

CITY OF BANDERA CITY COUNCIL REGULAR MEETING

Bandera City Hall, 511 Main Street, Bandera, Texas
Tuesday, September 08, 2026 at 6:30 PM

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

AGENDA

1. **Call to order.**
2. **Invocation and Pledge.**
3. **Visitors to be heard (shall not exceed 30 minutes total).**

Citizens wishing to be heard may do so on all matters except personnel matters, matters listed on the agenda as a public hearing, and matters under litigation. Each person addressing the council must provide his/her legal name and current address for city records and meeting minute preparation. Each person will only be allowed to speak on matters on the agenda during citizen's forum/public comment. No rebuttals will be permitted. Each person addressing the governing body shall not exceed three (3) minutes. Section 551.042, Government Code, V.T.C.A. (i.e. Texas Open Meetings Act) permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting, but any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting. All remarks shall be addressed to the council as a body, and not to any individual member thereof. Any person making personal, impertinent, or slanderous remarks while addressing the council may be requested to leave the meeting.

4. **Consent Agenda.**

- A. Approval of minutes from August 4, 2025, August 17, 2026 and August 25, 2026 City Council Meetings.

5. **Presentations.**

- A. City of Bandera Utility Collections presentation by Ivy Arroyo.

6. **Discussion and possible action on the following items:**

- A. The current contract for delinquent municipal utility collections and approval of a contingent-fee contract with Perdue Brandon Fielder Collins & Mott LLP.
- B. The enactment of an ordinance imposing an add-on collection fee to defray the costs of collection of delinquent municipal utility accounts turned over to the collection firm.
- C. Introduction from James Hernandez with a new non-profit "Cowboy Capital Association" and request for a street closure on October 2, 2026 from 11AM to 8PM for First Friday Vendor Market.
- D. Review applicants for appointment to the EDC board.
- E. Review and approve the EDC 2026-2027 budget.
- F. Determine process to award HOT funds and review applications.
- G. Approval of the appointment of current reserve officers for the Bandera Marshals office.
Jennifer Gonzales, Andy Adam, Shawn Wilson and Oscar Valdez

7. Closed Session.

A. *The City Council will meet in closed session pursuant to Texas Government Code Section §551.072 to deliberate the purchase, exchange, lease, or value of real property.*

1.) Waste Water Treatment Plant

8. Action following Closed Session.

9. Requests and Announcements.

A. Requests by Council to place items on an agenda.

B. Announcements by Council.

C. City Administrator Update.

10. Adjourn.

/s/ Jill Shelton Dickerson

Jill Shelton Dickerson, City Secretary

The City Council for the City of Bandera reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any of the matter listed above, as authorized by Texas Government Code §551.071 (Consultations with Attorney), §551.072 (Deliberations about Real Property), §551.073 (Deliberations about Gifts and Donations), §551.074 (Personnel Matters), §551.076 (Deliberations about Security Devices) and §551.086 (Economic Development). There may be a quorum of Economic Development Corporation/Planning and Zoning member at any regularly scheduled City Council Meeting. This facility is wheelchair accessible and handicapped parking is available. Requests for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact the City Secretary at (830) 796-3765. This agenda is posted in accordance with the Texas Government Code, Chapter 551 on September 1, 2026.

Pursuant to Section Previous 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun". "Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly".

MEMORANDUM**To:** Honorable Mayor & City Council**From:** Cassie McGuire Utilities Clerk, Toni Kunz City Administrator**Date:** September 1, 2026**Agenda Item:** 5A Delinquent Utility for Collections**Action Requested:** Discussion and action**Overview and Background:**

In 2022, City of Bandera began working with Ivy J. Arroyo of MVBA, LLC to assist with Municipal Court collections and continued when Ivy J. Arroyo transferred to Perdue Brandon Fielder Colins & Mott LLP. This has been a successful venture with no out-front costs to the City. The City provides details of accounts in collections via read-only access to our system. PBFCM adds a flat 30% to the amounts to be collected. This rate is set by statute. Total amounts owed are paid to the City of Bandera, some directly to the City and some directly to PBFCM. In cases where the amounts are paid to PBFCM, PBFCM pays the full amount paid to the City of Bandera. Monthly, PBFCM submits payment to the City for all monies collected, a detailed report to the City showing original overdue amount collected, 30% collection fee, and total amount collected for the month. PBFCM invoices the City for the flat 30% fee collected on the amounts paid to the City and to PBFCM. This makes for a very clean account of all monies owed and paid. There is very little administrative duties by the City's personnel other than monthly reconciliation to make sure our records reflect overdue amounts paid directly to PBFCM, and monthly payment of fees owed for collections. In 2025, we had 549 cases that were turned over for collections that totaled \$261,316.00: \$201,822.81 toward the amount due and \$59,493.24 in fees to be collected paid to PBFCM. In 2026, we had 48 cases turned over for collections that totaled \$20,007.80: \$15,401.00 toward the amount due and \$4,606.80 in fees collected and paid to PBFCM.

For FY 2025/2026, we have 31 overdue utility accounts totaling \$6275.00 owed to the City. We have archived other accounts that date back further where there would be potential for more revenue generated.

Staff recommendations: Recommend entering into a contract with Ivy Arroyo of Perdue Brandon Fielder Colins & Mott LLP to collect on our past due utility accounts with the same rates and process as we currently have with the municipal court.

CONTRACT FOR THE COLLECTION OF DELINQUENT UTILITY ACCOUNTS

THE STATE OF TEXAS

§

COUNTY OF BANDERA

§

THIS CONTRACT is made and entered into by and between the **CITY OF BANDERA, TEXAS, acting by and through its governing body**, (hereinafter the “Client”), and **PERDUE BRANDON FIELDER COLLINS & MOTT, L.L.P.**, (hereinafter the “Law Firm”). The terms and conditions of the contract are as follows:

1. **Nature of Services.** Client agrees to employ the Law Firm to collect utility accounts that are at least 60 days past due, as determined by Client, including, but not limited to, amounts due for utilities provided, services rendered, late fees, disconnect and reconnect fees, and all applicable statutory interest, attorney fees and court costs for the utility accounts that Client turns over to the Law Firm (“Delinquent Utility Accounts”).
2. **Compensation.** As compensation for services required hereunder, Law Firm shall receive a **thirty percent (30%)** collection fee of the total amount on the Delinquent Utility Accounts turned over to the Law Firm. It is expressly understood that the Law Firm is not entitled to receive payment on any delinquent utility account subsequently paid but that was not turned over to the Law Firm. It is agreed that should the Client enact an ordinance establishing an add-on fee on all past-due utility accounts turned over to the Law Firm, the Client agrees that said thirty-percent (30%) add-on collection fee shall be added to the total amount owed on a Delinquent Utility Account turned over to the Law Firm, pursuant to Section 552.001(b) of the Texas Local Government Code. In the event that such add-on fee is enacted, the Law Firm agrees that its compensation will be limited to the add-on collection fee.
3. **Term of Contract.** The initial term of this contract shall commence on the 1st day of October, 2026, and end on the 31st day of December, 2026, except that either party to this agreement may terminate this agreement by giving the other party thirty (30) days written notice of their desire and intention to terminate the agreement.

After the initial period, this contract shall **automatically renew** and continue in full force-and effect thereafter from year to year for additional twelve-month periods on the same terms and conditions unless **either party delivers written notice to the other party of its intent to terminate this contract at least thirty (30) days prior to the renewal date of this contract.**

If the contract is terminated, the Law Firm is entitled to continue its collection activities, and receive compensation in accordance with Paragraph 2, on accounts referred by Client prior to termination for a period of thirty (30) days. At the end of such thirty (30) days, all records provided to Law Firm under this Contract shall be returned to Client.

4. **Credit Reporting.** Client understands and agrees that the Law Firm will not report information on Client’s Delinquent Utility Accounts to credit reporting agencies. If it is desired, the Client shall, in its sole discretion, report Delinquent Utility Accounts information to any such agency.
5. **Interest Accrual.** Absent an express agreement to the contrary, the Law Firm will not accrue interest on Client’s Delinquent Utility Accounts.

6. **Litigation.** The Law Firm will not file suit, accept any compromise settlement, or incur any litigation expenses chargeable to Client without Client's approval. By agreeing to the filing of a lawsuit, Client understands that it must reimburse Law Firm for all costs and fees chargeable as court costs (e.g., filing fees, citation issuance, process service fees, etc.).

7. **Account Information.** Client agrees to submit for collection only Delinquent Utility Accounts that are validly due and owing by the utility customer or guarantor. Client will provide Law Firm with all information and documentation necessary for the collection of all submitted Delinquent Utility Accounts. Client will provide accurate information on each Delinquent Utility Account and will promptly report any payments it receives or adjustments it makes on Delinquent Utility Accounts turned over to the Law Firm. Client and Law Firm shall work together to expeditiously respond to any debtor correspondence regarding a disputed debt and requests for verification of debt received by Law Firm. Client agrees to provide Law Firm with all copies of records necessary to verify a debt within 10 days of Law Firm's request.

The Client shall refer all Delinquent Utility Accounts by electronic medium, or in any other way that is most favorable to the Client.

8. **Return of Accounts.** Client and Law Firm agree that Law Firm has no obligation to perform collection services for Delinquent Utility Accounts that are determined by Law Firm to be time-barred from collections by an applicable statute of limitation or other similar limitation. Following the return of such accounts from Law Firm to Client, Law Firm shall have no further obligations on these accounts.

9. **Receipt of Payments.** Client gives the Law Firm exclusive authority to collect amounts due on Delinquent Utility Accounts turned over to the Law Firm. It is understood and agreed that the Law Firm will instruct debtors to make all payments payable to Client, and the Law Firm will forward the payment to Client. In the event the Law Firm is identified as the payee, the Law Firm will endorse the payment over to Client.

10. **Billing.** The Law Firm will submit billing invoices to the Client monthly.

11. **Reporting.** Upon request, Law Firm will provide reports to the Client setting forth the status of Delinquent Utility Accounts turned over to Law Firm by Client.

12. **Notices.** All notices permitted or required under this contract shall be in writing and sent by certified United States mail or delivered by hand or courier to the appropriate party at the address specified below. Notice shall be deemed received five (5) business days after mailing if sent by certified United States mail or upon receipt if delivered by hand or courier.

Law Firm:

Perdue, Brandon, Fielder, Collins & Mott, LLP

Attn: Carlos M. Arce

BY U.S. MAIL OR BY COURIER DELIVERY:

613 NW Loop 410, Suite 550

San Antonio, Texas 78216

Telephone Number: 210-998-3230

Client:
City of Bandera
Attn: City Administrator Toni Kunz
P.O. Box 896
Bandera, Texas 78003
830-796-3765

13. **Compliance Verification.** A) Pursuant to Chapter 2271 of the Texas Government Code, Law Firm verifies that it does not and will not for the term of this contract boycott Israel. Law Firm will comply with all applicable Texas, Federal, and other laws in the performance of this contract.

B) In order to comply with Tx. Govt. Code §2252.152, Law Firm verifies that it is not a company identified on the Texas Comptroller's list of companies known to have contracts with, or provide supplies or services to, a foreign organization designated as a Foreign Terrorist Organization by the U.S. Secretary of State under federal law.

C) In order to comply with Tx. Govt. Code §2274.002, Law Firm verifies that it does not boycott energy companies and will not boycott energy companies during the term of the contract.

D) In order to comply with Tx. Govt. Code §2274.002, Law Firm verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and, will not discriminate during the term of the contract against a firearm entity or firearm trade association.

14. **Entire Agreement.** This contract constitutes the entire agreement and understanding between Law Firm and Client with respect to the subject matter of this contract and supersedes all previous written or oral representations, agreements, and understandings. All modifications to this contract must be made in writing and signed by both parties. Furthermore, this Contract cannot be transferred or assigned by either party without the consent of both parties.

15. **Severability.** If any portion of this contract is found to be illegal, invalid, or otherwise incapable of being enforced, such portion shall be excluded to the minimum extent necessary to remedy such illegality, invalidity, or unenforceability. The remainder of the contract shall remain in full force and effect.

16. **Choice of Law.** This contract, and all claims or causes of action arising out of or related to this contract, shall be interpreted under and governed by the internal laws of the State of Texas. Client and Law Firm agree that exclusive venue lies with the courts located in Bandera County, Texas.

WITNESS the signatures of all parties hereto this the ____ day of _____, 2026.

CITY OF BANDERA

**PERDUE BRANDON FIELDER COLLINS &
MOTT, LLP**

BY: _____

Denise Griffin

Mayor, City of Bandera

BY: _____

Carlos Arce

Partner, Perdue Brandon Fielder Collins & Mott, LLP

PUBLIC NOTICE

NOTICE PURSUANT TO GOVERNMENT CODE SEC. 2254.1036(a)

WHEREAS, the City of Bandera (the “City”) will consider approving a contingent fee contract with the law firm of Perdue Brandon Fielder Collins & Mott, L.L.P. (“Firm”) and hereby posts this notice pursuant to Sec. 2254.1036(a) of the Government Code.

WHEREAS, this notice shall be posted before or at the time of giving the written notice required by Government Code Sec. 551.041 for a meeting as described by Sec. 2254.1036(a)(1) of the Government Code and shall announce the following:

A. The City is pursuing a contract with the Firm for the collection of its delinquent utility fees owed to the City. Through this contract the City seeks to increase recovery of its delinquent debts in as expeditious a manner as possible. GOVT. CODE § 2254.1036(a)(1)(A).

B. The City believes the Firm has the competency, qualifications, and experience necessary to fulfill this contract. GOVT. CODE § 2254.1036(a)(1)(B). The Firm has collected delinquent government receivables for over 50 years. The Firm currently has 15 primary offices and multiple satellite offices throughout Texas, Oklahoma and Florida. It employs more than 400 individuals, including over 58 attorneys. It uses a multi-office, fully integrated team approach allowing the City access to all its offices and resources. Its collection team consists of long-term Firm employees, including attorneys, call center associates, paralegals, law clerks, legal secretaries, collection support personnel and information technology experts. The Firm utilizes a proprietary collection software that can be tailored to meet any special need the City may have. This proprietary software also automates many aspects of the collection process, such as: account/debtor research, messaging, mailings and phone calls, return mail and address updates, payment notification and processing and workflow.

C. The nature of any relationship between City and the Firm is as follows. GOVT. CODE § 2254.1036(a)(1)(C). The Firm represents the City in its collection of delinquent municipal court fine and fees.

D. The City is unable to collect its own delinquent utility accounts. GOVT. CODE § 2254.1036(a)(1)(D). The City currently does not have adequate support staff, computer software/programming, or experience to internally conduct these collection services and acquiring these will result in substantial expense to the City.

E. These collection services cannot be provided for an hourly fee. GOVT. CODE § 2254.1036(a)(1)(E). This percentage-based fee is an add-on fee of thirty percent (30%), on the total amount of delinquent utility fees due the City that are turned over to Firm. The collection of delinquent utility accounts is a high-volume practice, requiring a significant amount of research, mailing, and handling of outbound/inbound calls. An hourly fee for such work will likely exceed amount of the delinquent utility accounts due. Moreover, the City will bear the cost of these hourly fees and not the debtor, because Texas law does not expressly authorize the City to pay for collection services based on an hourly fee.

F. The City believes this contingent fee contract is in its best interest. GOVT. CODE § 2254.1036(a)(1)(F). Under the contingent fee contract, the Firm will be paid the amount of the percentage-based collection fee, regardless the number of hours the Firm spends researching, contacting and mailing to collect the delinquent utility account.

Agenda Items for Discussion and possible action on the following items:

on the current contract for delinquent municipal utility collections and approval of a contingent-fee contract with Perdue Brandon Fielder Collins & Mott LLP.

Written Findings as to the Collections Contract with Perdue, Brandon, Fielder, Collins & Mott, LLP:

The City Council for the City of Bandera, (the “City”) pursuant to Section 2254.1036(b), of the Government Code, hereby finds the following to be true: 1) there is a substantial need for the legal services specified in said contract; 2) these legal services cannot be adequately performed by the attorneys and supporting personnel of the City; and 3) these legal services cannot reasonably be obtained from attorneys in private practice under a contract providing only for the payment of hourly fees, without regard to the outcome of the matter, because of the nature of the matter for which these services will be obtained or because the City does not have funds to pay the estimated amounts required under a contract providing only for the payment of hourly fees.

Therefore, this City Council hereby approves the contract by and between the City of Bandera and Perdue Brandon Fielder Collins & Mott, LLP, for professional legal services regarding the collection of utility fees services to be paid in accordance with Texas Code of Criminal Procedure.

APPROVED and EXECUTED this the ____ day of _____, 2026.

Hon. Denise Griffin
Mayor, City of Bandera, Texas

**AN ORDINANCE PROVIDING FOR A FEE TO DEFRAY COSTS OF COLLECTING
DELINQUENT UTILITY ACCOUNTS RECEIVABLE**

Ordinance #

STATE OF TEXAS

§

202

COUNTY OF BANDERA

ss

WHEREAS, the City of Bandera, pursuant to Subchapter A of Chapter 51, Texas Local Government Code, may adopt an ordinance that is for the good government, peace, or order of the municipality and is necessary or proper for carrying out a power granted by law to the municipality; and

WHEREAS, the governing body of a municipality, pursuant to Subchapter A of Chapter 54, Texas Local Government Code, may enforce each rule or ordinance of the municipality; and

WHEREAS, the City of Bandera, pursuant to Texas Local Government Code Section 552.001(b), may purchase, construct, or operate a utility system and may regulate the system in a manner that protects the interests of the municipality; and

WHEREAS, the City Council has determined that it is in the public interest to ensure the prompt payment of delinquent utility accounts; and

WHEREAS, the City of Bandera has entered into a contract with a private firm to provide services for the collection of debts and accounts receivable related to delinquent utility accounts;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BANDERA THAT:

There shall be imposed an additional fee of **THIRTY PERCENT (30%)** on all debts and accounts receivable, i.e.: fines, fees, restitution, other debts, and costs, that are more than sixty (60) days past due and have been referred to a private firm for collection, and that relate to delinquent utility accounts owed to the City (“Collection Fee”).

This ordinance, and any Collection Fee authorized herein, shall not apply to or take effect against any eligible past due utility account until the ninetieth (90th) day after the date of this ordinance's adoption.

SIGNED on this the _____ day of _____, 2026.

DENISE GRIFFIN, MAYOR
CITY OF BANDERA, TEXAS

ATTEST:

JILL SHELTON
CITY SECRETARY

MEMORANDUM**To:** Honorable Mayor & City Council**From:** Toni Kunz City Administrator**Date:** September 4, 2026**Agenda Item:** 6C Cowboy Capital Association Market Days Street Closure**Action Requested:** Discussion and action**Overview:**

James Hernandez will be presenting to Council to provide information on the newly created Cowboy Capital Association (CCA) non-profit organization and their mission in the City of Bandera: Let's Do Business the Cowboy Way. This non-profit has been created by Daniel and Andrew Almand, the owners of Texas Salt Co., Salt Block and Salty's. The CCA will be hosting and expanding the successful monthly "1st Friday Market" that has been in the courtyard of Texas Salt Co. Their hope is to expand into Cypress St and expand the hours of operation to 1p-8p. They have spoken with the other store front, Third Coast Electric and Bandera Bank that will potentially be affected by this street closure and are requesting that the portion of Cypress beginning at the alley/bank drive-thru entrance to 11th St be blocked from 1p-6p, which allows alley and bank drive-thru to be open during the main business hours. And, with the permission of Lori Walker of WPT Mercantile and Ken Finley of Bandera Bank, from 6p-8p extend the blocked area on Cypress from Main St to 11th St. The extended area would block off the exit/entrance to alley and to the bank from Cypress St. CCA plans to purchase their own regulation barricades to control the street closures themselves. CCA plans to request the street closure permit fee of \$300/per closure permit application to be waived since they are a non-profit, and they require no City of Bandera equipment or manpower.



Staff Recommendation: Review and approve the street closure with expanded/extended street closure requests for the 1st Friday of each month with a waived or reduced street closure fee for the CCA non-profit's 1st Friday Market Days.



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 522-3126 • F: (210) 761-7352

Street Closure Application

APPLICANT INFORMATION

Organization: Cowboy Capital Association

Name/Contact: James Hernandez

Address: 1107 Cypress St., Bandera, TX 78003

Phone: 830-688-0906 Email: james@ccabandera.org

EVENT INFORMATION

Event Name/Title: First Friday Sip & Shop

Date(s) of Event: October 2, 2026 Time of Event: 1pm-8pm

Type of Event/Description: Vendor Market

ROAD CLOSURE REQUEST

Begin Date: October 2, 2026 Begin Time: 11am

End Date: October 2, 2026 End Time: 8pm

Special Requests: Please do not block off Bandera Bank Cypress St. entrance. Close from 1107 Cypress alleyway to 11th Street.

Event Closure Request Location: 1100 Block of Cypress St.

Address/Street Name: 1107 Cypress St. to 11th Street

(Please complete the map noting the location of requested closures on the back of this application.)

Applicant Signature: James Hernandez Date: 9/1/2026

FOR CITY USE ONLY:

Permit Number: _____

Date Received: _____ By: _____

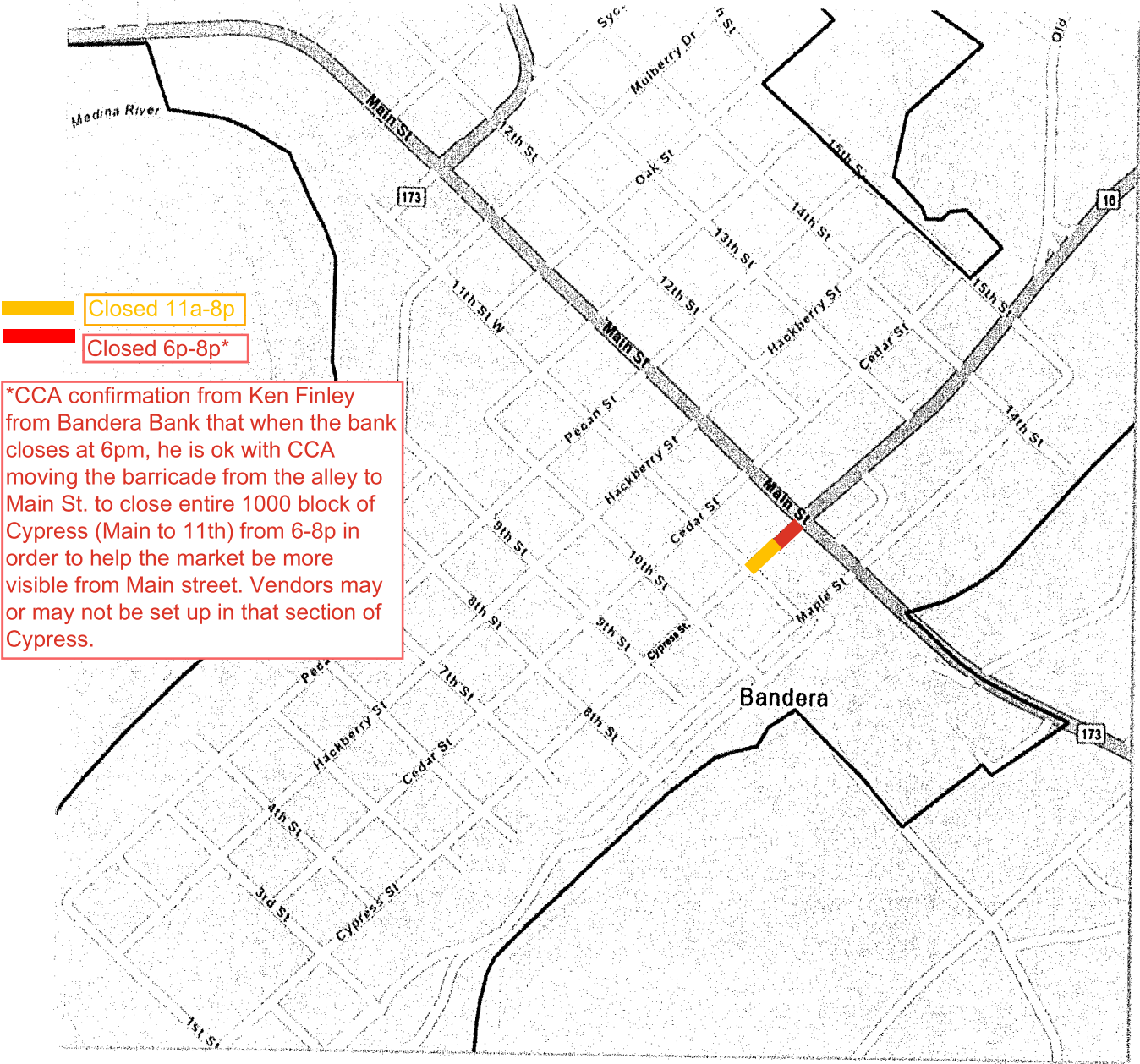
Date fee paid: _____ Amount: \$ _____ Date permit expires: _____

Approval signature: _____

Title: _____

MAP OF STREET CLOSURE REQUEST:

Clearly indicate with a color marker or pen the locations which you are requesting to be closed.



MEMORANDUM**To:** Honorable Mayor & City Council**From:** Toni Kunz City Administrator**Date:** September 4, 2026**Agenda Item:** 6D Review applicants for appointment to the EDC board**Action Requested:** Discussion and action**Overview and Background:**

This agenda item is to fill the vacant seat #7 on the EDC board. We had an August 14th cutoff for applications. On Thursday, September 3, 2026, I sent each of the 5 applicants this email to the email addresses on their applications:

Good afternoon EDC Applicant,

Your application has been submitted to the [City of Bandera City Council](#) for consideration of appointment to Seat # 7 on the [Bandera Economic Development Board](#). Seat # 7 term expires March 30, 2027. City Council will hold a public application review of the 5 applicants submitted and possibly make an appointment as a part of the [September 8, 2026 City Council Regular Meeting Agenda](#). Your presence is preferred; however, it is not mandatory. If you have any questions, please don't hesitate to ask.

The links in the email are to the City of Bandera website, City Council website, EDC website, and the published council agenda.



CITY OF BANDERA

Section 6, Item D.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (210) 761-7352

Application for Consideration of Appointment

The Public Information Act (PIA) may allow for public review of this application upon request.

☒ New application ☐ Re-appointment application

Board or Committee: ☐ City Council vacancy ☐ Planning & Zoning Commission
☒ Economic Development Corporation ☐ Other: _____

Personal Information

Name: Marlena Anderson
Last Name First Name Middle Initial

Address: PO Box 8, Bandera, TX 78003

Phone number: 512.221.5590

E-Mail Address: ms.ag04@gmail.com

Are you a qualified voter in the city? ☐ Yes ☒ No

Do you live inside the city limits? ☒ Yes ☐ No

Employment

Employer: Self - Diamond A Financial Services

Occupation: Financial Advisor

Business address: 3300 State Hwy 16 S, Bandera, TX 78003

To the best of your knowledge, are you employed by, or a member of, any entity (business or non-profit) with proposals, programs, requests, business, applications, licenses or any other matters which may come before a board or commission for review, funding, support or approval during the next two years? Yes ☐ No ☒

If yes, please list the name of entity and interest: _____

Board or Commission Interest

☐ Live in the city ☐ Work in the city ☐ Own a business in the city
☐ Attend school within the city ☒ Other significant interest: _____

Grew up in Bandera County and returned home four years ago to buy my dad's business. Although I live just outside the city limits, Bandera has always been home, and I have a vested interest in seeing it thrive while preserving the small-town character that makes it special.

What do you hope to accomplish by serving?

I'd like to help Bandera continue to grow in a way that still feels like Bandera. I
believe we can support local businesses, attract the right opportunities, and
strengthen our economy without becoming "just another town."

Certification

I am not employed by the City of Bandera or by a City Council Member.

If appointed, I will notify the City of Bandera of any changes in my residence or business, or of any other relevant changes that would affect my appointment. I will also notify the city if any potential conflicts of interest arise.

I recognize that my appointment requires my regular attendance and participation at all scheduled meeting. Failure to do so may result in my removal. I am willing to make this commitment of time and effort.

I hereby certify that all information in this application is complete, truthful, and accurate to the best of my knowledge.

DocuSigned by:

860664105057474...

7/11/2026

Signature

Date

Some boards/commissions/committees require members to reside within the city limits. Please return completed form to the City Secretary's office for processing: 511 Main Street Bandera, TX 78003. Your application will be kept on file for 12 months.

Note: When filed at City Hall, this will become public record that may be disclosed per the Texas Public Information Act.



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (210) 761-7352

Application for Consideration of Appointment

The Public Information Act (PIA) may allow for public review of this application upon request.

☒ New application ☐ Re-appointment application

Board or Committee: ☐ City Council vacancy ☐ Planning & Zoning Commission
☒ Economic Development Corporation ☐ Other: _____

Personal Information

Name: Friederich Cynthia L
Last Name First Name Middle Initial

Address: 814 Buena Vista Lane, Bandera, TX 78003

Phone number: (210) 601-5000

E-Mail Address: cynthia@banderapaintandbody.com

Are you a qualified voter in the city? ☐ Yes ☒ No

Do you live inside the city limits? ☐ Yes ☒ No

Employment

Employer: Bandera Paint & Body

Occupation: Business Office Manager/Owner

Business address: 2692 State Highway 16 South, Bandera, TX 78003

To the best of your knowledge, are you employed by, or a member of, any entity (business or non-profit) with proposals, programs, requests, business, applications, licenses or any other matters which may come before a board or commission for review, funding, support or approval during the next two years? Yes ☐ No ☒

If yes, please list the name of entity and interest: _____

Board or Commission Interest

☐ Live in the city ☐ Work in the city ☐ Own a business in the city
☐ Attend school within the city ☒ Other significant interest: My husband and I own a business in the county.

I worked with my real estate broker/partner for approximately 20 years. Our firm served for 10+ years as the contractual real estate firm that was chosen to represent the City of San Antonio in commercial real estate matters, involved in the acquisition, disposition and evaluation of City owned real estate assets. Due to this assignment, we worked closely with the San Antonio Economic Development Foundation under Mario Hernandez and his staff. Additionally, since we reported to the City of San Antonio Development Department we interfaced with the City's Economic Development Department along with the Bexar County Economic Development Department. Most of the projects we worked on for the city involved some form of economic development. Some of the projects we worked on during our tenure were:

- The conversion of Brooks Air Force Base to a civilian Business Park
 - One of the major tenants we negotiated for the park was the acquisition of the first commercial company to invest in and build a 200,000-sf manufacturing facility.
- The marketing and development of Southwest Business and Technology Park owned by the City of San Antonio.
- Various acquisitions on behalf of the city from private owners. Examples:
 - SAPD evidence building.
 - SA Parks and Recreation HQ
 - Land acquisition for the current COSA Public Works

Due to our involvement and experience we acquired several other assignments that required not only the marketing and development of those projects, but active participation with economic development. Some examples:

- Tri County Business Park, Schertz, Texas. This park of approximately three hundred acres was developed and marketed by us. When we started that project, the Keebler distributing facility was the only one in existence. We worked with Mark Marquez the Economic Development Officer at that time in instituting a tax incentive program that gave incentives to speculative industrial developers like Prologis to build facilities that attracted major logistics companies to the park.
- University Business Park, San Antonio, Texas. We marketed and worked with the economic development officers to attract tech related companies to the park.

In addition to marketing and developing parks we were also tasked by the SAEDF to assist in identifying, negotiating, and attracting foreign and national companies to the SA area that are served by the CPS electrical service.



CITY OF BANDERA

Section 6, Item D.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (210) 761-7352

Application for Consideration of Appointment

The Public Information Act (PIA) may allow for public review of this application upon request.

☒ New application ☐ Re-appointment application

Board or Committee: ☐ City Council vacancy ☐ Planning & Zoning Commission
☒ Economic Development Corporation ☐ Other: _____

Personal Information

Name: Hill Jason D.
Last Name First Name Middle Initial

Address: 171 White Bass Drive, Lakehills, Tx, 78063

Phone number: 210-501-4322

E-Mail Address: Jason@ThirdCoastElectricLLC.com

Are you a qualified voter in the city? ☐ Yes ☒ No

Do you live inside the city limits? ☐ Yes ☒ No

Employment

Employer: Third Coast Electric LLC, Art Sea Paint & More

Occupation: Self Employed Small Business Owner

Business address: 1102 Cypress St. Bandera Texas 78003

To the best of your knowledge, are you employed by, or a member of, any entity (business or non-profit) with proposals, programs, requests, business, applications, licenses or any other matters which may come before a board or commission for review, funding, support or approval during the next two years? Yes ☐ No ☒

If yes, please list the name of entity and interest: _____

Board or Commission Interest

☐ Live in the city ☒ Work in the city ☐ Own a business in the city

☐ Attend school within the city ☒ Other significant interest: Local Economic Development and Growth

What do you hope to accomplish by serving?
I would like to be more involved in my local community and being a small business and on the cutting edge of technology the Economic Development Board seems like it would be a good fit. I believe it would continue to interest me as the growth for Bandera increases.

Certification

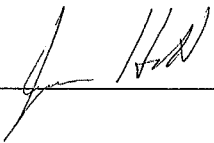
I am not employed by the City of Bandera or by a City Council Member.

If appointed, I will notify the City of Bandera of any changes in my residence or business, or of any other relevant changes that would affect my appointment. I will also notify the city if any potential conflicts of interest arise.

I recognize that my appointment requires my regular attendance and participation at all scheduled meeting. Failure to do so may result in my removal. I am willing to make this commitment of time and effort.

I hereby certify that all information in this application is complete, truthful, and accurate to the best of my knowledge.

Signature



Date

8/1/2026

Some boards/commissions/committees require members to reside within the city limits. Please return completed form to the City Secretary's office for processing: 511 Main Street Bandera, TX 78003. Your application will be kept on file for 12 months.

Note: When filed at City Hall, this will become public record that may be disclosed per the Texas Public Information Act.



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3766 • F: (210) 761-7352

Application for Consideration of Appointment

The Public Information Act (PIA) may allow for public review of this application upon request.

☒ New application

☐ Re-appointment application

Board or Committee: ☐ City Council vacancy

☒ Economic Development Corporation

☐ Planning & Zoning Commission

☐ Other: _____

Personal Information

Name: Locke Tracy LH
Last Name First Name Middle Initial

Address: 710 Chipman Lane Bandera

Phone number: 203-687-6615

Are you a qualified voter in the city? ☐ Yes ☐ No

Do you live inside the city limits? ☐ Yes ☒ No

Employment

Employer: Retired Accountant

Occupation: _____

Business address: _____

To the best of your knowledge, are you employed by, or a member of, any entity (business or non-profit) with proposals, programs, requests, business, applications, licenses or any other matters which may come before a board or commission for review, funding, support or approval during the next two years? Yes ☐ No ☒

If yes, please list the name of entity and interest: _____

Board or Commission Interest

- ☒ Live in the city
 ☐ Work in the city
 ☐ Own a business in the city
☐ Attend school within the city
☐ Other significant interest: _____

What do you hope to accomplish by serving?

I am new to Bandera and hope to learn more about the city activities and growth. I served 12 years of the Executive Committee in our old Fire District. I was Deputy Moderator and Moderator as well as helping in other roles. I have a working knowledge of Robert's Rules and would like to contribute to my new community.

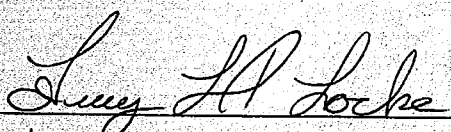
Certification

I am not employed by the City of Bandera or by a City Council Member.

If appointed, I will notify the City of Bandera of any changes in my residence or business, or of any other relevant changes that would affect my appointment. I will also notify the city if any potential conflicts of interest arise.

I recognize that my appointment requires my regular attendance and participation at all scheduled meeting. Failure to do so may result in my removal. I am willing to make this commitment of time and effort.

I hereby certify that all information in this application is complete, truthful, and accurate to the best of my knowledge.


 Signature _____

Date

8/19/26

Some boards/commissions/committees require members to reside within the city limits. Please return completed form to the City Secretary's office for processing: 511 Main Street Bandera, TX 78003. Your application will be kept on file for 12 months.

Note: When filed at City Hall, this will become public record that may be disclosed per the Texas Public Information Act.



CITY OF BANDERA

Section 6, Item D.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (210) 761-7352

Application for Consideration of Appointment

The Public Information Act (PIA) may allow for public review of this application upon request.



New application



Re-appointment application

Board or Committee: ☐ City Council vacancy

☒ Economic Development Corporation

☐ Planning & Zoning Commission

☐ Other: _____

Personal Information

Name: Hernandez James P.
Last Name First Name Middle Initial

Address: 248 Caton Lane, Medina, TX 78055

Phone number: (830) 688-0906

E-Mail Address: james.paul.hernandez1@gmail.com

Are you a qualified voter in the city? ☐ Yes ☒ No

Do you live inside the city limits? ☐ Yes ☒ No

Employment

Employer: _____

Occupation: _____

Business address: _____

To the best of your knowledge, are you employed by, or a member of, any entity (business or non-profit) with proposals, programs, requests, business, applications, licenses or any other matters which may come before a board or commission for review, funding, support or approval during the next two years? Yes ☐ No ☐

If yes, please list the name of entity and interest: _____

Board or Commission Interest

☐ Live in the city

☒ Work in the city

☐ Own a business in the city

☐ Attend school within the city

☐ Other significant interest: _____

What do you hope to accomplish by serving?

To assist the EDC Board in their efforts to provide valuable insight, assistance and information to local businesses. My years working at the Convention & Visitors Bureau, as well as the Bandera County Chamber of Commerce has given me valuable experience that I can draw upon to make myself a useful member of the EDC.

Certification

I am not employed by the City of Bandera or by a City Council Member.

If appointed, I will notify the City of Bandera of any changes in my residence or business, or of any other relevant changes that would affect my appointment. I will also notify the city if any potential conflicts of interest arise.

I recognize that my appointment requires my regular attendance and participation at all scheduled meeting. Failure to do so may result in my removal. I am willing to make this commitment of time and effort.

I hereby certify that all information in this application is complete, truthful, and accurate to the best of my knowledge.

Signature James Hernandez Date 8/18/2026

Some boards/commissions/committees require members to reside within the city limits. Please return completed form to the City Secretary's office for processing: 511 Main Street Bandera, TX 78003. Your application will be kept on file for 12 months.

Note: When filed at City Hall, this will become public record that may be disclosed per the Texas Public Information Act.

EDC of BANDERA FISCAL 2027 BUDGET |Oct 2026 - Sept 2027|
FUND BALANCE

20000 - Fund Balance	FY2027
20010 - Cash on Hand	1,039,719.45
CD 1*	57,893.11
CD 2*	57,748.08
TexStar Investment Pool	559,429.57
Total - Fund Balance	1,714,790.21

INCOME

30000 - Revenue	
30100 - Sales Tax/City of Bandera	350,000.00
30190 - Interest Income Other	60,000.00
Total Revenue	410,000.00
TOTAL FUND BALANCE AND REVENUE	2,124,790.21
TOTAL AVAILABLE FUNDS (Cash on Hand + Revenue)	1,449,719.45

EXPENSE

40000 - Administrative	
40020 - Payroll for Administrative S	10,000.00
40030 - Office Supplies	1,000.00
40040 - EDC Fidelity Bond	1,500.00
40050 - Dues/Memberships/Subscript	2,000.00
40060 - Advertising	1,000.00
40065 - EDC Website Development	2,000.00
40070 - Travel/Education/Training	2,500.00
40095 - Maintenance/Repairs	
Sub Total Administrative	20,000.00
40080 - Professional Fees	
40081 - Audit Fees	5,000.00
40083 - Legal Fees	8,000.00
40087 - Misc. Fees	1,500.00
Sub Total Professional Fees	14,500.00
Sub Total Administrative and Professional	34,500.00
42000 - EDC owned Property Development	
42010 - Land Acquisition	-
42050 - Land Improvement (existing]	7,500.00
Sub Total EDC Property Development	7,500.00

Promotional/Marketing (10% Revenue Cap)		
Total - 45000 Promotional Marketing		35,000.00
(includes carryover from previous year)		
Events - Marketing		
46000 Events/Marketing for Business Development		60,000.00
Main Street Events		3,000.00
SubTotal Events/Marketing for Business Development		63,000.00
Projects/Miscellaneous		
47000 - Projects/Miscellaneous		
47011 - Best Western Hotel Training		12,000.00
47049 - Cowboy Capital Cares (Spay/		-
47018 - Eclipse		-
47019 - Wayfinding Project		-
47021 - Rural Economic Developmen		-
Other Projects to be Defined		-
47050 - Miscellaneous Projects/EDC		100,000.00
Sub Total Projects/Miscellaneous		112,000.00
Projects - Infrastructure/Improvements		
48000 - Projects - Infrastructure/Improvements		
48035 - City of Bandera - Water Trea		500,000.00
48040 - City of Bandera - FIF Princip		49,500.00
City of Bandera Potential Infrastructu		198,000.00
48035 - City of Bandera - TWDB DW		42,500.00
SubTotal Projects Infrastructure/Improvements		790,000.00
Projects - Parks and Recreation		
49000 - Projects Parks and Recreation		
49010 - City of Bandera (playground/		15,000.00
49011 - Disc Golf Course		15,000.00
49012 - Park Restrooms		-
49100 - Skate Park		-
Sub Total Projects Parks and Recreation		30,000.00
Projects-Private Enterprise Loans to Grants		
50000 - Private Enterprise Loans to Grants		
50010 - Bus. Retention sales tax gene		-
50050 - Permanent Infrastructure to C		-
Sub Total Private Enterprise Loans to Grants		-
Emergency Reserve Funds		
Total - 60000 Emergency Reserve Funds		300,000.00
TOTAL REVENUES		1,449,719.45
TOTAL EXPENDITURES		1,372,000.00
REMAINING CASH		77,719.45
*CD 1 (13160) maturity 8/17/26		
*CD 2 (13161) maturity 8/17/26		

MEMORANDUM**To:** Honorable Mayor & City Council**From:** Toni Kunz City Administrator**Date:** September 2, 2026**Agenda Item:** 6F Determine process to award HOT funds and review applications.**Action Requested:** Discussion and action**Overview and Background:**

City of Bandera has received applications from 3 local organizations for HOT funds requesting \$114,000 reimbursement for their events that occurred in FY2026. Each has provided detailed financial information regarding money spent, which is available for you to review at City Hall.

Per our website, City of Bandera Hotel Occupancy Tax Grant Policy was adopted March 12, 2024. Once annually during the last quarter of the fiscal year (July - August) the City advertises through multiple media sources soliciting applications for granting Hotel Occupancy Tax (HOT) money. There will be a minimum 30-day window for accepting applications with a deadline of August 31st. Criteria:

Annually the City Council will review the application and award grant monies based on the following criteria, subject to available funds available in the current annual HOT fund budget:

1. Applications must be filled out completely to disclose the HOT funding received by other entities and current application (s) for any HOT funding from other entities.
2. All grants are awarded on a reimbursement basis with proper documentation.
3. No more than 50% of the annual HOT budget will be awarded in grants. This may spread across multiple applications. However, one application may not receive more than 25% of the annual budget for HOT funds.
4. Grant awards are always based on the monies available at the time of the award in September.

Recommendation:

Refresh training on current HOT fund usage by reading the TML Hotel Tax Two-Step document. If determined there is still funds available, have a 2nd submittal deadline, review, award dates.



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Section 6, Item F.



Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: Bandera Business Association (BBA)

Mailing address: 414 12th Street, PMB016, Bandera, TX 78003

Website for event or sponsoring entity: www.banderabusiness.com

Non-profit or for-profit status: Non Profit Tax ID Number: 33-1104310

Purpose of the organization: To promote, preserve and enhance our western and historical culture in Bandera Texas known as "The Cowboy Capital of the World".

Proposal Information

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera **AND directly** promote the overnight accommodation industry in Bandera?

☒ Yes ☐ No

Does your event specifically limit the use of HOT funds to one or more of the following categories: (1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities, (4) Sporting Events?

☒ Yes ☐ No

If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.

How were the requested reimbursable funds used?

The Cowboys on Main are a blended group of historical reenactment actors who perform for the visitors of Bandera on a weekly basis, usually on Saturdays for 4 hours. Any funding received goes directly to pay the actors for their individual performances.

Why should your request be granted?

We need assistance to ensure this event continues.



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Cowboy on Main

Date of event or project: Every Saturday from 9:00 am to 2:00 pm

Primary location of event or project: Heritage Park

Name/title of officer authorized to act for entity: Arlene Guerra-BBA President

Applicant/contact person: Arlene Guerra Phone: 210-6324535

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ \$38,500

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ -0-

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ -0-

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ -0-



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ \$38,500

1. How many years have you held this event or project? Started in 2005
2. Estimated Attendance: Varies from 50 to 75 plus per show. Two to three shows every Sat plus visiting and
Performing skits in varies stores and restaurants along Main Street
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

June/2022

\$ \$5,000-City

Sept/Jan 2025

\$ EDC-\$28,700 City \$10,000

\$ _____

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☒ No If yes, what was the amount? _____
5. What other organizations or government entities have you received financial support for your project?
EDC
6. Did you charge admission? ☐ Yes ☒ No If so, how much? \$ _____
7. Did your event or program revenue exceed expenditures? ☐ Yes ☒ No
If so, how will the profits be used? N/A

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other paid advertising: \$ _____

Number of press releases to media: Facebook, CVB Weekly calendars, posters and banners,

Other promotions: Texas Highway Magazine, Yo Lo and various other movies etc that performers have been
interviewed and filmed in.

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No

www.banderacowboycapital.com and www.banderabusiness.com



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

All over the country and internationally

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Allen B. Givens

8/26/26

Signature

Date



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: Social Hill Music LLC DBA 11th Street Cowboy Bar

Mailing address: P O Box 213 Bandera TX 78003

Website for event or sponsoring entity: www.11thstreetcowboybar.com

Non-profit or for-profit status: For Profit Tax ID Number: 88-1644172

Purpose of the organization: To provide live music and entertainment to residents of Texas and visitors from around the world that visit Bandera Texas for the Cowboy Capital of the World experience.

Proposal Information

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera **AND directly** promote the overnight accommodation industry in Bandera?
☒ Yes ☐ No

Does your event specifically limit the use of HOT funds to one or more of the following categories: (1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities, (4) Sporting Events?
☒ Yes ☐ No

If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.

How were the requested reimbursable funds used?
The funds have been and will be used to promote tourism for the City and County of Bandera Texas.
We bring well known performers to our venue and advertise such through Radio and Social Media.
Our goal is to bring visitors from all over Texas, the United States and the world to enjoy the Bandera experience.

Why should your request be granted?
We strive to bring quality entertainment to our venue to promote more business to all merchants in the City and County of Bandera Texas. We have Mardi Gras, Hunters Weekend, Bandera Stompede and Labor Day weekend that bring visitors from all over the world as well as larger acts every month.



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Hunters Weekend 2025

Date of event or project: November 1-3 2025

Primary location of event or project: 11th Street Cowboy Bar

Name/title of officer authorized to act for entity: Richard W Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 0

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ 10000

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ 0

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 0



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 10000

1. How many years have you held this event or project? 20 Plus Years
2. Estimated Attendance: 2000-4000
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

<u>Nov 2025</u>	\$ <u>0.00</u>
<u>Nov 2024</u>	\$ <u>0.00</u>
<u>Nov 2023</u>	\$ <u>12500</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 3000
5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No
If so, how will the profits be used? To promote further live music entertainment in Bandera and the County of Bandera

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____ Radio: \$ 1600

TV: \$ _____ Other paid advertising: \$ 1900

Number of press releases to media: _____

Other promotions: Continual radio spots an social media posts throughout the month before event

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Hill Country and surrounding area by radio, worldwide by social media posts

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

R. W. Subb

8/27/26

Signature

Date



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Mardi Gras 2026

Date of event or project: February 5-7 2026

Primary location of event or project: 11th Street Cowboy Bar

Name/title of officer authorized to act for entity: Richard W Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 500

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ 20000

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ 0

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 0



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 20500

1. How many years have you held this event or project? 20 Plus Years
2. Estimated Attendance: 3000-5000
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

<u>Feb 2026</u>	\$ <u>0.00</u>
<u>Feb 2025</u>	\$ <u>0.00</u>
<u>Feb 2024</u>	\$ <u>0.00</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 2500
5. What other organizations or government entities have you received financial support for your project?
CVB BANDERA, TEXAS MUSIC OFFICE

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies

7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To promote future opportunities to bring live music to Bandera Texas and County.

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____ Radio: \$ 1500

TV: \$ _____ Other paid advertising: \$ 1200

Number of press releases to media: _____

Other promotions: Continual radio spots and social media posts throughout the event

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Hill Country and surrounding area and worldwide by social media

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

R. L. W. Sutton

8/27/26

Signature

Date



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Bandera Stompede 2026

Date of event or project: May 24-24 2026

Primary location of event or project: 307 11th Street Bandera Texas

Name/title of officer authorized to act for entity: Richard Sutton

Applicant/contact person: Richard Sutton Phone: 936-414-4380

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 500

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ 10000

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ 0

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 0



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 10500

1. How many years have you held this event or project? 15 Plus years
2. Estimated Attendance: 2500-3000
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

<u>May 2026</u>	\$ <u>0.00</u>
<u>May 2025</u>	\$ <u>0.00</u>
<u>May 2024</u>	\$ <u>0.00</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 3100
5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies

7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To further promote the city of Bandera and Bandera County by obtaining acts for future events.

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____ Radio: \$ 1900

TV: \$ _____ Other paid advertising: \$ 1900

Number of press releases to media: _____

Other promotions: Continual radio spots through entire month and social media posts daily

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Hill Country, Surrounding area, and worldwide by social media

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Rhonda Sutton

Signature

8/27/26

Date



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: July 4 2026

Date of event or project: July 3 and 4 2026

Primary location of event or project: 11th Street Cowboy Bar

Name/title of officer authorized to act for entity: Richard W Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 1000

- 2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ 2500

- 3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ 0

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 0



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 3500

1. How many years have you held this event or project? 3 Years
2. Estimated Attendance: 500-1000
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

July 2025

\$ 0.00

July 2024

\$ 0.00

\$

4. Have you or will you receive HOT funds from Bandera County for this event:
☒ Yes ☐ No If yes, what was the amount? 1000

5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office

6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies

7. Did your event or program revenue exceed expenditures? ☐ Yes ☒ No

If so, how will the profits be used?

8. Please list all promotional efforts and the amount committed:

Newspaper: \$

Radio: \$ 2100

TV: \$

Other paid advertising: \$

Number of press releases to media:

Other promotions: Continual spots on local radio stations

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Hill Country and surrounding areas and worldwide by social media

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Rhonda Sutton

Signature

8/27/26

Date



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Labor Day 2026

Date of event or project: Sep 5-7 2026

Primary location of event or project: 11th Street Cowboy Bar

Name/title of officer authorized to act for entity: RichardW Sutton

Applicant/contact person: Richard W Sutton Phone: 936-414-4380

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 2000

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ 20000

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ 0

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 0



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 22000

1. How many years have you held this event or project? 15 Plus Years
2. Estimated Attendance: 2000-4000
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

<u>August 2025</u>	\$ <u>0</u>
<u>August 2024</u>	\$ <u>0</u>
<u>Sep 2023</u>	\$ <u>10000</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☒ No If yes, what was the amount? N/A
5. What other organizations or government entities have you received financial support for your project?
Bandera CVB, Texas Music Office
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ Varies
7. Did your event or program revenue exceed expenditures? ☒ Yes ☐ No

If so, how will the profits be used? To promote future quality musicians to support tourism in the City of Bandera and Bandera County

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____ Radio: \$ 1800

TV: \$ _____ Other paid advertising: \$ 1000

Number of press releases to media: _____

Other promotions: Continual radio spots and social media posts for the event

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Hill Country and surrounding area and worldwide by social media

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency’s IRS tax-exempt certificate.
- Your organization’s current budget approved by your organization’s board.
- Provide receipts for promotional efforts and copies of promotional material.

Rhonda Sutton

Signature

8/27/26

Date

Vendor	Inv #	Date	Category 1 Advertising	Category 2 Promotion of the Arts	Total per Event
Hunters Weekend 2025					
Ranch Radio Marketing Group	25100162	11/3/2025	975.00		
Truist Design Group			649.50		
Bandera Signs	26376	9/18/2025	60.21		
Lonesome Dove	102025	10-202-2025	400.00		
Facebook Postings	Various	10-14 to 10-29-2025	1481.01		
Cost of Music Entertainment	Various	05-22/24-2026		20000.00	
Total Hunters Weekend 2025			3565.72	20000.00	23565.72
Mardi Gras 2026					
Ranch Radio Marketing Group	26010156	1/25/2026	650.00		
JAM Broadcasting	26020068	2/28/2026	800.00		
Bandera Signs	26939	1/6/2026	200.76		
Lonesome Dove	22026	2/20/2026	1000.00		
Facebook Postings	Various	Dec-Feb 2026	145.61		
Cost of Music Entertainment				40000.00	
Total Mardi Gras 2026			2796.37	40000.00	42796.37
July 4th Weekend					
Ranch Radio	26070135	7/26/2026	1215.00		
JAM Broadcasting	26060066	6/30/2026	900.00		
Cost of Music Entertainment				5000.00	
Total July 4 Weekend			2115.00	5000.00	7115.00
Memorial Weekend					
Ranch Radio Marketing Group	26050139	5/31/2026	1300.00		
JAM Broadcasting	26050054	5/31/2026	660.00		
Bandera Signs	27352, 27444	5/31/2026	321.12		
Lonesome Dove	52026	5/20/2026	400.00		
Facebook Postings	Various	05-04 to 04-22-26	1147.89		
Cost of Music Entertainment				25000.00	
Total Memorial Weekend 2026			3829.01	25000.00	28829.01
Labor Day 2026					
JAM Broadcasting			1800.00		
Ranch Radio Marketing Group			1625.00		
Facebook Posts - Silver Bullet Media			698.00		
Cost of Music Entertainment				45000.00	
Total Labor Day Weekend 2026			4123.00	45000.00	49123.00
Total Advertising Expenses Oct 1 2025 to Sep 30 2026			16429.10	135000.00	151429.10



Eric Kellmann, President
Linda James, Secretary
Lisa Kellmann, Treasurer

August 29, 2026

Dear City of Bandera,

We can't thank you enough for your continued support of Bandera ProRodeo Association. Our goal as an organization is to invest in our community with high quality rodeo entertainment, to help keep the brand of Cowboy Capital of the World alive and well, and invest in our youth through scholarship & support.

Potential Community Impact from the Memorial Weekend Stampede Rodeo 2026

The PRCA sanctioned rodeo hosted May 22-24, 2026 brought in visitors from 26 countries:

Several countries in the UK, Ireland, Slovenia, Germany, France, Austria, Philippines, Ecuador, Norway, Netherlands, Wales, Australia, New Zealand & Italy. Several of these countries had multiple groups come in.

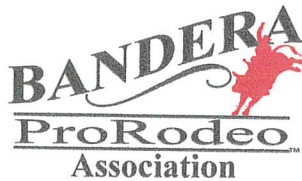
Visitors from the United States showed up from 27 different states, West Coast to East Coast and everywhere in between. OK, LA, MS, TN, GA, FL, NC, VA, IL, PA, NJ, NY, MN, MI, OH, MO, MA, IA, Washington DC, WA, OR, CA, NV, UT, NM, CO, & TX.

Then we have the great state of Texas! 84 cities and towns represented.

This is just some of the statistics we were able to collect through our online ticket sales.

We estimate that over the 3 day event we had approximately 2800 patrons plus box seat attendees~ we sold 64 boxes of 6 seats.

Each year the crowd seems to grow, in spite of weather, which we believe impacted our attendance this year.



Advertising Spend for this event
FB \$1370

Radio \$4304

Digital Marketing \$398 targeting Bandera & Boerne 10 screens played our action ad.

Rack Cards Promoting the event \$190 ~ Rack Cards Promoting Year Round \$452.00

we traveled to several cities this year leaving our promotional cards at their visitor centers. Fredericksburg & Abilene to name some.

Houston Rodeo Program \$1000 ~ we have marketed a section along with Texas Salt, 11th Street Cowboy Bar, & HYO Silver in the program highlighting reasons to come to Bandera.

We sent out 1600 Notebooks with the Bandera Memorial Weekend Event on the cover during the PRCA Convention \$2,130

Bringing our total to \$9,843.56

While we have not held the Labor Day Weekend Rodeo at this point in time, we have sold 85 tickets online & 40 boxes (6 seats ea.)

From this data, 8 countries & 6 states are represented.

Countries

Germany, France, Lithuania, Ukraine, Italy, Spain, Brazil, & Mexico

States

WY, IL, TX, WA, KY, & CA

Attached you will find our receipts for our advertising spend.

Thank you for investing in our community through us.
Eric, Linda, & Lisa



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: Bandera Pro Rodeo Association

Mailing address: PO Box 457 Bandera, Tx. 78003

Website for event or sponsoring entity: banderapro rodeo.org

Non-profit or for-profit status: Non Profit Tax ID Number: 47-2289507
501(c)(3)

Purpose of the organization: To Promote our western heritage & cowboy lifestyle
by hosting 2 rodeo events each year over memorial

weekend & Labor Day Weekend. Through this, we are hoping
to help our community through tourism.

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera
AND directly promote the overnight accommodation industry in Bandera?

☒ Yes

☐ No

Does your event specifically limit the use of HOT funds to one or more of the following categories:

(1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities, (4) Sporting Events?

☒ Yes

☐ No

If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.

How were the requested reimbursable funds used?

These funds are used to promote Bandera through Rodeo Events. We have utilized
social media, radio & strategic print material to market our community.

We have grown our social media following to 8500 in 1 year. We are networking
to keep cowboys & cowgirls coming to Bandera.

Why should your request be granted?

This will be the 43rd PRCA Memorial Weekend Stampede Rodeo.

We are working hard to bring tourist to Bandera where they will spend
their money and stay in hotels contributing to our sales tax & hot fund.
Ultimately we want to continue having quality family entertainment
and protect our brand of being the Cowboy Capital of the World.



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Memorial Weekend Stampede Rodeo

Date of event or project: May 28-30, 2027

Primary location of event or project: Mansfield Park Arena

Name/title of officer authorized to act for entity: Lisa Kellmann, treasurer

Applicant/contact person: Eric Kellmann Phone: 713-502-9905
President

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 6,000

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ _____

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ _____

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 1,000



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 7,000

1. How many years have you held this event or project? This will be the 43rd year
2. Estimated Attendance: ~ 3500
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

<u>May 2024</u>	\$ <u>10,500</u>
<u>May 2025</u>	\$ <u>6,250</u>
<u>May 2026 2023</u>	\$ <u>6,250 7,000</u>

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☐ No If yes, what was the amount? _____
5. What other organizations or government entities have you received financial support for your project?
EDC, & CVB
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ 15 adult, \$6 child
6-12
7. Did your event or program revenue exceed expenditures? ☐ Yes ☒ No
If so, how will the profits be used? we desire to support our youth & other
non profits in the area.
8. Please list all promotional efforts and the amount committed:
Newspaper: \$ _____ Radio: \$ 4304⁰⁰
TV: \$ _____ Other paid advertising: \$ total \$9,843.⁵⁶
Number of press releases to media: Radio promotions
Other promotions: _____
9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Mem Weekend 26 countries 27 states 84 Texas towns Labor Day pre state 8 countries, 6 states

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Lisa Kellmer

August 29, 2026

Signature

Date



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: Bandera Pro Rodeo Association

Mailing address: PO Box 457 Bandera, Texas 78003

Website for event or sponsoring entity: banderapro rodeo.org

Non-profit or for-profit status: NonProfit 501(c)(3) Tax ID Number: 47-2289507

Purpose of the organization: To promote our western heritage through the sport of Ranch Rodeos. We hope to have an event that draws people into town to boost tourism.

Proposal Information

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera **AND directly** promote the overnight accommodation industry in Bandera?

☒ Yes

☐ No

Does your event specifically limit the use of HOT funds to one or more of the following categories: (1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities, (4) Sporting Events?

☒ Yes

☐ No

If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.

How were the requested reimbursable funds used?

These funds are used for our direct advertising for Radio, print, digital & social media outlets.

Why should your request be granted?

Our organization is working hard to continue the traditions of Ranch Rodeo and family entertainment. We want to have a high quality event that draws people into our town, helping the local economy & boosting our tourism activity.



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Event Information

Name of event or project: Weekend Labor Day Ranch Rodeo's
Date of event or project: September 4-5, 2027
Primary location of event or project: Mansfield Park Arena
Name/title of officer authorized to act for entity: Eric Kellmann, President
Applicant/contact person: Lisa Kellmann Phone: 830-832-9227

Select Category/Categories and Amount Requested

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

Amount requested under this category: \$ 1,000

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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 the presentation, performance, execution, and exhibition of these major art forms

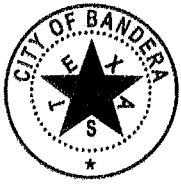
Amount requested under this category: \$ _____

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ _____

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$ 1,000



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Total Amount requested: \$ 2,000

1. How many years have you held this event or project? 10 years under BPPA
2. Estimated Attendance: ~ 2100 inticket sales + 40 boxes of 6 seats
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

2025

\$ 2250

\$ _____

\$ _____

NOT sure of
previous
years data.

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☐ No If yes, what was the amount? _____
5. What other organizations or government entities have you received financial support for your project?
CNB & EDC have contributed funds
6. Did you charge admission? ☒ Yes ☐ No If so, how much? \$ 15 adult \$8 kids 6-12
7. Did your event or program revenue exceed expenditures? hasnt happened yet ☐ Yes ☐ No
If so, how will the profits be used? TO help fund the Memorial Weekend Stampede Rodeo in 2027.

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____

Radio: \$ 3855

TV: \$ _____

Other paid advertising: \$ all total 5003.00

Number of press releases to media: _____

Other promotions: using social & digital media

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☒ Yes ☐ No



CITY OF BANDERA

Section 6, Item F.

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

10. What geographic areas did your advertising and promotion reach?

Pre stats from online sales > 8 countries, 6 states

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Lisa Kellman

08/29/2026

Signature

Date

THE HOTEL TAX “TWO-STEP”

By **Bill Longley**, TML Legislative Counsel



In the grand scheme of things, city hotel occupancy taxes account for just a small amount of city revenue. Property taxes and sales taxes are far more important to most cities. Why does it seem, then, that hotel taxes generate so much confusion and controversy?

The answer is this: Hotel taxes, unlike most other taxes, are levied on a specific category of businesses—hotels. As a result, these businesses tend to pay close attention to how cities expend these funds. Spend city sales taxes in a controversial way, and no particular category of business feels singled out enough to raise a fuss. Perceived misuses of hotel taxes, on the other hand, are a different story.

Fortunately, it's very easy for a city official to remember how to legally spend hotel taxes. A city simply needs to remind itself to always follow the "two-part test." The key element of a two-part test is – surprise – that it has two parts! Cities frequently remember to meet one element of the test, but then entirely forget the other part. This article will succinctly describe the two-part test, and then describe some common situations to which we can apply the test.

Part 1: Heads in Beds

The first element of the two-part test is this: Every expenditure of hotel taxes must put "heads in beds." What this means is that every funded project must attract overnight tourists to the city's hotels and motels, thus promoting the city's hotel industry.

For example, how about a weekend-long arts and crafts show? There's a very good chance that out-of-town guests might come to visit such an event, so expenditure of hotel tax money on that event would likely qualify.

On the other hand, how about a quilting bee at a local nursing home? While a worthy cause, the quilting bee is unlikely to attract overnight tourists and, therefore, probably wouldn't qualify to receive hotel tax funds.

Part 2: The Nine Categories

Once a project has cleared the first part of the test, it's time for – you guessed it – the second part of the test. Here it is: Every expenditure of hotel taxes must also fit into one of nine statutorily authorized categories. These are the nine categories: (1) convention and visitor centers; (2) convention registration; (3) advertising the city; (4) promotion of the arts; (5) historical restoration and preservation; (6) sporting events in a county under one million in population; (7) enhancing or upgrading existing sports facilities or sports fields (only in certain cities); (8) tourist transportation systems; and (9) signage directing the public to sights and attractions that

are visited frequently by hotel guests in the city.

Thus, even if an event puts heads in beds, it cannot receive hotel tax money unless it also fits into one of the nine categories. For instance, what about a livestock auction that will attract attendees from surrounding counties? While that event is likely to attract overnight tourists, it doesn't fit neatly into one of the nine categories. Therefore, it's likely not a valid recipient of hotel tax money.

It's not enough to meet one of the two prongs of the two-part test. A city must meet both! The following are some real-life examples that have been the focus of inquiries received by the Texas Municipal League (TML) Legal Department.

Fireworks, Anyone?

The prototype hotel tax controversy is an event like a fireworks show or a parade. Cities frequently ask if they can fund a fireworks show with hotel tax money.

Let's subject a fireworks show to the two-part test. Does a fireworks show put heads in beds? The answer is "probably not," unless it is a truly spectacular event. But let's give it the benefit of the doubt. Suppose the Town of Pyrotechnic, Texas, truly does put on a fireworks extravaganza that attracts tourists from around the state. So far, so good.

But what about the second part of the test – the nine categories? Do fireworks shows fit neatly into any of the nine? Not really. Some may argue that such shows "advertise" the city, but this is likely not what that category means. Advertising the city literally means some sort of print or other media that explicitly promote the city. Otherwise, a city could simply say that any popular event "advertises" the city that holds it. Direct funding of fireworks displays and the like are, usually, not a very good fit.

Signs of the Times?

Another frequent question concerns highway signs promoting the city. May a city fund a billboard touting the city's attractions, restaurants, and hotels? Let's put it to the two-part test. Heads in beds? Well, why not? If a billboard encourages motorists to stop in town, those motorists might stay the night, whereas without the sign they would have driven on to the next city. This is exactly what the statute intends. The nine categories? How about advertising? Prior to 2009, a convincing argument could be made that because a billboard literally advertises the city it refers to, that it would fit within the advertising category. All doubt was erased in 2009, when the Texas Legislature added the ninth category – signage directing the public to



sights and attractions. Travel signs are a perfect fit for hotel occupancy tax expenditures.

Chambers of Commerce?

Cities frequently wonder if they can fund the local chamber of commerce using hotel tax money. Do chambers put heads in beds? Maybe, maybe not. Chambers of commerce are typically charged with promoting economic development, not tourism. Even assuming a chamber does promote tourism though, how about the nine categories? Funding a chamber doesn't, in itself, fall into any of the nine categories.

Fortunately, there is an easy solution. The laws governing hotel tax expenditures permit the city to delegate expenditure of hotel tax money to another entity, typically a chamber or convention and visitor bureau. As long as the chamber spends the money on projects that otherwise meet the two-part test mentioned above, it's fine to delegate some funds to them. There must be a written contract laying out the duties of the chamber, though. Also, the chamber must keep the hotel funds in an account separate from its general operating fund.

Arts Organizations

City arts organizations are a common trouble area. It seems that every arts council in the state knows that promotion of the arts is one of the nine categories on which city hotel taxes may be expended. Cities know this because these

arts groups frequently come asking for the money.

The thing to remember about arts groups is this: Direct funding of the organization's operations does nothing in and of itself to put "heads in beds." Put another way, funding the operating budget of an arts council meets the second part of the test (promotion of the arts) but not necessarily the first.

The solution? The city should encourage the group to seek funding only for its festivals and shows that do, in fact, attract tourists to the city. By limiting the expenditure to such events, the city meets both parts of the test.

Don't Forget to Report

Legislation passed in 2017 that requires cities to annually report hotel occupancy tax information to the comptroller, including information on how the funds are spent. Not later than February 20 of each year, a city that imposes a hotel occupancy tax must submit to the comptroller information that includes the city's hotel occupancy tax rate, the amount of revenue generated by the tax, and the amount and percentage of the revenue spent for each of the following purposes:

- Convention or information centers
- Convention delegates registration
- Advertising to attract tourists
- Arts promotion and improvement
- Historical restoration and preservation projects
- Signage directing the public to sights and attractions

Cities must comply with the annual reporting requirements by either submitting the report to the comptroller on a form prescribed by the comptroller, or alternatively providing the comptroller a direct link to, or a clear statement describing the location of, the information required to be reported that is posted on the city's website.

What Else?

There are numerous other technical details about how to legally expend hotel tax funds. In truth, by simply learning and remembering the two-part test, city officials are 99 percent of the way toward full compliance with hotel tax laws. City officials with questions about the hotel occupancy tax should call the TML Legal Department at 512-231-7400. ★

MEMORANDUM

To: Honorable Mayor & City Council
From: Earl Heidelberg City Marshal, Toni Kunz City Administrator
Date: September 3, 2026
Agenda Item: 6G Reserve Officers for the Bandera Marshals Office appointments
Action Requested: Discussion and appointment
Overview and Background:

Per the approved FY2027 City of Bandera Organizational Chart, currently the Bandera Marshals Office relies on 4 Full-time positions to maintain 24/7 coverage for the City of Bandera, and 4 reserve officers to fill in for vacation coverage of full-time positions and special events.

Our 4 current reserve officers, Oscar Valdez has been with Bandera since May 2020, Shawn Wilson, since December 2023, Jennifer Gonzalez, since November 2024, and Andy Adam, since January 2015. Each would like to continue their service to Bandera.

Current City of Bandera Ordinance pertaining to reserve officers: Division 3 Reserve Force 9.03.061 Established; status of members; powers and duties.

Division 3 Reserve Force

- ☐ § 9.03.061 Established; status of members; powers and duties.
-
- ☐ § 9.03.061 Established; status of members; powers and duties.
- (a) The city council has and continues to provide for a reserve force. Reserve officers are not considered employees of the city, but appointed as part of the reserve force by the marshal and approved by the city council prior to being allowed to carry a firearm or serve as a peace officer within the city. All appointments to, promotions within, terminations from or actions which affect the commission of any reserve officer shall be made by the marshal only after such action has been approved by the city council.

(b) No reserve officer shall be considered a “municipal officer” within the meaning of section 22.071 of the Texas Local Government Code. All officers, including deputies and reserve, of the city shall serve at the pleasure of the city council, subject to recommendations of the marshal.

(c) There is no compensation for reserve police officers provided for in the city budget.

(d) A reserve officer of the city shall have the powers, rights, duties, and jurisdiction granted to or imposed on a peace officer by the Texas Code of Criminal Procedure and such other powers and duties as may be prescribed by the city council.

(Ordinance 288 adopted 11/17/11; 2009 Code, sec. 9.03.036)

Staff recommendations:

Effective October 1, 2026, appoint Oscar Valdez, Shawn Wilson, Jennifer Gonzalez, and Andy Adam, as reserve officers at \$0 rate of pay / compensation, with reimbursement of mileage / travel costs incurred for the shifts and events they cover for the City of Bandera, where all reimbursements are approved by Marshal and City Administrator.