press Release to Media _____ Direct Mailing to out of town recipients _____ Other _____

What areas did your advertising and promotion reach?

What number of individuals did your proposed marketing reach that were located in another city or county? _____ (If a permanent facility (e.g.museum, visitor center)

Attendance Monthly/Annually: _____(Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities): _____

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