

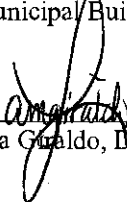


CITY OF DEL RIO, TEXAS
HOT FUNDING COMMITTEE MEETING
COUNCIL CHAMBERS - CITY HALL
109 WEST BROADWAY
APRIL 16, 2019 - 5:15 P.M.

AGENDA

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
 - a. Approval of Minutes for Hotel Occupancy Tax Fund Committee Meeting for March 2019
4. **INFORMATIONAL ITEMS**
 - a. Hotel Occupancy Tax Fund Committee Financial Report for March 2019
 - b. Post Event Report, IGNC 2018
5. **OTHER BUSINESS**
(ACTION MAY BE TAKEN ON THESE MATTERS)
 - a. Discuss and Possible Action on Potential HOT fund Projects.
6. ESTABLISH NEXT MEETING
7. ADJOURNMENT

I, Ana Maria Giraldo, Deputy City Secretary, hereby certify that the above agenda was posted on the bulletin board in the Municipal Building and on the bulletin board immediately outside the Municipal Building on or before 5:00 p.m. on the 12th day of April 2019.



Ana Maria Giraldo, Deputy City Secretary

HOT Funding Committee

3.a.

Meeting Date: 04/16/2019

Submitted By: Leno Hernandez, Paul Poag Theatre Mgr

SUBJECT:

Approval of Minutes for Hotel Occupancy Tax Fund Committee Meeting for March 2019

Attachments

No file(s) attached.

HOT Funding Committee

4.a.

Meeting Date: 04/16/2019

Submitted For: Leno Hernandez, COMMUNITY SERVICE

Submitted By: Leno Hernandez, COMMUNITY SERVICE

Subject

Hotel Occupancy Tax Fund Committee Financial Report for March 2019

Attachments

No file(s) attached.

HOT Funding Committee

4.b.

Meeting Date: 04/16/2019

Submitted For: Leno Hernandez, COMMUNITY SERVICE

Submitted By: Leno Hernandez, COMMUNITY SERVICE

Subject

Post Event Report, IGNC 2018

Attachments

POST_IGNC

2019 – 2020 - CITY OF DEL RIO, TEXAS
HOTEL OCCUPANCY TAX (HOT TAX) FUNDS

POST EVENT PROGRAM REPORT

March 29, 2019

I - Organization Information

Legal name of organization requesting funds: DEL RIO CHAPTER, INTERNATIONAL GOOD NEIGHBOR COUNCIL (IGNC)

Organization mailing address: International Good Neighbor Council (IGNC), P.O. BOX 421862, DEL RIO, TX 78840

PRIMARY EMAIL: aalcala@stx.rr.com

Phone Number: (830) 719-0324

Name of Primary Contact: Dora G. Alcala'

Title of Primary Contact: Past President IGNC

II - EVENT/ PROJECT INFORMATION

NAME/PURPOSE OF EVENT/PROJECT:

DATE OF EVENT: Fiesta de Amistad is celebrated annually during the month of October. This year's events were held October 6th thru 22nd, 2018, in conjunction with the International IGNC Convention held in Del Rio, TX (Oct 18 thru 21st).

PRIMARY LOCATION: THROUGHOUT THE CITY OF DEL RIO: Ramada Inn as Convention Headquarters, Paul Poag Theatre, Del Rio Civic Center, Main Street and Greenwood Park

AMOUNT REQUESTED: \$16, 700

AMOUNT RECEIVED: \$16,700

HOW WERE THE FUNDS USED: 100% OF THE FUNDS WERE USED FOR FIESTA DE AMISTAD EVENTS and INTERNATIONAL IGNC CONVENTION, AS FOLLOWS:

DETAILS:

Graphic Design, Publication & Distribution of 3,000 Fiesta Magazines -----	5129.05
Graphic Design & Publication of 100 IGNC Convention Program Brochures-----	843.45
Radio Advertisement at all local radio stations for Fiesta & IGNC Convention Events--	2197.00
Pan American Advertising (Eagle Pass, TX)-----	500.00
Fiesta de Amistad Medals (300)-----	1095.00
Fiesta de Amistad T-Shirts (100)-----	1620.00
Plaques for Mr. and Ms. Amistad-----	85.50

(Distributed City of Del Rio and Fiesta de Amistad Advertisement)

Newspaper advertising for all Fiesta de Amistad Events:

Del Rio News Herald-----	3780.00
CONEXION San Angelo-----	1450.00

GRAND TOTAL:-----\$16,700.00

HOW MANY YEARS HAVE YOU HELD THIS EVENT?

This event has been held for over 50 years.

III. EVENT FUNDING INFORMATION

1. Actual Percentage of funded event costs covered by Hotel Occupancy Tax____75%
2. Actual Percentage of facility costs covered by Hotel Occupancy Tax_____0%
3. Actual Percentage of staff costs covered by Hotel Occupancy Tax: Not Applicable
4. Not Applicable
5. The event (Fiesta De Amistad) is free to the Public
6. Was there a net profit from the Fiesta De Amistad Events: NO
7. Not Applicable

IV EVENT ATTENDANCE INFORMATION:

1. How many people did you predict this event? Approximately 1000
2. NO OF PARTICIPANTS (Predicated Attended): The International Parade brings over 1,000 citizens to view event; the Miss Del Rio Pageant fills the Paul Poag Theatre to Capacity. The Abrazo normally has approximately 300 participants. Verified by photographs and media/newspaper coverage
3. No of hotel rooms blocked: 85 rooms
4. How Many room nights were used at hotels by attendees: 35 rooms were used by Convention attendees and for the Judges of the Miss Del Rio Pageant, but this is not funded by HOT Tax funds
5. We have no record of rooms funded in past years
6. Not applicable

V. Event Promotion Information

1. Efforts used for Promotion of all our Fiesta De Amistad Events are as follows:
NEWSPAPER: \$5230.00
RADIO: \$2197.96

There were at least 5 weekly press releases to the Del Rio News Herald and CONEXION DEL RIO
NOTE: A detailed Expense Report is itemized under item II.

2. Samples of Advertisement of City of Del Rio are attached. (DRNH ADS & STORIES)
3. Samples of Advertisement/promotions of Fiesta de Amistad Events are attached.
(Brochure & Fiesta Magazine)

VI. NOT APPLICABLE

VII. DEL RIO BUSINESSES UTILIZED; Ramada Inn of Del Rio, Silver Eagle Distributers, Del Rio News Herald, the Pro Shop, Skyline Embroidery, Robert's Jewelers, Pan American Advertising and all local Radio stations. Convention Tours included: Amistad Recreation area, Amistad Dam, Whitehead Museum and Val Verde Winery.

VIII. This Report will be emailed to addresses on report application.

IX – ACKNOWLEDGEMENT

I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds and certify that the requested funds will be used for purposes described in this application or as approved by the City. I understand the use of HOT funds is subject to audit.

NAME: /s/ DORA G. ALCALA', President IGNC Past President DATE: March 29, 2019

XIV ACKNOWLEDGEMENT

NAME _____ DATE AUGUST 14, 2017

TITLE: PRESIDENT IGNC

HOT Funding Committee

5.a.

Meeting Date: 04/16/2019

Submitted By: Leno Hernandez, Paul Poag Theatre Mgr, COMMUNITY SERVICE

SUBJECT:

Discuss and Possible Action on Potential HOT fund Projects.

SUMMARY:

The HOT Fund Committee will be introducing HOT fund related projects per the scope of Chapter 351 of the Texas Tax Code. Among the discussion will be: Transportation Services, Signage, Marketing, Sporting Event investments, etc.

BACKGROUND:

The HOT Fund Committee has discussed various projects in the past. This is an opportunity to revisit and possibly act on those items.

DISCUSSION:

TBD

PROS:

TBD

CONS:

TBD

RECOMMENDATION:

TBD

Fiscal Impact

Attachments

No file(s) attached.
