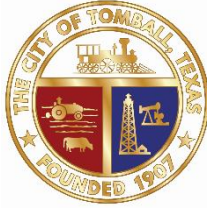


**NOTICE OF TOURISM ADVISORY COMMITTEE
CITY OF TOMBALL, TEXAS**



**Tuesday, April 27, 2021
6:00 PM**

Notice is hereby given of a meeting of the City of Tomball Tourism Advisory Committee, to be held on Tuesday, April 27, 2021 at 6:00 P.M., City Hall, 401 Market St. Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. The Tourism Advisory Committee reserves the right to meet in a closed session for consultation with attorney on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

- A. Call to Order
- B. Public Comments and Receipt of Petitions; *[At this time, anyone will be allowed to speak on any matter other than personnel matters or matters under litigation, for length of time not to exceed three minutes. No Council/Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with law - GC, 551.042.]*
- C. Approval of Minutes
 - 1. Approve the Minutes of the October 27, 2020 Regular Tourism Advisory Committee meeting.
- D. New Business
 - 1. Consideration and Possible Action regarding Application from Main Street Crossing for the Use of Hotel Occupancy Tax
- E. Adjournment

C E R T I F I C A T I O N

I hereby certify that the above notice of meeting was posted on the bulletin board of City Hall, City of Tomball, Texas, a place readily accessible to the general public at all times, on the 22nd of April 2021 by 5:00 PM, and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Tracylynn Garcia, Assistant City Secretary, TRMC, CMC

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (281) 290-1002 or FAX (281) 351-6256 for further information.

AGENDAS MAY BE VIEWED ONLINE AT www.ci.tomball.tx.us.

City Council Meeting

Agenda Item

Data Sheet

Meeting Date: April 27, 2021

Topic:

Approve the Minutes of the October 27, 2020 Regular Tourism Advisory Committee meeting.

Background:

Origination: EnterTextHere

Recommendation:

EnterTextHere

Party(ies) responsible for placing this item on agenda: Tracylynn Garcia, Asst City Secretary

FUNDING (IF APPLICABLE)

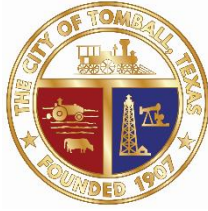
Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: _____ If yes, specify Account Number: # _____

If no, funds will be transferred from account # _____ To account # _____

Signed	<u>Tracylynn Garcia</u>	Approved by	_____
	Staff Member		City Manager
	Date		Date

**MINUTES OF REGULAR TOURISM ADVISORY COMMITTEE
MEETING
CITY OF TOMBALL, TEXAS**



**Tuesday, October 27, 2020
6:00 PM**

The City Council of the City of Tomball, Texas, conducted the meeting scheduled for October 27, 2020, 6:00 PM, at 401 Market Street, Tomball, Texas 77375, via video/telephone conference.

- A. The meeting was called to order by Chair Holly Cook (via video).

Paige Cassel
Rodney Hutson
Melanie Sutton
Ted Mielke
Raymond Francois (via video)

Absent:

Steve Hughes
Chris McCall
Jeffie Cappadonna

Others present:

City Manager-Robert Hauck
Assistant City Manager - David Esquivel
Assistant City Secretary - Tracylynn Garcia
Director of Marketing- Mike Baxter
Administrative Assistant - Johnita Robinson

- B. No Public Comments were received.

- C. Approval of Minutes

Motion to approve made by Rodney Hutson, Seconded by Ted Mielke to approve the Minutes of the June 23, 2020, Special Tourism Advisory Committee Meeting.

Voting Yea: Paige Cassel, Rodney Hutson, Melanie Sutton, Ted Mielke, Raymond Francois.

Motion carried unanimously.

D. Old Business

Motion to approve made by Ted Mielke, Seconded by Paige Cassel to approve the Mural for the Information Center with the direction given.

Voting Yea: Paige Cassel, Rodney Hutson, Melanie Sutton, Ted Mielke, Raymond Francois.

Motion carried unanimously.

E. Adjournment

Motion to approve made by Paige Cassel, Seconded by Melanie Sutton.

Motion carried unanimously.

PASSED AND APPROVED this the ____ day of _____ 2021.

Tracylynn Garcia
Assistant City Secretary, TRMC, CMC,
CPM

Holly Cook
Chair

TAC Board Meeting Agenda Item Data Sheet

Meeting Date: 4/27/2021

Topic:

Consideration of Application from Main Street Crossing for the Use of Hotel Occupancy Tax

Background:

Origination: Finance

Recommendation:

Party(ies) responsible for placing this item on agenda: Glenn Windsor, Finance Director

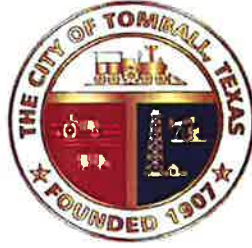
FUNDING (IF APPLICABLE)

Are funds specifically designated in the current budget for the full amount required for this purpose?

Yes: _____ No: X If yes, specify Account Number: _____

If no, funds will be transferred from account _____ To account _____

Signed	<u>Glenn Windsor, CPA</u>	Approved by	_____
	Finance Director		City Manager
	Date		Date



CITY OF TOMBALL
APPLICATION FOR USE OF HOTEL OCCUPANCY TAX
(Must be submitted no less than 45 days prior to the event)

Applications may be mailed or hand delivered to:

Director of Finance
 City of Tomball
 501 James Street
 Tomball, TX 77375

Applicant Organization: Main Street Crossing

Organization Director: Rick Davis

Project or Event for which funding is requested: Main Street Crossing & "Little House on the Depot"

Date of Event: 2021

Description of project or event for which funding is requested: Hosting and promoting "Live music"
concerts multiple times per week on an ongoing basis for both residents of Tomball, and for
travelers/tourists from the surrounding areas and beyond.

Location of project or event: 111 West Main Street, Tomball, Texas 77375
106 South Elm Street, Tomball, Texas 77375

GRANT AMOUNTS:

Amount Requested for Current Fiscal Year:	_____	<u>\$741,350</u>
Amount Received for Previous Fiscal Year:	_____	<u>\$0</u>
% increase requested over last year's grant:	_____ %	

Organization Budget Summary for Previous Fiscal Year 2019

	City Funds	Other Funds	Total
Personnel	0	\$656,637	\$656,637
Contracted Services	0	\$48,180	\$48,180
Travel	0	\$0	
Rental Expense	0	\$62,796	\$62,796
Depreciation/Mortgage	N/A		
Advertising	0	\$31,321	\$31,321
Insurance	0	\$1,178	\$1,178
Other Expenses	0	\$1,318,039	\$1,318,039
Volunteer Time	N/A		
Donated Goods/Services	N/A		
Total	0	\$2,118,151	\$2,118,151

Grants to an organization will not exceed 35% of the organization's adopted budget for the fiscal year shown above.

FUNDS FROM SOURCES OTHER THAN THE CITY OF TOMBALL

<u>Government</u>	<u>Amount of Funds</u>
Local	0
County	0
State	0
Federal	0
<u>Other Investors/Contributors</u>	
Individual	\$62,364
Corporate	
Foundations	
<u>Fees</u>	
Admissions	\$1,195,493
Applications	
Vendors	
Tuition	
<u>Concessions</u>	\$645,233
<u>Memberships</u>	
<u>Subscriptions</u>	
<u>Other</u>	\$213,706
Total	\$2,116,796

How many people do you expect will visit Tomball from out-of-town as a result of this project or event?

Explain the basis for your answer to the preceding question: In 2019, we had more than 29,000
attend concerts. Of that number, more than 5,000 travelled significant distances that would
make them likely candidates for overnight stay in local hotels. We received billing addresses
for 87% of our ticket orders, and we have gathered data based on zip codes.

Are attendees for this event or users of this project expected to stay overnight in Tomball hotels or motels? If
 you answer to this question is Yes, state the basis for your answer: Yes. A significant number of
tourists/travelers will stay in local hotels. We estimate that 2019, 5000+ would be likely to be in need
of overnight accomodations based on the distance they traveled from their places of residence.
We also know that a significant number of artists/musicians stay in local hotels as well.

Organization Contact Name, Title, Address and Phone Number: Rick Davis, Chairman
111 West Main Street, Tomball, Texas 77375
Phone: (281)989-5520

Contact's Signature: 
 Date: January 21, 2021



VALIDATION OF APPLICATION

The signatory declares that he/she is an authorized official of the applicant, is authorized to make this application, and certifies that the information in this application is true and correct to the best of his/her knowledge. Signatory further declares that applicant, if previously funded by the City of Tomball, has successfully fulfilled all prior Grant contract obligations.

Signature of Authorizing Official

January 21, 2021

Date

Rick Davis

Typed Name

Chairman

Title within Organization

(281)989-5520

Telephone

rickdavis@ccgvp.com

Email address



NARRATIVE QUESTIONS

Please look at the criteria in the grant guidelines when you answer the following questions. **Be specific and give examples.** Answers to individual questions should be as brief as possible and should in no case exceed one page. See attached document

1. Describe the history and purpose of the organization.
2. Describe how any grant funds will be used.
3. List the programs and activities for the grant year.
4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.
5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?
6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?
7. Explain the public benefits to the City of Tomball that will result from your organization's efforts.
8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?



OTHER REQUIRED DOCUMENTATION

The following information is required to process the grant application:

1. Articles of Incorporation, if applicable
2. Constitution and/or By-Laws
3. If your organization's budget exceeds \$100,000 (exclusive of in-kind) attach a copy of the last independent audit of financial records. If no audit was completed, explain why.
4. Schedule of Board of Directors meetings for the period of October 1 of the current year through September 30 of the following year. Board of Directors meetings must occur at least once per quarter.
5. Resumes of principal staff and artists or relevant job descriptions.
6. **Depending on the nature of the project or event for which grant funding is requested, the organization will obtain a Certificate of Insurance for liability coverage as outlined in the attached Exhibit A. The City of Tomball requires each grantee having an event in the City aimed to attract both residents and tourists to have liability insurance to protect the public for acts by the grantee.** This mandated coverage does not cover the grantee or any of its members. We encourage the grantee to acquire insurance to cover itself and its members as it deems fit. Please see your insurance agent for the local government endorsement. The cost of the local government endorsement may be included as part of your budget to be considered for a grant.

OPTIONAL SUPPORTING DOCUMENTATION

This should be additional material that you wish to attach that further explains the activities of your organization such as:

1. Long Range Plan – 3-5 years
2. One labeled videotape of performance(s), exhibits, workshops, capital project and /or other activities for which City of Tomball grant funds will be utilized.
3. Programs, publicity, articles, reviews, etc.
4. Letters of support from patrons or other organizations in the community.



EXHIBIT A

Organization shall procure and maintain for the duration of the grant agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the services performed or to be performed hereunder by the Organization its agents, representatives, employees, volunteers, officers, directors or sub-contractors.

The organization shall maintain insurance with limits not less than \$500,000 per occurrence, \$1,000,000 aggregate and will be as broad as ISO Form Number GL 0002 (Ed 1/72) covering Comprehensive General Liability and ISO Form Number GL 0404 covering Broad Form Comprehensive General Liability, or ISO Commercial General Liability coverage ("occurrence for CG 0001). Coverage will include: A) Premises – Operations; B) Broad Form Contractual Liability, C) Broad Form Property Damage and D) Personal Injury.

The policy will be endorsed to contain the following provisions: The City, its officials, employees, volunteers, Boards and Commissions are to be added as "Additional Insured" in respect to liability arising out of any activities performed by or on behalf of the Organization. The policy shall contain no special limitations to the scope of coverage afforded to the City. The Organization's insurance shall be primary and any insurance or self-insurance shall be in excess of the Organization's insurance and shall not contribute with it. Certificate must include a waiver of subrogation as regards to the workers compensation policy. If your organization has no employees, and therefore does not carry workers compensation insurance, you must provide to the City of Tomball a letter stating that you have no employees and therefore do not carry workers compensation insurance.

Insurance shall be placed with insurers with an A.M. Best rating of no less than A:VI or a Standard & Poor rating of A or better.

The Organization shall furnish the City with a certificate of insurance which shows the coverage provided. The insurance policy will be endorsed to state that coverage shall not be suspended, voided, canceled, non-renewed, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.

Narrative Questions:

1. Describe the history and purpose of the organization.

Main Street Crossing (MSC) was founded as a 501c3 non-profit organization with the goal and intent to be a place of ministry and home of independent local churches, while existing as a secular “live concert” music venue. The doors were opened in May of 2004 and to date has been the regular home of five different church communities. MSC has also been involved in a large number of additional charitable events and has given financially to many charitable causes and organizations.

Intended to generate revenues both to aid in its sustainability and to contribute to others financially, Main Street Crossing has become one of the most reputable intimate, “up-close concert” venues in the state of Texas and beyond. Typically a five plus concert per week venue, MSC’s stage has been graced by many legendary music artists including Lyle Lovett, The Bellamy Brothers, Mickey Gilley, Lorrie Morgan, The Kingston Trio, Rodney Crowell, Billy Bob Thornton, Pam Tillis, John Anderson, Roger Creager and many more. In addition to hosting national touring acts, MSC remains a performance outlet for many local artists, both amateur and professional.

2. Describe how any grant funds will be used.

Main Street Crossing would like to do more and be more. Grants awarded to Main Street Crossing will be used to book more concerts, book bigger concerts, and increase promotion and advertising efforts. Grants will also be instrumental in the official launch of the new “on site” outdoor venue, The Little House on the Depot.

MSC turns away a number of desirable concerts each year based on its own booked calendar. Little House on the Depot will allow MSC to book more concerts than the current concert space will allow. With the new venue, MSC can have two separate concerts occurring simultaneously. More and bigger concerts will lead to more customers and more revenue for the organization and for the broader city of Tomball. With Main Street Crossing’s growing reputation and impressive music calendar, many customers/tourists travel lengthy distances and find temporary lodging at local hotels. Grant funds awarded will be used to bring more people to town and put more “Heads in beds.”

3. List the programs and activities for the grant year.

The Main Street Crossing music calendar for 2021 is far from complete, but already consists of more than 150 concerts on the books. MSC is also in the beginning stages of planning and booking the spring and summer calendar for The Little House on the Depot. In spite of complications and setbacks in relation to the COVID situation, we believe that we will easily exceed 350 concert events in 2021 even without relief

from current governmental mandates and limitations. However, if restrictions are lightened or lifted, the event calendar will grow significantly and the capacity at each show will increase tremendously - leading to even more people travelling to and attending MSC events.

4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.

Main Street Crossing hosted more than 250 public Tomball events in 2019, selling more than 29,000 tickets. MSC partnered with the Tomball Rotary Club to promote and execute the Rotary Fish Fry event held at the City of Tomball Depot. In addition to these public events, Main Street Crossing hosted a number of private events that furthered commerce here in Tomball.

5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?

MSC's projects/events more than qualify for the use of hotel occupancy tax funds. Not only is MSC "promoting the arts" as described in the guidelines, but also generates significant tourism to the city of Tomball. In 2019, more than 5,000 tourists traveled far from their places of residence to attend events. MSC is able to gather zip codes from billing addresses that allows "hard data" tracking of these numbers. Simply put: MSC puts "Heads in beds," and a lot of them.

"Local" patronage anchors the success of Main Street Crossing. In 2019, approximately 24,000 customers attended from the following local cities/areas:

- | | |
|------------------|------------------|
| • Tomball | • Richmond |
| • Conroe | • Cypress |
| • Hempstead | • Hockley |
| • Magnolia | • Pinehurst |
| • Spring | • Stagecoach |
| • Waller | • Sugarland |
| • HOUSTON | • Jersey Village |
| • Katy | • The Woodlands |
| • Kingwood | • Klein |

In addition to the strong local support, MSC also attracted more than 5,000 tourists that traveled from outside of the previously mentioned areas. Tourists travelled from 41 different U.S. states including Alaska and Hawaii. Tourists travelled from Canada. Tourists travelled from Europe. Those 5,000+ were likely candidates for the use of Tomball hotels.

In addition to toursits/customers, MSC personally paid for 200+ hotel rooms as an organization in 2019. A significant number of touring artists paid for rooms at their own expense.

Heads in beds. MSC does that.

6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?

Promoting/advertising events are vital in the success and growth of the organization so much that Main Street Crossing has a "Promotion Strategist" on staff. Events are promoted a number of ways. MSC's website attracts significant traffic and is a key element in promotion and advertising. The website currently has more than 600 visits per day. MSC has a large private email list of more than 24,000. All of those people are individuals that have requested to be on the list and are almost exclusively individuals who have attended at least one event at MSC. MSC promotes and is active on both Facebook with 16,500 followers and Instagram with 2,500 followers. MSC has been experimenting and growing its text message marketing program, and currently has about 2,000 individuals who get weekly text notifications. Events are listed with a number of publications and news outlets, most of which happen organically. The majority of MSC events are published without expense because the publications find the events to be desirable content for their readership. MSC also cross promotes "in house." Patrons attending specific events learn of many other noteworthy upcoming events. Another huge promotion engine is the artists and their own promotional reach; email lists, social media following, and fan base. Many of these artists have an enormous number of followers/fans. Many patrons first hear of the venue because of an artist that they are following. The physical presence of the brick and mortar facility also draws attention to upcoming events. Concerts are advertised on the large reader board signs on both the east and west sides of the building and with a daily vehicle traffic count of more than 25,000, this means of advertising is significant.

Effective advertising and promotion is essential to the success of Main Street Crossing and its events.

7. Explain the public benefits to the City of Tomball that will result from your organization's efforts.

Main Street Crossing has a good reputation with locals, tourists and artists alike. We believe that MSC is one of the many bright spots in this city; and Tomball is a city of which we are proud to be a part. The hard numbers show that MSC is a huge draw to Tomball and to its surrounding brother and sister businesses. Main Street Crossing is a destination. Tourists don't come to town for a different reason and then impulsively decide that while they are in town for dinner, they might as well buy some "pricey" tickets for a concert to listen to an artist who they have never heard of. It is the other way around. They make the drive to see THE ARTIST that they love

at THIS venue. MSC brings people to town who spend money, and not just at MSC, but with many other businesses as well. Specifically in relation to dining, only about half of the customers eat dinner with at MSC even though most events are around mealtime. There are now a number of fantastic, unique dining experiences in “Old Town Tomball” and MSC’s patrons support them often when attending a concert. Of course there are other spending opportunities and needs as well. Gas, lodging, recreational shopping; Tomball has a lot to offer. MSC brings people to town to do just that. Different people have different first thoughts that come to mind when they think of Tomball. For many, Main Street Crossing is that first thought.

MSC’s ministry and charitable efforts are very valuable to the community as well. MSC continues to give financially and house churches. MSC has hosted and promoted fundraisers for organizations involved in or with orphanages, adoptions, medical needs, ending hunger, ending human trafficking, Christian missions, individuals with special needs, etc. MSC will continue to partner in these efforts going forward and again aim to do even more. Main Street Crossing’s following, public reach and facilities are all valuable support for organizations in their fundraising and awareness events.

8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?

Main Street Crossing books hundreds of concerts year round with popular artists who have large fan bases. A bunch of those fans buy tickets and travel to experience a unique “up close concert” with one of their favorite artists right here on Main Street in Tomball, Texas. They “Shop, dine, listen and sleep Tomball.”

OTHER REQUIRED DOCUMENTATION

The following information is required to process the grant application:

1. Articles of Incorporation, if applicable

(Attached)

2. Constitution and/or By-Laws

(Attached)

3. If your organization's budget exceeds \$100,000 (exclusive of in-kind) attach a copy of the last independent audit of financial records. If no audit was completed, explain why.

Our organization uses independent professional tax advisors and CPAs to prepare our taxes and "books." It is not very typical for an organization of our size to annually prepare a complete independent audit.

4. Schedule of Board of Directors meetings for the period of October 1 of the current year through September 30 of the following year. Board of Directors meetings must occur at least once per quarter. (November)

Our board meets annually in November per our by-laws. The next meeting is scheduled for November 2021.

4. Resumes of principal staff and artists or relevant job descriptions.

Rick Davis – CEO/CFO

- **High level administration**
- **Financial**
- **Legal**

Matt Davis – COO

- **Operations management**
- **Talent buying**
- **Negotiations**
- **Talent relations**

Lisa Schneider

- **Talent buying**
- **Negotiations**
- **Talent relations**

Terri Davis

- **Operations management**
- **Customer relations**
- **Ticketing management**

Katie Hollis

- **Advertising and marketing**
- **Social media management**
- **Technology advancement**

6. Depending on the nature of the project or event for which grant funding is requested, the organization will obtain a Certificate of Insurance for liability coverage as outlined in the attached Exhibit A. The City of Tomball requires each grantee having an event in the City aimed to attract both residents and tourists to have liability insurance to protect the public for acts by the grantee. This mandated coverage does not cover the grantee or any of its members. We encourage the grantee to acquire insurance to cover itself and its members as it deems fit. Please see your insurance agent for the local government endorsement. The cost of the local government endorsement may be included as part of your budget to be considered for a grant.

Main Street Crossing will comply with all insurance requirements. Assuming that we are granted ample funding, we will forward insurance standards expressed in this application to our insurance advisors and see that we meet the standards expressed herein and provide supporting documentation.