

NOTICE OF TOURISM ADVISORY COMMITTEE MEETING CITY OF TOMBALL, TEXAS



**Tuesday, October 26, 2021
6:00 PM**

Notice is hereby given of a meeting of the City of Tomball Tourism Advisory Committee, to be held on Tuesday, October 26, 2021 at 6:00 PM, City Hall, 401 Market Street, 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 April 27, 2021 Meeting
- D. New Business
 - 2. Consideration of Application from Houston Repertoire Ballet for the Use of Hotel Occupancy Tax
 - 3. Consideration of Application from the Tomball Sister Cities Organization for Grant from Hotel Occupancy Funds.
 - 4. Appoint/Reappoint members to Positions 2, 5, and 8 of the Tourism Advisory Committee Board, expiring December 5, 2021

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 22 day of October 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

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: 10/26/2021

Topic:

Approve the Minutes of the April 27, 2021 Meeting

Background:

Origination: City Secretary Office

Recommendation:

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, April 27, 2021
6:00 P.M.**

- 1.0 The meeting was called to order by Chair Holly Cook. Other Committee members present were:

Rodney Hutson
Melanie Sutton
Raymond Francois
Chris McCall
Ted Meilke

Absent:

Steve Hughes

Late:

Paige Cassel
Jeffie Cappadonna

Others present:

Interim City Manager - David Esquivel
Assistant City Secretary - Tracylynn Garcia
Finance Director- Glenn Windsor
Director of Marketing- Mike Baxter
Administrative Assistant-Sasha Luna

- 2.0 No Public Comments received.
- 3.0 Motion was made by Rodney Hutson, seconded by Ted Mielke to approve the minutes of the October 27, 2020 Regular Tourism Advisory Committee Meeting.
- Motion carried unanimously.
- 4.0 New Business:
- 4.1 Motion to TABLE consideration regarding Application from Main Street Crossing for the Use of Hotel Occupancy Tax was made by Ted Meilke, seconded by Paige Cassel.

Motion carried unanimously.

5.0 Motion was made by Jeffie Cappadonna seconded by Jeffie Cappadonna, to adjourn.

Motion carried unanimously.

PASSED AND APPROVED this _____ day of _____, 2021.

Tracylynn Garcia
Asst. City Secretary

Holly Cook
Chair

TAC Board Meeting Agenda Item Data Sheet

Meeting Date: 10/26/2021

Topic:

Consideration of Application from Houston Repertoire Ballet 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: ☐ If yes, specify Account Number: 240-240-6359

If no, funds will be transferred from account	To account

Signed	Glenn Windsor, CPA		Approved by		
	Finance Director	10/26/2021		City Manager	Date

**CITY OF TOMBALL
ADMINISTRATIVE POLICIES, RULES AND PROCEDURES**

SUBJECT HOTEL OCCUPANCY TAX GRANT PROCESS	NUMBER: 22	EFFECTIVE DATE: October 5, 2009	PAGE 1 OF 2
	REVISED: October 5, 2009	APPROVED BY CITY MANAGER: October 5, 2009	
	SUPERSEDES: January 19, 2009	APPROVED BY CITY COUNCIL: October 5, 2009	

Guidelines for Expenditures, Requests for Funding, and Reporting

Hotel Occupancy Tax

Chapter 351.002 of the Local Government Code authorizes a municipality, by ordinance, to impose a tax on a person who pays for the right to use or temporarily take possession of a room located in a hotel/motel that is ordinarily used for sleeping. The tax is imposed on the cost of the room itself and is not imposed on the cost of any food served or on any other services provided by the hotel/motel.

The revenue derived from the municipal occupancy tax may only be used to promote tourism and the convention and hotel industry in the community. For a city the size of Tomball and located in a county the size of Harris County, that use is limited to the following:

1. the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers or both;
2. the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;
5. historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums:
 - a. at or in the immediate vicinity of convention center facilities or visitor information centers; or
 - b. located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;
6. day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs only if those administrative costs are incurred directly in the promotion and servicing of those authorized expenditures listed in 1-5 above.

Tourists are defined in Chapter 351 as an individual who travels from the individual's residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture. *Tourism* is defined as the guidance or management of tourists.

**CITY OF TOMBALL
ADMINISTRATIVE POLICIES, RULES AND PROCEDURES**

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Requests for Hotel Occupancy Tax Funding

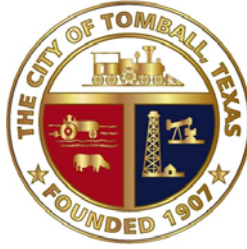
Any organization requesting the use of City of Tomball Municipal Hotel Occupancy Tax funds for an event that qualifies as an authorized use of funds as listed above must complete the “**Application for Use of Hotel Occupancy Tax**” a minimum of 45 days prior to the date of the event. All requests for funding must be approved by the City of Tomball City Council. Only one project may be requested per application. Applications for annual events must be submitted each year. Funding approved in one year does not guarantee funding in subsequent years.

Approved funding will be paid to the requesting organization on a reimbursement basis and will not be paid in advance. The reimbursement paid to the organization will be based on the lesser of the actual costs or the amount originally approved.

Reporting

Subsequent to the event/purpose for which occupancy tax funding was approved, the organization receiving the funds shall submit a full accounting of the event/purpose and specifically highlight the costs to be reimbursed by the hotel occupancy tax. In addition to the financial accounting of the event/purpose, the report shall also include a narrative describing how the event/purpose directly enhanced or promoted tourism and the convention and hotel industry in Tomball as well as the projected number of tourists or convention delegates coming to Tomball as a result of the event/purpose and the basis for the projection. If the event/purpose is one that is ongoing throughout the year, the financial and narrative report shall be updated and submitted on a quarterly basis. Reports shall be submitted to:

Director of Finance
City of Tomball
501 James Street
Tomball, TX 77375
281.290.1417



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: Houston Repertoire Ballet

Organization Director: Victoria Vittum, Artistic Director and Founder

Project or Event for which funding is requested: The Nutcracker performance series

Date of Event: December 1-5, 2021 (8 performances, 2 dress rehearsals)

Description of project or event for which funding is requested: _____

HRB's "The Nutcracker" is a classic holiday ballet enjoyed by all ages at affordable prices (\$15 - \$23) bringing approximately 3,500 patrons and artists annually to Tomball's easily accessible venue. The performance series features professional guest artists, elaborate costumes and sets along with exquisite dancing in a professionally staged performance drawing an audience from Houston and neighboring communities, and includes 3 free school performances for all TISD's 3rd graders.

Location of project or event: _____

Tomball High School Theatre, Leonard Chambers Fine Arts Wing

330 Quinn Road Tomball, TX 77375

GRANT AMOUNTS:

Amount Requested for Current Fiscal Year:	<u>2021</u>	<u>\$ 19,800</u>
Amount Received for Previous Fiscal Year:	<u>2019</u>	<u>\$ 16,500</u>
% increase requested over last year's grant:	<u> </u>	<u>%</u>

****No amount was requested or granted in Fiscal Year 2020.**

Organization Budget Summary for Previous Fiscal Year 2019

	City Funds	Other Funds	Total
Personnel	\$2,104 stage manager/crew/lighting	\$14,280 artistic staff	\$16,384
Contracted Services	\$780 security	\$29,600 orchestra \$10,500 guest artists	\$40,880
Travel		\$2,040 guest artists	\$2,040
Rental Expense	\$13,617 Tomball ISD	\$5,910 studio \$687 trucks	\$20,214
Depreciation/Mortgage	N/A		
Advertising		\$6,880 programs, fliers, pr, adv., etc.	\$6,880
Insurance		\$4,523 insurance	\$4,523
Other Expenses	\$250 flowers	\$1,566 costumes/props/set, \$501 food \$8,096 boutique, \$9,122 ticket sales fees	\$19,535
Volunteer Time	N/A		
Donated Goods/Services	N/A		
Total	\$16,751	\$93,705	\$110,456

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

*** The amount of Tomball exceeded 2019 grant amount of \$16,500

FUNDS FROM SOURCES OTHER THAN THE CITY OF TOMBALL

Government

Amount of Funds

Local
County
State
Federal

\$2,250 Texas Commission on the Arts (2020)

Other Investors/Contributors

Individual
Corporate
Foundations

\$1,440 (board members/annual campaign, 2020)

\$1,360 (2020)

Fees

Admissions
Applications
Vendors
Tuition

\$69,843 (2019)

Concessions

\$16,453 (boutique, silent auction, 2019)

Memberships

Subscriptions

Other

Total

\$ 91,346 (LOSS of \$19,110)

Where applicable, revenue from the 2019 performances was used. 2020 numbers were used for revenue not directly from the performance; those are more predictive of 2021 revenue.

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: HRB anticipates more than 3,200 patrons to attend

The Nutcracker, in addition to the more than 160 artists. This is based on historical 95% attendance data as well as zip code data. In 2018, just 12.1% of the audience was from Tomball, with more than half (54.6%) coming from Houston and Cypress (combined). This demonstrates the draw *The Nutcracker* exerts as a holiday tradition which in turn increases revenue in the Tomball area.

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. The long days associated with 2 days of dress rehearsals

and 8 performances (including 3 free performances for Tomball ISD 3rd graders) mandates that some of HRB's company members stay in the area throughout the week/weekend (some members live as far as Bryan, College Station, Waller, etc.). Feedback from HRB families following 2018 Nutcracker indicated that rooms from multiple hotels were rented in Tomball that week. In addition, HRB patrons and members shop and dine in Tomball through *the Nutcracker* performance series.

Organization Contact Name, Title, Address and Phone Number: _____

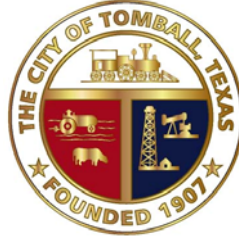
Ann Nguyen Moore, HRB Board Member

13410 Greenwood Manor Drive; Cypress, TX 77429

+1 832 746 4000, ann.n.moore@gmail.com

Contact's Signature: _____

Date: _____



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.

(please see signed original document delivered in person)

Signature of Authorizing Official

Date

Kelly Behrens

Typed Name

HRB Board President

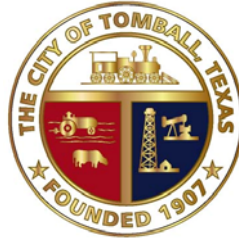
Title within Organization

832-439-9931

Telephone

kelly@airinnovationsllc.com

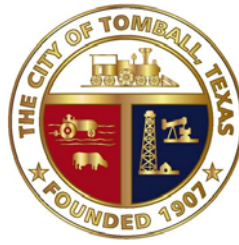
Email address



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.

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.

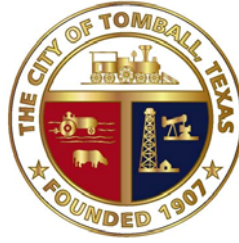


EXHIBIT A

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.

The Houston Repertoire Ballet (HRB) is a non-profit 501(c)(3) dance organization. The youth ballet was conceptualized in 1994 and received non-profit status in 1995. HRB's establishment arose from the need and desire to provide Northwest Harris County communities with the highest quality of dance education and performance experiences. HRB has grown to become the premier pre-professional ballet company in the area, requiring discipline and commitment from the dancers. Each season, it provides two major productions and a choreography production with recital. In both the 2020-2021 and 2021-2022 seasons, the company accepted 49 dancers who train and rehearse 15-20 hours weekly.

HRB's production of *The Nutcracker* in Tomball began in 1998, with a single show featuring only the second act. It has since flourished into a performance series featuring three abbreviated and five full shows including both acts, with the eighth performance added December 2018, featuring the Cypress Philharmonic's 39 piece orchestra at Tomball High School's Theatre. The annual series provides an affordable and accessible professionally staged production with beautiful sets, elaborate costumes, and talented dancers and musicians to Tomball residents, and simultaneously drawing in non-local patrons, thus supporting the community and enriching the residents.

Due to state, local and TISD COVID-19 health protocols, HRB was unable to offer *The Nutcracker* performance series in 2020. Thus, this narrative references the most recent series from 2019. In addition, due to COVID-19 safety precautions, the 2021 performances will not include a live orchestra.

The official mission of Houston Repertoire Ballet is as follows:

"HRB is dedicated to the pursuit of excellence in the art of classical ballet, providing a program of the highest quality to local dancers through professional instruction, education and performance experience. To ensure quality, acceptance into the company is limited and by invitation only. The company gives talented, dedicated dancers the serious training needed for them to enter the professional world of dance, while providing cultural education and community service to surrounding cities."

2. Describe how any grant funds will be used.

The funds provided by the City of Tomball's Hotel Occupancy Tax are earmarked for the Tomball community, either by direct spending or via enrichment. The facility rental expenses, which is budgeted at approximately \$15,000 for the 2021 series, is paid directly to Tomball ISD. In addition to ticketed performances, HRB provides Tomball ISD's third grade students three (3) free performances, which fulfill the arts component of their curriculum and bring the magic of live theatre directly to the students, a first time experience for many. High school special needs students and dance students are also invited, contingent on enrollment numbers. The expenses of these two components alone more than returns Tomball's annual investment.

The stage crew is comprised of Tomball Stage students and director, a lighting director who is a Tomball resident, along with HRB volunteers and an HRB stage manager. The Tomball students are compensated for their work while gaining valuable technical live production experience. In addition, HRB provides two \$750 scholarships annually to support graduating Tomball Stage students. Please note – due to budget restrictions and the cancellation of the 2020 performance series, HRB was unable to provide these scholarships during the 2020-2021 season.

The funds are further distributed to Tomball area vendors for expenses related to security, flowers, production of the Arts & Education booklets distributed to Tomball ISD 3rd grade students at the free school day performances, and refreshments for the dancers, backstage crew and volunteers. In addition, local purchases, including those of meals and snacks, made by production performers and personnel and patrons before and after the shows, benefit Tomball businesses. Food and other items are typically purchased from local Tomball establishments including Chili's, Starbucks, Chik-Fil-A, Pizza Hut, Kroger, Wal-Mart, and Target.

From 2017 to 2019, grant funds were also applied to support the expansion of our Nutcracker Experience, a successful outreach program involving third grade participants from Decker Prairie Elementary school and fourth grade participants from Tomball Elementary and Rosehill Elementary schools. Because of safety precautions related to the COVID-19 pandemic in 2020, and insufficient planning time due to the uncertainty surrounding COVID-19 protocols in 2021, HRB was unable to implement our much-loved program in both the 2020-2021 and 2021-2022 seasons. However, we are eager to resume this program in the 2022-2023, should circumstances allow.

The city of Tomball grant funds are dedicated to the support of the local Tomball economy, while bringing the arts and patrons directly to the Tomball community. Any remaining funds will be directed towards publicity expenses which bring awareness and patrons to the event in Tomball.

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

The Tomball Hotel Occupancy Tax grant funds are fully applied to support the production of *The Nutcracker* in Tomball, enriching its arts community while encouraging the patronage of residents from other areas.

HRB's presence in Tomball will begin at "move-in" at the beginning of the week, followed by dress rehearsals on Wednesday, December 1 and Thursday, December 2, 2021.

On Thursday, December 2, HRB will perform one (1) free show for Tomball ISD third grade students. On Friday, December 3, HRB will perform two (2) additional free shows for Tomball ISD third grade students.

All three performances for Tomball ISD third grade students, which take place during school hours and fulfill the arts component of their curriculum, provide an abbreviated performance that includes an educational talk as well as an informational Arts & Education booklet. Our designers are in the process of redesigning the booklet, and a sample will be provided as soon as possible. The cost of printing the Arts & Education booklets is approximately \$800-\$900.

The evening of Friday, December 3, HRB will perform the season's first full performance of *The Nutcracker*. The following Saturday and Sunday, December 4-5, will include two (2) full length performances.

The lobby is set and decorated for the holidays, including a large Christmas tree, the HRB boutique, a silent auction area, and refreshments provided by Tomball High School's Jr ROTC as their own fundraiser.

HRB's season continues with an April performance series, *Celebration of Dance*, with a season finale, *Choreography Project*, in May. These performances are also held at Tomball High School Theatre. HRB brings the arts to the city of Tomball to delight area residents with affordable and accessible live performances while bringing in outside visitors and additional revenue to the city of Tomball each year.

Arts & Education abbreviated performances for Tomball ISD third graders
(Times are determined by TISD)

Admission: FREE

Thursday, December 2 – 12:15 pm

Friday, December 3 – 9:45 am, 12:15 pm

Full performances

Admission: \$18-23

Friday, December 3 – 7:00 pm

Saturday, December 4 – 2:00 pm, 7:00 pm

Sunday, December 5 – 1:00 pm, 4:30 pm

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.

The Nutcracker Experience - In 2017, HRB and Tomball Elementary School launched an outreach program, The Mother Ginger Experience. The program was developed with Tomball ISD's Fine Arts Director, JD Janda, and supported by the school principal, Chad Schmidt. No prior dance experience was required, and after auditions, a group of boys and girls were selected to participate in the program. Rehearsals, costumes, shoes, and tights were provided free for all participants. The students learned simplified choreography which they performed in one of HRB's two free 2017 *The Nutcracker* Arts & Education performances. Due to the success of the program, and with much enthusiasm and encouragement from JD Janda and the elementary school principals, HRB expanded the outreach program, renamed The Nutcracker Experience, to include Decker Prairie Elementary in 2018. The 2018 program involved nearly 40 students, including nine males, and two participants received full tuition scholarships from an HRB patron to continue their dance training in weekly ballet classes at Ballet Center of Houston. The 2018 participants received 12 weeks of free dance instruction from HRB's highly qualified instructors at their respective elementary school campuses, and all tights, leotards, shoes and costumes were provided free of charge. The 2018 participants performed the roles of "little angels," "little soldiers," or "Mother Ginger's polichinelles." In 2019, the program was expanded further to include Rosehill Elementary fourth grade students, and a total of 70 students from Tomball, Decker Prairie, and Rosehill Elementary Schools participated in the Nutcracker Experience. These students auditioned, without prior dance experience required, at each school campus. Rehearsals with simplified choreography were taught free of charge by highly qualified HRB instructors on a weekly basis with costumes, tights, shoes, leotards and other materials included free of charge. Again, the student participants performed the roles of "little angels," "little soldiers," or "Mother Ginger's polichinelles" in the three free HRB Arts & Education productions provided to Tomball ISD third graders on December 6-7, 2019.

Ticket Sales - In 2019, 95-100% of seats for the five (5) ticketed performances of *The Nutcracker* were sold, with similar expectations for 2021. The seating capacity at the Tomball High School theatre is approximately 3,600 for the 5 ticketed shows (reserve handicapped seats and blocks for videographer). HRB's *The Nutcracker* continues to exceed patrons' expectation as its continued growth supports the need for high quality arts productions in Northwest Harris County, while attracting patrons to Tomball.

Live Orchestra - In 2013, HRB was joined by a live orchestra, the Cypress Philharmonic, for *The Nutcracker* full performances. This has elevated the production to one that would mirror almost any professional company's *Nutcracker* production, and has additionally increased attendance by drawing in a new audience. HRB's ticketed audience has steadily increased from 85% in 2010 with 3 full performances and one abbreviated show, to near capacity with four full shows and one abbreviated show for 2016-2018. In 2015, HRB added a 5th reduced price ticketed performance to meet demand, an abbreviated Arts & Education performance on Friday

evening, which was and continued to be an advanced sell-out success every single year. For 2019, this abbreviated performance included the addition of the Cypress Philharmonic.

COVID-19 implications - However, as it has for countless institutions, particularly non-profit performing art organizations, 2021 presents a quandary due to health concerns and the economic impact of the COVID-19 pandemic. The highly popular components of our program, the Nutcracker Experience and inclusion of the Cypress Philharmonic orchestra in the productions, are temporarily placed on hold. However, as supported by the strong history of the production's popularity, HRB harbors no misgivings regarding its ability to return to full capacity, and continue both the outreach program and inclusion of the live orchestra, as soon as circumstances will allow.

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

HRB's production of *The Nutcracker* in Tomball directly satisfies "The Guidelines for Expenditures, Requests for Funding, and Reporting" published by the City of Tomball City Council on October 5, 2009 in article #4: "the encouragement, promotion, improvement and application of the arts, including....dance... and other arts related to the presentation, performance, execution and exhibition of these major art forms."

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?

HRB's extensive marketing campaign includes poster and flyer distribution, print advertisements and press releases, as well as a strong social media presence, promoting name recognition and awareness of *The Nutcracker* in Tomball. The reputation and quality of HRB's *The Nutcracker* has made it a staple of Tomball's holiday season. In addition, HRB's casting of acclaimed guest artists, such as Houston Ballet principal dancers Jared Matthews (an HRB alumnus) and Yuriko Kajiya, provides additional marketing power.

HRB's extensive flyer and poster campaign is supported by a team of dedicated HRB volunteers. Houston area businesses are historically mapped, targeted and tracked to increase effectiveness.

HRB utilizes a publicity liaison to ensure local media sources, neighborhood newsletters and family event locators are targeted and extend notices via the internet and direct email to previous patrons.

As every publicity dollar spent is crucial, HRB evaluates its marketing techniques. Online ticket orders are accompanied by an inquiry regarding the manner in which a patron learned about HRB's *The Nutcracker* in Tomball.

Unique to 2017, due to flooding, Houston Ballet cancelled school performances that are frequented by many public, private and home education groups. Feedback from audience members revealed that the situation produced a draw for HRB's Arts & Education performance and in 2018, the Arts & Education performance sold out more than a week before the performance date. Although the circumstances were unique to 2018, feedback has indicated the effects of the additional exposure were not temporary, and continued to influence ticket sales in the following season.

HRB's publicity campaign brings patrons to Tomball as 88-90% of tickets sold are from outside of Tomball zip codes.

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

The City of Tomball will experience increased revenues in areas of shopping, dining, and hotel occupancy directly related to hosting HRB's *The Nutcracker*. The production will also provide cultural enrichment to Tomball residents and the students of Tomball ISD and elevate Tomball's artistic landscape.

With a direct partnership with JD Janda, TISD's Fine Arts Director, HRB will once again present three free matinee programs in 2021 to all TISD's third grade students, and thus fulfilling the arts component of their curriculum. With educational budget cuts as well as constraints on missing curriculum time, it would be impossible to bring the students to a venue outside of Tomball. HRB provides these performances at no cost to TISD, as part of HRB's community engagement, serving others while also allowing its dancers valuable performance experience. Furthermore, HRB offers two \$750 scholarships to Tomball Stage members to apply to their education after high school graduation, building community relationships and providing another investment in Tomball.

Tomball High School's JR ROTC also benefits from HRB's *The Nutcracker* as they serve refreshments during the performances as a fundraiser for their own organization.

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

Annually, *The Nutcracker* attracts more than 3,500 patrons and more than 200 artists and volunteers to Tomball during the busy holiday shopping season. Approximately 88-90% of ticketed patrons reside outside the Tomball zip codes. Please see the attached pie chart demonstrating ticket sales for the full length performances and abbreviated Arts & Education performance based on zip code data**. This demonstrates a direct draw of a non-local population into the Tomball vicinity to shop, dine, run errands, and enjoy Tomball. This impact will be felt Wednesday, December 1 – Sunday, December 5, 2021.

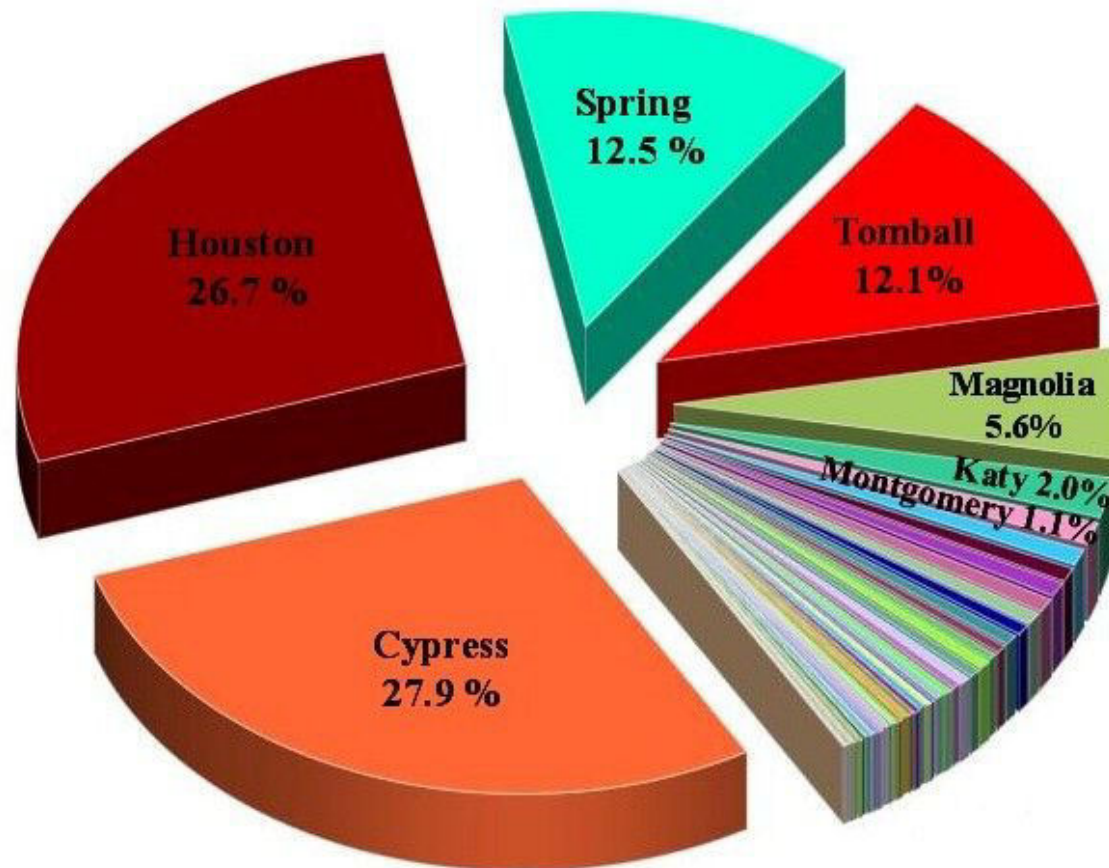
The Nutcracker is a unique event to Northwest Houston as it brings a professionally staged live theatre production complete with professional guest artists and, in prior and hopefully future seasons,, a live orchestra, to Northwest Houston. This event elevates Tomball as a destination for patrons to enjoy this holiday classic close to home at an easily accessible and affordable venue. This performance series compliments the city's other enrichment efforts.

Several HRB dancers who reside in Bryan, College Station, Waller, and other distant areas, often choose to stay in Tomball area hotels. Many of the company dancers who are residents of Houston and surrounding areas also choose to stay in Tomball area hotels to avoid multiple commutes throughout a week/weekend of demanding rehearsals and performances. Since 2016, HRB has coordinated with the General Managers of Tomball area hotels to negotiate a discount for patrons and dancers during *Nutcracker* weekend, encouraging their patronage of Tomball specific businesses. These hotels include Holiday Inn, Hampton Inn and Suites, America's Best Value Inn and Suites, Comfort Inn and Suites, and La Quinta. The information is also shared with patrons who call to inquire about area hotels. Please find an attached copy of the email sent to HRB company members in 2019. HRB plans to coordinate with the General Managers of Tomball area hotels to negotiate a discount rate for patrons and dancers in December 2021.

** Please note, the data is from the 2018 performances. HRB migrated to a new ticketing vendor after the 2019-2020 season, and ticketing data from the 2019 performances were unavailable from the previous agent.

Attendance Demographic Nutcracker 2018 December 7-9, 2018 performances

Item 2.



Cypress	Houston	Spring	Tomball	Magnolia	Katy	Montgomery	Splendor
Conroe	Missouri City	Waller	Pinehurst	West Columbia	Hockley	Fulshear	
Lake Jackson	Brenham	College Station	New Braunfels	Kingwood	Rosharon		
Victoria	Kountze	Sugar Land	Baytown	Baton Rouge	Pearland	Hempstead	
Cleveland	Round Rock	Hollywood, FL	Boise, ID	Humble	League City	Bry	
Groveton	Livingston	Galveston	Winnfield, LA	Austin	Eagle Lake	Tyler	

Nutcracker 2019 Hotel Discounted Rates offered Dec. 4 – Dec. 9
(Reduced Rate depends upon Room availability)

1. Hampton Inn and Suites
 14100 Medical Complex Dr.
 Tomball
 281.357.1500

<http://hamptoninn.hilton.com/en/hp/groups/personalized/A/AMATBHX-HRB-20191204/index.jhtml>

2. Residence Inn
 14303 Medical Complex Dr.
 Tomball
 832.955.1750

[Houston Repertoire Ballet presents The Nutcracker](#)

3. Holiday Inn Express & Suites
 14055 Park Dr.
 Tomball
 832.639.4900

[Holiday Inn Express - The Nutcracker](#)

4. Comfort Inn & Suites
 13636 Michael Road
 Tomball
 281.290.7070

<http://www.comfortsuites.com/ires/en-US/html/ArrivalInfo?hotel=TXA50&srp=LHRB2&pu=no>

Reservation by Phone only:

1. La Quinta Inn & Suites
 14000 Medical Complex Dr.
 Tomball
 281.516.0400

Call and reference Houston Repertoire Ballet Nutcracker. The 2018 rate was \$99 for double Queen or single King. Discount should be about the same or near that amount.

2. America's Best Value Inn & Suites
 24420 Park Road
 Tomball
 281.255.9030

Manager requests that patrons call and reference "Nutcracker."

Discount: \$62+ tax for Double Queens \$73 + tax for King

3. Tomball-Rosehill RV Park
 19611 FM 2920
 Tomball
 832.728.9905

15% Discount. Owner requests that patrons call and reference Houston Repertoire Ballet Nutcracker

**The City of Tomball
Hotel Occupancy Tax Grant Application**

Other Required Documentation

1. Article of Incorporation

Houston Repertoire Ballet – *The Nutcracker 2021*

Please refer to the attached 501(c)(3) letter
Houston Repertoire Ballet is classified as a “non-profit organization – dance.”

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 30 2000

HOUSTON REPERTOIRE BALLET
8590 HWY 6N
HOUSTON, TX 77095

Employer Identification Number:
76-0479345
DLN:
17053092751010
Contact Person:
JOHN J MCGEE ID# 31169
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
May 1997
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)

**The City of Tomball
Hotel Occupancy Tax Grant Application**

Other Required Documentation

2. Constitution or By-Laws

Houston Repertoire Ballet – *The Nutcracker 2021*

Please refer to the attached Houston Repertoire Ballet by-laws.

BY-LAWS
of the
HOUSTON REPERTOIRE BALLET

Article 1 – Name

The name of this organization shall be Houston Repertoire Ballet hereafter referred to as HRB.

Article 2 – Location and Agent

The registered office of HRB shall be at the Studio of Dance located at 16668 Champions Forest Drive, Houston, Texas, 77379. Any current officer of the Board of Directors may act as registered agent for HRB.

Article 3 – Purpose

HRB is a company organized exclusively for providing a program of the highest quality to local dancers in the art of classical ballet. The program provides training, education, and experience for the company dancers while providing cultural education and community service for the surrounding region consistent with HRB's non-profit and educational purposes under the HRB Articles of Incorporation as approved by the State of Texas on May 31, 1995.

Article 4 – Membership

1. The membership of HRB shall consist of the parents who have paid dues for current HRB dancers and the current members of the Board of Directors. Additional members from the community at large may be accepted by an affirmative vote of the Board.
2. Membership period shall be from the date of joining (or rejoining) until three (3) months following the end of that fiscal year of HRB.
3. Each member shall be entitled to one vote on each matter submitted to a vote of the membership. Parents of HRB dancers are jointly entitled to one vote for each of their dancers currently active in HRB.

Article 5 – Meetings

1. In consultation with the Board, the President shall determine the dates, times, locations, agenda, and formats of meetings. Notice shall be given at least two (2) weeks in advance by postings, mail outs, e-mail, or a combination of such means.
2. The membership shall meet at least one time early in each fiscal year. Up to two (2) days in advance, any member may request in writing to the Board additional items or voting issues to be included on the agenda. In order to achieve a desired or required quorum, a physical "meeting" may be held over a defined period of more than one day.

3. A quorum to transact business at membership meetings shall consist of at least twenty (20) members in good standing. An affirmative vote of greater than fifty percent (50%) of those in attendance is required to approve an action or decision.
4. At any duly called meeting, a member may vote by a proxy executed in writing.
5. An annual vote of the members is required to approve the officers of the Board and a broad performance plan for the year.

Article 6 – Board of Directors

1. A Board of Directors shall be maintained with sole authority and responsibility for management and business affairs of HRB.
2. The Board shall be comprised of at least six (6) and no more than twelve (12) Directors.
3. Directors shall be elected or removed by the affirmative vote of a majority of the then current Directors at a duly held meeting of the Board. Directors shall serve for a minimum term of two (2) years which may be extended without limit by a majority vote of the other Board members.
4. Any vote for removal of a Director must be preceded by written notice to all Directors of the scheduled vote. Should a Director resign or be removed, the Board may elect a replacement Director to begin a two (2) year term upon election.
5. A coordinating representative for Board approved committees such as the Partners Guild, the Children's Guild, and special events may attend all Board meetings in a non-voting capacity. With the approval of the presiding officer, any other guests may attend the beginning of any Board meeting to address the Board with proposals or questions to bring comments on behalf of a Director who cannot attend. Such guests will then leave the meeting prior to remaining agenda items that may be discussed and debated privately by the Board to ensure candid discussions.
6. Artistic management of HRB shall be vested solely in the Artistic Director(s) who shall serve as members of the Board of Directors. The Artistic Director(s) may be removed only by a two-thirds (2/3) vote of the entire HRB membership.
7. Regular Board meetings shall be held on a monthly basis. Special meetings of the Board may be called at any time upon the request of the President, the Artistic Director(s), or any two Directors. Notice of such a meeting must be given to each Director at least 24 hours before the meeting.
8. For any Board meeting, at least fifty percent (50%) of the Directors currently on the Board shall constitute a quorum. Unless otherwise specified here, an affirmative vote of greater than fifty percent (50%) of the Directors in attendance shall be sufficient to approve all actions.
9. For any duly called meeting of the Board, a Director may vote by proxy or direct his/her attendance and vote to another Director in writing.
10. No salary, fee, or compensation shall be paid to any Director or member except by resolution of the Board.

Article 7 – Officers of the Board

1. The officers of the Board of Directors of HRB shall consist of a President, a Vice-President, a Secretary, and a Treasurer authorized to conduct business on behalf of HRB. As necessary, officers may designate other HRB members or staff to perform specific duties.

2. Officers of the Board shall be determined by the Board in a manner suitable to the needs of the Board at that time. By the end of July each year, the Board shall determine the slate of officers for the following fiscal year.
3. Should an officer resign or be removed, the President shall be responsible for promptly securing Board approval of a replacement except that a vacancy of the office of President shall be automatically filled by the Vice President.
4. Officers may be removed from office by a vote of the Board at a duly called meeting for which all Directors have been notified.
5. **The President**, or in his/her absence **the Vice President**, shall preside at all meetings of the Board as well as be responsible for maintaining long-term goals and ensuring that Board decisions are implemented. The President shall also establish committees as necessary and steward areas of responsibilities for Board members to ensure the efficient pursuit of activities. Key areas will include Productions, Fund Raising, Publicity, and Volunteers.
6. **The Treasurer** shall have charge of the funds of HRB and ensure the following: detailed records, payment of all fees and bills, preparation monthly reports for the Board, development of an annual budget, filing of tax forms, and audits as directed by the Board.
7. **The Secretary** shall record minutes and maintain files of HRB, give notice to meetings, handle Board correspondence, and keep records of HRB and Board membership.

Article 8 – Special Rules

1. The fiscal year of HRB shall begin on August 1 and end on the following July 31.
2. No Director, officer, or member at large may incur an expense or obligation on behalf of HRB except as authorized by the Board of Directors.
3. Any member is entitled to inspect the books, minutes, or other records of HRB if so requested in writing and if such inspection does not disrupt HRB activities.
4. All officers of the Board and other Directors as well as any other individuals authorized to act on behalf of HRB shall at all times act under the highest standards of personal, business, legal, and ethical conduct when representing HRB. As such, HRB will defend any member from any individual liability from actions taken on behalf of HRB except in any case determined by the Board to be gross negligence or willful misconduct.
5. These by-laws supercede and replace those adopted by HRB on September 20, 1995 and may be amended or replaced by a vote of the Board of Directors.
6. HRB may be dissolved by an affirmative vote of two-thirds (2/3) of the full membership or a unanimous vote of the Board of Directors. Upon dissolution, any HRB assets remaining after payment of all debts shall be contributed to similar non-profit, artistic organizations as determined by the Board of Directors.

THESE BY-LAWS FOR THE HOUSTON REPERTOIRE BALLET ARE APPROVED BY THE
HRB BOARD OF DIRECTORS ON THIS _____ DAY OF _____, 2002 BY:

_____ Name	_____ President
_____ Name	_____ Vice President
_____ Name	_____ Treasurer
_____ Name	_____
_____ Name	_____
_____ Name	_____
_____ Name	_____
_____ Name	_____
_____ Name	_____
_____ Name	_____

The City of Tomball Hotel Occupancy Tax Grant Application

Other Required Documentation

3. Financial Records

Houston Repertoire Ballet – *The Nutcracker 2021*

Houston Repertoire Ballet's fiscal year mirrors our seasons, which run from August 1 – July 31.
Please refer to the attached copy of HRB's most recent 990 (*not sent electronically).

HRB does not conduct and independent audit of financial records. HRB does not receive government funds which would require such an audit. Additionally, HRB does not have bank loans or lines of credit.

**The City of Tomball
Hotel Occupancy Tax Grant Application**

Other Required Documentation

**4. Board of Directors and Meeting Schedule
Houston Repertoire Ballet – *The Nutcracker 2021***

Please refer to the attached:
2021-2022 Board of Directors
Schedule of Board Meetings



8515 JACKRABBIT ROAD | +1 281 940 4721
HOUSTON, TEXAS 77095 | HRBDANCE.ORG

2021-2022 Board of Directors

PRESIDENT

Kelly Behrens
34328 Howell Rd
Waller, TX 77484
832-439-9931
kelly@airinnovationsllc.com

VICE-PRESIDENT

Susan Wheelock
10602 Gt. Plains Ln
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281-477-9270
someonenamedsusan@hotmail.com

PUBLICITY

Ann Moore
13420 Greenwood Manor Dr
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SECRETARY

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817-229-9207
shanankf@hotmail.com

PRODUCTION

Jason Althaus
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Cypress, TX 77433
jalthaus@comcast.net
713-252-3418

TREASURER

Laurie Sanders
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Tomball, TX 77377
585-421-9642
home.sandersegmail.com

PRODUCTION ASSISTANT

Michael Stewart
8519 Star Hollow Ln
Houston, TX 77095
stewart_mj@yahoo.com
713-569-7853

FUNDRAISING/CORPORATE GIVING

Kelly Behrens
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Waller, TX 77484
832-439-9931
kelly@airinnovationsllc.com

ARTISTIC DIRECTOR

Victoria Vittum
909 W. 16th St
Houston, TX 77008
713-628-6907
victoria@balletcenterofhouston.com

GRANTS

Ann Moore
13420 Greenwood Manor Dr
Cypress, TX 77429
832-746-4000
ann.n.moore@gmail.com

VOLUNTEER COORDINATOR

Andrea Young
7442 Parkcross Place
Cypress, TX 77433
832-331-8261
jdaayoung@sbcglobal.net

CHILDREN'S GUILD LIAISON

Susan Wheelock
10602 Gt. Plains Ln
Houston, TX 77064
281-477-9270
someonenamedsusan@hotmail.com



8515 JACKRABBIT ROAD | +1 281 940 4721
HOUSTON, TEXAS 77095 | HRBDANCE.ORG

2021-2022 Board of Directors Meeting Dates

2021-2022 Season

For the 2021-2022 season, HRB meetings are typically conducted on the first Monday of each month at 8:00 pm.

Thursday, August 12, 2021
Monday, September 13, 2021
Monday, October 4, 2021
Monday, November 1, 2021
Monday, December 6, 2021
Monday, January 3, 2022
Monday, February 7, 2022
Monday, March 7, 2022
Monday, April 4, 2022
Monday, May 2, 2022
Monday June 2, 2022
Tuesday, July 5, 2022

2022-2023 Season

Monday, August 1, 2022
Tuesday, September 6, 2022

**The City of Tomball
Hotel Occupancy Tax Grant Application**

Other Required Documentation

**5. Resumes of Principal Staff and Guest Artists
Houston Repertoire Ballet – *The Nutcracker 2021***

Victoria Vittum – Founder and Artistic Director

Victoria Vittum is a nationally recognized teacher and choreographer. She was with the Houston Ballet, under the direction of Ben Stevenson from 1997-2003. There she taught open adult classes, in the upper academy and the company. She has served as Resident Choreographer for the Gwinnett Ballet Theater in Atlanta, Georgia and guest teacher at the Washington School of Ballet. She taught for Margo Marshall School of Ballet and served as resident Choreographer and Associate Artistic Director of City Ballet of Houston from 1981-1993. Ms. Vittum not only directs her own school, Ballet Center of Houston, but also serves as Artistic Director of Houston Repertoire Ballet.

Ms. Vittum received her early training from Julio de Bittencourt and also holds a B.A. Degree in Dance Education from Lamar University. She has choreographed for professional and civic companies throughout the country as well as having her work presented at the Edinburgh Festival in Scotland.

Ms. Vittum has been the recipient of numerous awards such as: two Monticello Choreography Awards, Illinois State University choreography competition Winner, two nominations for the General Electric American Choreographer Plan. Most recently Ms. Vittum was the recipient of a Choreography Fellowship (1998) awarded by the Cultural Arts Council of Houston and the Texas Commission for the Arts for outstanding Choreographic merit and contribution to the City of Houston.

Barbara LeGault – Ballet Mistress

Barbara LeGault is a graduate of Houston's High School for the Performing and Visual Arts. Barbara LeGault trained under Margo Marshall and is formerly with City Ballet of Houston. Since that time she danced many lead roles with the Pittsburgh Ballet Theater and the Louisville Ballet. She was directed by Alun Jones and Helen Starr. In 1979, Jones paid Ms. LeGault the ultimate compliment by creating his Cinderella especially for her. She Also danced with Tennessee Festival Ballet, directed by David and Anna Marie Holmes, and with the Summer Festival Ballet In Lisbon, Portugal. Her repertoire includes appearances in Don Quixote, Swan Lake, The Nutcracker, and Sleeping Beauty.

Other roles to her credit are appearances in the Houston Grand Opera productions, Mefeistofoles and Aida. Ms. LeGault has been on the teaching staff of American Academy of Dance, NHDT headquarters, since 1987. She is currently a faculty member of Ballet Center of Houston and the Ballet Mistress for Houston Repertoire Ballet.

Kristy Nilsson – Resident Choreographer/Outreach Program Coordinator

An HRB alumna, Kristy Nilsson began her training at Ballet Center of Houston. She was a Dance Honors Student at Houston's High School for the Performing & Visual Arts and University of Oklahoma, before going on to perform with Charleston Ballet Theatre and Atlanta Ballet. Ms. Nilsson has choreographed more than 100 concert works (including 11 full-length/narrative ballets) which have been performed by 29 companies in 12 states in the U.S. & Canada, and has won choreographic recognition from Regional Dance America, the Southeastern Regional Ballet Association and Dance Canvas. Her works for Houston Repertoire Ballet include two narrative ballets: *A Midsummer Night's Dream* and *The Racketty-Packetty House*, and two contemporary ballets: *Rhapsody in Blue* and *The Unkindest Year*. "Miss Kristy" has been a full-time ballet & modern dance instructor since 2001 and enjoys teaching all ages from Pre-Ballet for preschool-aged children through Pre-Professional dancers and adults. Kristy is happily married to dance photographer Scott Nilsson, a former dancer, and is delighted to be on faculty at Ballet Center of Houston, teaching alongside some of the very instructors who shaped her career and love for dance.

Joseph Modlin – Guest Artist

In 1993, Joseph Modlin, an Indiana native, began training in classical and modern dance performance at Ball State University and performed with Anderson Young Ballet Theatre, both under the direction of Ms. LouAnn Young. Joe moved to Houston in 1997, and began a performance and teaching career that has spanned 19 years, seven professional companies, and continues extending to flourish in the Houston community and nationally.

Mr. Modlin has performed/worked with Hope Stone, Inc., Houston Repertoire Ballet, Chrysalis Dance Company, Houston Dance Theater, Allegro Ballet, Freneticore, and Woodlands Dance Company. He has been invited to work as a guest artist with independent choreographers and performance artists such as Leslie Scates, Erin Reck, Amy Ell, Karen Stokes, Lindsey McGill, Toni Valle, and Sara Draper.

Matthew Rusk, St. Louis Ballet – Guest Artist

Born in Tucson, Arizona, Matthew Rusk received his formative training at Houston Ballet and the High School for the Performing and Visual Arts, where he graduated with honors in dance. He also spent summers at School of American Ballet, American Ballet Theatre, and the Royal Ballet School. He is an alumnus of Indiana University, where he earned a Bachelor of Science in Ballet with an Outside Field in Psychology. While at IU, he was the recipient of the Premier Young Artist Award and the Ken C. Whitener Fund for Ballet Excellence, and performed principal roles in George Balanchine's *Emeralds*, *Four Temperaments*, *Divertimento No. 15*, and *Swan Lake*, and Marius Petipa's *La Bayadere (Kingdom of the Shades)*. Professionally he joined Cincinnati Ballet in 2015 before transferring to Saint Louis Ballet in 2016, where he is currently in his sixth season. His repertory at SLB includes Romeo (*Romeo and Juliet*), Cavalier and Snow King (*The Nutcracker*), Bluebird (*Sleeping Beauty*), and principal roles in Balanchine's *Who*

Cares?, Twyla Tharp's *Nine Sinatra Songs*, and Gerald Arpino's *Reflections*. He has also guest performed with Nevada Ballet Theatre, appearing in Christopher Wheeldon's *Carousel* and Septime Webre's *Alice in Wonderland*.

Leah Slavens Haggard, freelance – Guest Artist

Leah Slavens Haggard began her ballet training at the Ballet Center of Houston under the direction of Victoria Vittum and continued at the Pacific Northwest Ballet School as a Professional Division student. Leah went on to dance professionally with The Grand Rapids Ballet, Utah Regional Ballet, and The Suzanne Farrell Ballet where she has performed in Kent Stowell's *Swan Lake*, and George Balanchine's *Walpurgisnacht*, *Stars and Stripes*, *Gounod Symphony*, *Dances Concertantes*, and *Serenade* among many other ballets and original works. Most recently as a freelance performer, she has been able to perform with Ballet Memphis, Aspen Santa Fe Ballet, Indiana Ballet Theater, and Deos Contemporary Ballet. Leah is also a certified holistic nutrition health coach and human nutrition master's student, who works with dancers and students on dancer nutrition and wellness education.

**The City of Tomball
Hotel Occupancy Tax Grant Application**

Other Required Documentation

6. Certificate of Insurance

Houston Repertoire Ballet – *The Nutcracker 2021*

Please refer to the attached Certificate of Insurance.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD) 08/16/20
Item 2.

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Denise Wardwell(1960318) 810 Highway 6 S Ste 230 Houston TX 77079-4027		CONTACT NAME: PHONE (A/C, NO, EXT): 281-589-1348 FAX (A/C, NO): 281-497-7482 E-MAIL ADDRESS: dwardwell@farmersagent.com	
		INSURER(S) AFFORDING COVERAGE	
		NAIC #	
INSURED HOUSTON REPERTOIRE BALLET 8515 JACKRABBIT RD STE A HOUSTON TX 77095		INSURER A: Truck Insurance Exchange 21709 INSURER B: Farmers Insurance Exchange 21652 INSURER C: Mid Century Insurance Company 21687 INSURER D: INSURER E: INSURER F:	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAME ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDTL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
C	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR	Y	N	606264688	02/23/2021	02/23/2022	EACH OCCURRENCE \$ 1,000,000
	DAMAGE TO RENTED PREMISES (Ea Occurrence) \$ 75,000						
	MED EXP (Any one person) \$ 5,000						
	PERSONAL & ADV INJURY \$ 1,000,000						
	GENERAL AGGREGATE \$ 2,000,000						
	PRODUCTS - COMP/OP AGG \$ 1,000,000						
	OTHER: \$						
C	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☒ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY		N	606264688	02/23/2021	02/23/2022	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
	BODILY INJURY (Per person) \$						
	BODILY INJURY (Per accident) \$						
	PROPERTY DAMAGE (Per accident) \$						
	\$						
	UMBRELLA LIAB ☐ OCCUR EXCESS LIAB ☐ CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$
	AGGREGATE \$						
	\$						
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) ☐ Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A					PER STATUTE ☐ OTHER \$
	E.L. EACH ACCIDENT \$						
	E.L. DISEASE - EA EMPLOYEE \$						
	E.L. DISEASE - POLICY LIMIT \$						

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
8515 JACKRABBIT RD STE F, HOUSTON, TX 77095

CERTIFICATE HOLDER TOMBALL ISD 1110 BAKER DR TOMBALL TX 77375	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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The City of Tomball Hotel Occupancy Tax Grant Application

Optional Supporting Documentation

1. Long Term Plan

Houston Repertoire Ballet – *The Nutcracker 2021*

Please refer to the attached:

HRB's Long Term Plan

The Nutcracker Experience (2019)

Copy of 2019 Letter to 3rd and 4th grade students and parents

Copy of 2019 Audition Application

HRB Alumnus

HRB 2021 Accomplishments

Houston Repertoire Ballet *Long Term Plan*

Houston Repertoire Ballet will continue its mission of providing high quality dance training for company members and exceptional performance series for northwest Houston communities.

HRB is thankful for the support from, and its reputation in, the Tomball community, as it continues to enrich the artistic element of Tomball and attract residents of other communities to enjoy the arts in Tomball.

HRB adopts a conservative fiscal position and balances investments in costumes, sets and choreography with affordable ticket prices, without sacrificing quality. These goals are made possible through volunteer support and community grants and giving.

In 2017, HRB initiated an outreach program, directly collaborating with the Tomball Independent School District (TISD) on the implementation of The Mother Ginger Experience. The program offered Tomball Elementary students, identified by Tomball Fine Arts Director JD Janda, twelve weeks of dance instruction and rehearsals, culminating in the participation in the two free 2017 *The Nutcracker* Arts & Education performances for TISD 3rd graders. All tights, leotards, shoes and costumes were provided free of charge to all TISD participants. One participant received a full-tuition scholarship, provided by an HRB patron, to continue weekly dance classes at Ballet Center of Houston for the remainder of the school year.

In 2018, the program was renamed The Nutcracker Experience, and was expanded to include students from Tomball and Decker-Prairie Elementary schools. The 2018 program involved nearly 40 participants, including nine boys, and two participants received full tuition scholarships from an HRB patron to continue their dance training in weekly ballet classes at Ballet Center of Houston. The 2018 participants received 12 weeks of free dance instruction from HRB's highly qualified instructors at their respective elementary school campuses, and all tights, leotards, shoes and costumes were provided free of charge. The 2018 participants performed the roles of "little angels," "little soldiers," or "Mother Ginger's polichinelles." In 2019, the program was expanded further to include Rosehill Elementary fourth grade students, and a total of 70 students from Tomball, Decker Prairie, and Rosehill Elementary Schools participated in the "Nutcracker Experience." These students auditioned, without prior dance experience required, at each school campus. Rehearsals with simplified choreography were taught free of charge by highly qualified HRB instructors on a weekly basis with costumes, tights, shoes, leotards and other materials included free of charge. Again, the student participants performed the roles of "little angels," "little soldiers," or "Mother Ginger's polichinelles" in the three free HRB Arts & Education productions provided to Tomball ISD third graders on December 6-7, 2019. Unfortunately, COVID-19 restrictions surrounding facility use required the temporary cessation of The Nutcracker Experience during the 2021-2022 season. HRB plans to return to the program in its full capacity, possibly with additional elements and elementary schools, in the 2022-2023 season.

In 2019, HRB expanded the role of the Cypress Philharmonic orchestra, which had previously been restricted to Saturday and Sunday performances of *The Nutcracker*, to include the Friday night performance. Unfortunately, COVID-19 restrictions have rendered the inclusion of a live orchestra infeasible for the 2021 performances, but we anticipate the full participation of the Cypress Philharmonic at the five full performances in the 2022 *The Nutcracker* series.

During the 2020-2021 season, HRB implemented new funding campaigns, including a House of Pies fundraiser, to supplement its income. Due to the success of the ventures and the enthusiasm of its volunteers, HRB plans to continue these fundraisers and research out additional options. Furthermore, in the current 2021-2022 season, HRB has redesigned its Corporate and Small Business Sponsorship campaign material and benefits, with the goal of expanding its outreach to local business entities. These projects will expand our ability to balance outstanding performance series with affordable ticket prices.



Houston Repertoire Ballet

8515-F Jackrabbit Road
281-940-4721

Houston, TX 77095
Mail@hrbdance.org

Dear 3rd and 4th Grade Parents and Students:

Houston Repertoire Ballet (HRB) is pleased to announce the continuation of its outreach program with Tomball ISD. Each year, Houston Repertoire Ballet presents "The Nutcracker" at Tomball High School Theatre. For many years now, the productions have included all of Tomball ISD's third-grade students which are bussed in to see the performance. In 2017, HRB launched an outreach program giving students of Tomball Elementary opportunity to participate by performing with HRB to an audience of 1,500 of their peers. During the 2018 season, HRB added Decker-Prairie Elementary student participants to this program. During the upcoming 2019 season, HRB would like to also include Rosehill Elementary student participants in the program. HRB plans to come to each respective school campus to hold auditions for any interested students. All rehearsals will be held at the HRB Studios located at 8515 Jackrabbit Rd. Houston, TX 77095. It is important for rehearsals to occur at HRB studios to give student participants a better education regarding the essence and discipline involved with the true art of dance. In addition, each student will have opportunity to see the company dancers rehearse, and partway through the process will actually rehearse with the artists of HRB. THIS IS A FREE PROGRAM TO INTRODUCE CHILDREN TO THE ARTS. You can contact us at Mail@hrbdance.org if you have questions.

Following auditions, parents will need to provide their own transportation or carpools for their children to the HRB location on Saturdays between 2:30pm and 4:30pm. Children must be on time for each rehearsal, and must be picked up promptly after their dance class and rehearsal ends. HRB will be looking for boys and girls to participate as Angels, Soldiers and Mother Ginger Children. No prior dance training is required - just an eagerness to work hard and try something new. If your student is in the 4th grade, then they may have already seen our production and may have even participated with us during the 2018 season. HRB has offered full scholarships to student participants the past two years that show exceptional natural ability and talent to continue ballet education in a formal classroom setting.

Audition Schedule:

Decker-Prairie Elementary: Monday September 9, 2019 4:00-4:45pm

@ Decker-Prairie in the Music Room

Tomball Elementary: Tuesday September 10, 2019 4:00-4:45pm

@ Tomball Elementary in the Music Room

Rosehill Elementary: Wednesday September 11, 2019 4:00-4:45pm

@ Rosehill Elementary in the Music Room

Students chosen to participate in this program will be notified via email. Participants must attend all rehearsals, arrive on time and be picked up on time. Participants continually arriving late or being picked up late will be expelled from the program.

Tentative Rehearsal Schedule:

Saturday September 21 - Saturday November 23

2:30-3:30pm Mother Ginger

3:30-4:30pm Angels and Bakers

Shoe and costume fittings will either before or after rehearsal TBA

There will be NO REHEARSAL on Saturday November 30 due to the Thanksgiving Holiday.

Dress Rehearsal: Tuesday December 3, 2019 5:00pm @ Tomball High School theatre.

Performances: Thursday December 5 @ 12:15pm

Friday December 6 @ 9:45am and 12:15pm

Dancers will participate in 1-3 of these performances.

HRB's Director of Outreach programs, Kristy Nilsson, will be running the rehearsals as well as Artistic Director Victoria Vittum, teaching all the children their parts. Ms. Nilsson is HRB Resident Choreographer and a former professional dancer with the Atlanta Ballet and Charleston Ballet Theatre. she is a member of the faculty of Ballet Center of Houston as well as Houston High School for the Performing and Visual Arts. She has had 18 years of experience teaching children dance.

We hope to see many of you at the auditions. Shorts, tee-shirt and tennis shoes are acceptable to wear for the audition. Remember, there is no cost to get involved! Come have a blast with Houston Repertoire Ballet. More information will be given at the first rehearsal, dancer and parent meeting. See you at the audition!



Houston Repertoire Ballet

8515-F Jackrabbit Road
281-940-4721

Houston, TX 77095
Mail@hrrbdance.org

Audition Form

Student Name: _____
(please print clearly)

Audition Number _____

School: _____

Parent Name: _____

Email: _____
(please print clearly)

Phone number: _____

You give your permission for your student to attend the audition

Parent Signature: _____

2020	DIANA BASALDUA SAVANNAH GONZALEZ JUSTIN PIDGEON	Bulter University - Dance Program* Belhaven University - Dance Program* Kirov Academy, Washington, DC*
2019	MARISSA ESCALENTE HANNAH PIDGEON QUINN PRICE	Milwaukee Ballet Pre-professional Trainee program* Louisville Ballet Pre-professional Trainee program* Joffrey Dallas Trainee program*
2018	FINN ADAMS KAITLYN BLAKE ANDREW MEDINA DAVID VECSEI REILLY WIGGINS	Houston Ballet Professional Division, Estonian National Ballet* Belhaven University - Dance Program* United Ballet Theatre, FL* Houston Ballet Professional Division; Artist in residence HRB* Sam Houston State University - Dance Program*
2017	JULIA GUNDZIK ANDREINA HURTADO KYLE PATTON	Washington Ballet Trainee Program; Cincinnati Ballet Trainee* University of Texas - Dance Program* University of Texas - Dance Program*
2016	KENDALL JACKSON	Belhaven University - Dance Program*
2015	EMMA BIONDILLO KAITLYN JONES CHELSEA KNIPP MALLORY PRUITT REBECCA WEBB SARAH WHITE	Sam Houston State University - Dance Minor, Kinesiology Major; BCH Faculty* University of Texas - BFA Dance Tulane University Ballet/Psychology Major; New Orleans Ballet Assoc Faculty*; New Orleans Ballet Theatre* Brigham Young University - Dance Program* University of Utah - Dance/Choreography Program; Choreographer* Belhaven University - Dance Program*
2014	ANDREW VECSEI	Houston Ballet - Corps de Ballet*
2013	JESSICA LOHR CLAIRE WHITE	Ballet Magnificat!; Ballet 5:8 Chicago* Texas Ballet Theater; Nashville Ballet; Alabama Ballet; BCH Faculty; Uptown Dance Company, Houston*
2011	KRISTEN NEWSOM LEAH SLAVENS HAGGARD	Sam Houston State University, BFA; BCH Faculty The Suzanne Farrell Ballet; Grand Rapids Ballet; freelance ballerina*
2010	MELISSA DOOLEY KAITLIN MOUTON AMARIS SHARRAT	Pittsburg Ballet Theatre, Alabama Ballet David Taylor Dance Theater Nevada Ballet; Ballet Nebraska; American Midwest Ballet, NE*
2009	REAGAN HAND NICOLE PLUNKETT KATE SIMPSON SHAW	Ballet Magnificat!; Ballet Brazos Faculty* University of Texas - Dance Major Louisville Ballet, Charleston Ballet Theater
2008	AMY SKIPTON	University of Texas - Dance/Physical Therapy Major
2007	MORGAN BUCHANAN EMILY DYSON ALLISON WARDWELL	Colorado Ballet - Soloist* University of Oklahoma-BFA Dance Pedagogy; Dance Kaleidoscope, Indiana* University of Texas - Dance Major
2006	EVELYN MONZALVO	Disney Productions*
2005	ERIN GOODMAN ELDER	University of Kansas Dance Company
2003	DAVID ARMENDARIZ	David Taylor Dance Theater, Havana Nights
2002	EMILY RUPP	Dallas Contemporary Ballet - Director
2001	DOROTHY CARTER KELLY COLEMAN JARED MATTHEWS AMANDA POWELL	Dayton Ballet Carolina Ballet, Harid Conservatory American Ballet Theatre; Houston Ballet, Principal; Estonian National Ballet Assistant Artistic Director* Carnival Cruise Lines*
2000	CATHERINE BUSCH SILKWOOD ELIZABETH KELLER PATRICIA MONZALVO ANYLSLEY STEPHENSON VICTORIA WADSWORTH SIMO	Chara Dance Company, BCH Faculty Miami City Ballet, Ballet Idaho, Idaho Regional Ballet Associate Artistic Director* Universal Studios & Disney Productions Pointe Park College, Pittsburg, PA, BFA-Jazz Texas Ballet Theater, Ballet and Pilates by Victoria - owner*
1999	BERI BROWN KASHA LIGGETT	Disney Character Performer*; BCH Faculty* Southern Methodist University-Dance/Business Major; Pacific Northwest Ballet School
1998	DESIREE RAUSCH	Pussy Cat Dolls; Back-up dancer for Michael Jackson; Sandra Organ Dance Company; LD Dance Company*
1997	KRISTY DAWSON NILSSON	Atlanta Ballet; Charleston Ballet Choreographer & Teacher; BCH Faculty & HRB Resident Choreographer*

HRB COMPANY MEMBER

2021 SUMMER INTENSIVE ACCOMPLISHMENTS

NAIYA BYRNE	Louisville Ballet
SARA BILLS	Ballet Chicago, Nutmeg Ballet Conservatory*
AMELIA DICLAUDIO	Interlochen Center for the Arts (partial scholarship)*
WILLIAM CALEB EMORY	Houston Ballet Academy, Joffrey Chicago*, YAGP (high scores)
BEVERLY EMORY	Joffrey Chicago*, Oklahoma Ballet
LILY HAN	Louisville Ballet, Texas A&M University Summer Intensive*
CAROLINA HAUGER	Ballet Austin, Bolshoi Ballet*, Boston Ballet, Ellison Ballet, The Washington School of Ballet
KATELYN HURST	Ballet Austin, Joffrey NYC*(accepted to 12 Joffrey national & international schools)
DANIKA MCNEES	Louisville Ballet*
MAI-LINH MOORE	Ballet Austin*
CHANTAL NOBLE	Houston Ballet Academy*, Louisville Ballet
KATHERINE OLIVER	Ballet Arizona*, Ballet West, The Washington School of Ballet
HORTENSE PELLETAN	ABT, International Ballet Masterclasses in Prague*, Louisville Ballet, Royal Ballet
ISABELLA SCAVONE	Houston Ballet Academy*
EVANGELINE SEEK	Bolshoi Ballet, Ballet Magnificat! (full scholarship), Houston Ballet Academy*, Louisville Ballet, Tulsa Ballet
KESSA VORDERBURGGEN	Bolshoi Ballet, Ellison Ballet*
ALLISON WHEELOCK	Charlotte Ballet*, Louisville Ballet
ANNA YOUNG	Ballet Magnificat!*

All dancers were accepted by audition. * Denotes summer program planning to attend.

The City of Tomball Hotel Occupancy Tax Grant Application

Optional Supporting Documentation 2. *The Nutcracker* 2019 – Performance Video Houston Repertoire Ballet – *The Nutcracker* 2021

HRB's 2018 performance of *The Nutcracker* can be accessed at the following link:

<https://youtu.be/C47arqSpggg>

**The City of Tomball
Hotel Occupancy Tax Grant Application**

Optional Supporting Documentation

3. Publicity and Programs

Houston Repertoire Ballet – *The Nutcracker 2021*

Please find attached the following:

2019 *The Nutcracker* Calendar Listing

2019 Media Mentions

2019 Poster and flyers (resized for application)

2019 Program (separate attachment)

For More Information:

Eileen Ansel Conery
Eileen.conery@att.net
713-856-8780/832-816-8780

**HOUSTON REPERTOIRE BALLET'S 21ST ANNUAL PERFORMANCE OF THE
HOLIDAY CLASSIC *THE NUTCRACKER***

LIVE MUSIC BY THE CYPRESS PHILHARMONIC FOR SELL-OUT PERFORMANCES DECEMBER 6, 7, & 8

WHO: Houston Repertoire Ballet (HRB), Houston's premier pre-professional ballet company, celebrates its 24th season, beginning with its 21st annual performance series of *The Nutcracker*, featuring professional guest artist Jared Matthews as the Cavalier, and Joseph Modlin as Herr Drosselmeyer, with the Cypress Philharmonic directed by Glynneth Lanthier.

WHAT: *The Nutcracker's* brilliant blend of beautiful costumes, lavish sets, and fresh choreography creates a magical storybook world enjoyed by children and adults alike. With a cast of more than 100 HRB dancers and area children, and musical performance by the Cypress Philharmonic, HRB's masterful production is the highlight of the holidays!

WHEN/WHERE: Friday, December 6 at 7 pm – *abbreviated Arts & Education performance is perfect for young children – tickets for this performance are only \$15.*
Saturday, December 7 at 2 pm & 7 pm
Sunday, December 8 at 1 pm & 4:30 pm

Tomball High School Theatre
30330 Quinn Road
Tomball, Texas 77375

TICKETS: Cost is \$25 for adults, \$20 for students & seniors.
For ticket information, call 281-940-HRB1 (4721) or visit www.hrbdance.org.

OUTREACH: HRB has received a generous grant from Texas Commission on the Arts, enabling HRB to expand its outreach mission to children currently attending two Title-1 schools. Students from each campus will participate, free of charge (including class attire, costumes, and other supplies), in one-hour ballet classes on Saturdays, and will receive dance instruction in the "Nutcracker Experience." These children will have the opportunity to participate as dancers in three HRB Nutcracker Arts & Education school performances, for an audience of their peers comprising more than 1,500 Tomball ISD third graders.

HRB dancers are committed to sharing the arts with the community. Community engagement events include costumed appearances at various nursing homes, group events, and at Arts & Education performances. HRB brings three matinee performances to Tomball ISD third grade students, fulfilling the arts component of their curriculum. To request an outreach event for your organization, call 281-940-HRB1 (4721).

GUEST BIOS: *Jared Matthews – Assistant Artistic Director, Estonia National Ballet*

Jared Matthews, an HRB alumnus, was born in Houston and received his early ballet training with Ballet Center of Houston under the guidance of Victoria Vittum and Gilbert Rome. He was awarded a full scholarship to study at North Carolina School of the Arts summer program, as well as the School of American Ballet and American Ballet Theatre. While attending American Ballet Theatre's Summer Intensive Program in 2001 as a Coca Cola Scholarship winner, he was invited to join ABT's Studio Company. Mr. Matthews joined American Ballet Theatre (ABT) as an apprentice in 2002 and was appointed a Soloist in August 2007. Most recently, he joined Estonia National Ballet as assistant artistic director.

His repertoire while at ABT includes Franz in Coppélia; Lankendem in Le Corsaire; a Step-sister's Escort in Cinderella; Espada in Don Quixote; Lysander in The Dream; the Turning Boy in Études; Albrecht, Hilarion and the peasant pas de deux in Giselle; Gaston in Lady of the Camellias; Rakitin in A Month in the Country; Camille in The Merry Widow, and many others. During his time at the Houston Ballet, he created the leading roles in C. to C. (Close to Chuck), Glow-Stop, One of Three, and Thirteen Diversions. Mr. Matthews distinguished himself in several roles, including Solor in Stanton Welch's La Bayadère; Romeo and Mercutio in Romeo and Juliet; the male lead in Paquita; the Prince in Ben Stevenson's The Nutcracker; and Lysander in John Neumeier's A Midsummer Night's Dream. His repertoire highlights also include Albrecht and Hilarion in Giselle, Camille in The Merry Widow, Lensky in Onegin, as well as numerous other ballet classics.

As a guest artist, Mr. Matthews has appeared with the Royal Winnipeg Ballet and with both the Noriko Hara Ballet and the Kamakura Ballet Company in Japan. He has toured as a guest artist with Les Ballet GranDiva. He also has appeared in the 2008 Hopes and Prize Gala in Japan. In America, he has danced with Rochester City Ballet, Civic Ballet of Chicago, Houston Repertoire Ballet, New England Dance Ensemble, West Virginia Dance Festival and the 2007 and 2008 Chicago Dancing Festival. Mr. Matthews appeared on So You Think You Can Dance, performing the pas de deux from Don Quixote. Mr. Matthews has taught technique and partnering classes for the David Howard Foundation's A Month of Sundays program, West Virginia Dance Festival, at workshops in Yokohama, Japan and at local dance studios in the United States.

Mr. Matthews joined Houston Ballet as a first soloist in 2014. Mr. Matthews was promoted to the rank of principal dancer after a well-received performance as Lucentio in John Cranko's production of The Taming of the Shrew on Saturday, June 20, 2015. After retiring from the Houston Ballet at the end of the 2018/2019 season, he took on his latest role as assistant artistic director of Estonia National Ballet.

Joseph Modlin

In 1993, Joseph Modlin, an Indiana native, began training in classical and modern dance performance at Ball State University and performed with Anderson Young Ballet Theatre, both under the direction of Ms. LouAnn Young. Joe moved to Houston in 1997, and began a performance and teaching career that has spanned 20 years, seven professional companies, and continues extending to flourish in the Houston community, as well as nationally. Joe has performed/worked with Hope Stone, Inc., Houston Repertoire Ballet, Chrysalis Dance Company, Houston Dance Theater, Allegro Ballet, Freneticore, and Woodlands Dance Company. He has been invited to work as a guest artist with independent choreographers and performance artists, such as Leslie Scates, Erin Reck, Amy Ell, Karen Stokes, Lindsey McGill, Toni Valle, and Sara Draper.

ABOUT HRB: The Houston Repertoire Ballet (HRB) is a non-profit 501(c)(3), founded by Victoria Vittum and Gilbert Rome, both nationally acclaimed teachers and choreographers who served as its co-artistic directors. Today, Ms. Vittum oversees training and programming with an equal eye to serving the needs of the community. Since 1995, HRB has contributed to the cultural fabric of Harris and Montgomery Counties by providing excellent dance training to the area's young ballet stars and dance educators of tomorrow, while also presenting high-quality productions at affordable prices. *The Nutcracker* in December, and the *Celebration of Dance* in April introduce area children and their families to the world of classical and contemporary ballet. HRB closes its season in May with the *Choreography Project*, a free-admission program initiated to discover, mentor, and give artistic voice to our choreographers of tomorrow. Today, HRB is considered the premier pre-professional ballet company in the Houston region, and is recognized for sharing its gifts with the community and beyond. Many of HRB's dancers advance to professional ballet companies throughout the country. HRB graduates have danced with New York City Ballet, American Ballet Theatre, Miami City Ballet, Pacific Northwest Ballet, Atlanta Ballet, Pittsburgh Ballet Theatre, Houston Ballet, and other prestigious companies.

MISSION: HRB's mission is dedicated to providing the finest classical ballet instruction, education, and performance experience to local gifted students, and preparing them for a professional career in the world of dance. HRB is committed to serving the suburban Houston region with high-quality theatre productions that educate, engage, and entertain residents of all ages and perpetuate their appreciation of dance as an art form.

*Major funding provided by the City of Tomball and Texas Commission on the Arts.
Sponsored by Air Innovations LLC and Vintage Wellness.*

Houston Repertoire Ballet's *The Nutcracker*
2019 Media Coverage

Houston Chronicle:

<https://www.chron.com/neighborhood/tomball/events/article/Houston-Repertoire-Ballet-prepares-for-21st-14866770.php>

Houston Chronicle:

<https://www.houstonchronicle.com/entertainment/theater/article/What-s-on-Houston-stages-this-week-14875913.php>

Culturemap:

<https://houston.culturemap.com/eventdetail/houston-repertoire-ballet-presents-the-nutcracker/>

Click2Houston.com

<https://www.click2houston.com/community-calendar#/details/Houston-Repertoire-Ballet-Celebrates-its-21th-Nutcracker-Season/5558264/2019-12-07T19>

Click2Houston.com

<https://www.click2houston.com/community-calendar#/details/Houston-Repertoire-Ballet-Celebrates-its-21th-Nutcracker-Season/5558264/2019-12-08T14>

Click2Houston.com

<https://www.click2houston.com/community-calendar#/details/Houston-Repertoire-Ballet-Celebrates-its-21th-Nutcracker-Season/5558264/2019-12-08T19>

Click2Houston.com

<https://www.click2houston.com/community-calendar#/details/Houston-Repertoire-Ballet-Celebrates-its-21th-Nutcracker-Season/5558264/2019-12-09T13>

Click2Houston.com

<https://www.click2houston.com/community-calendar#/details/Houston-Repertoire-Ballet-Celebrates-its-21th-Nutcracker-Season/5558264/2019-12-09T16>

Tomball ISD:

<https://www.tomballisd.net/apps/news/article/1127924>

The Dance Dish:

<https://thedancedish.org/houston-repertoire-ballets-holiday-classic-nutcracker/>

Klein ISD:

<https://news.kleinisd.net/2019/11/25/klein-isd-students-featured-in-the-houston-repertoire-ballets-21st-annual-performance-of-tchaikovskys-the-nutcracker/>

Spring ISD:

<https://news.springisd.org/2019/11/a-springwoods-village-middle-school-student-to-dance-in-the-houston-repertoire-ballets-the-nutcracker/>

Woodtrace Community:

<https://woodtracecommunity.com/news/tomball-high-school-dancer-cast-houston-repertoire-ballet%E2%80%99s-nutcracker>

Mommy Poppins:

<https://mommypoppins.com/houston-kids/event/indoor/houston-repertoire-ballet-presents-the-nutcracker>

Kids Out and About:

<https://houston.kidsoutandabout.com/content/houston-repertoire-ballet-presents-its-21st-annual-nutcracker-performance>

Katy Magazine:

<https://www.katymagazineonline.com/post/katy-students-perform-in-the-nutcracker>

Guide Star:

<https://www.guidestar.org/profile/76-0479345>

Community Impact:

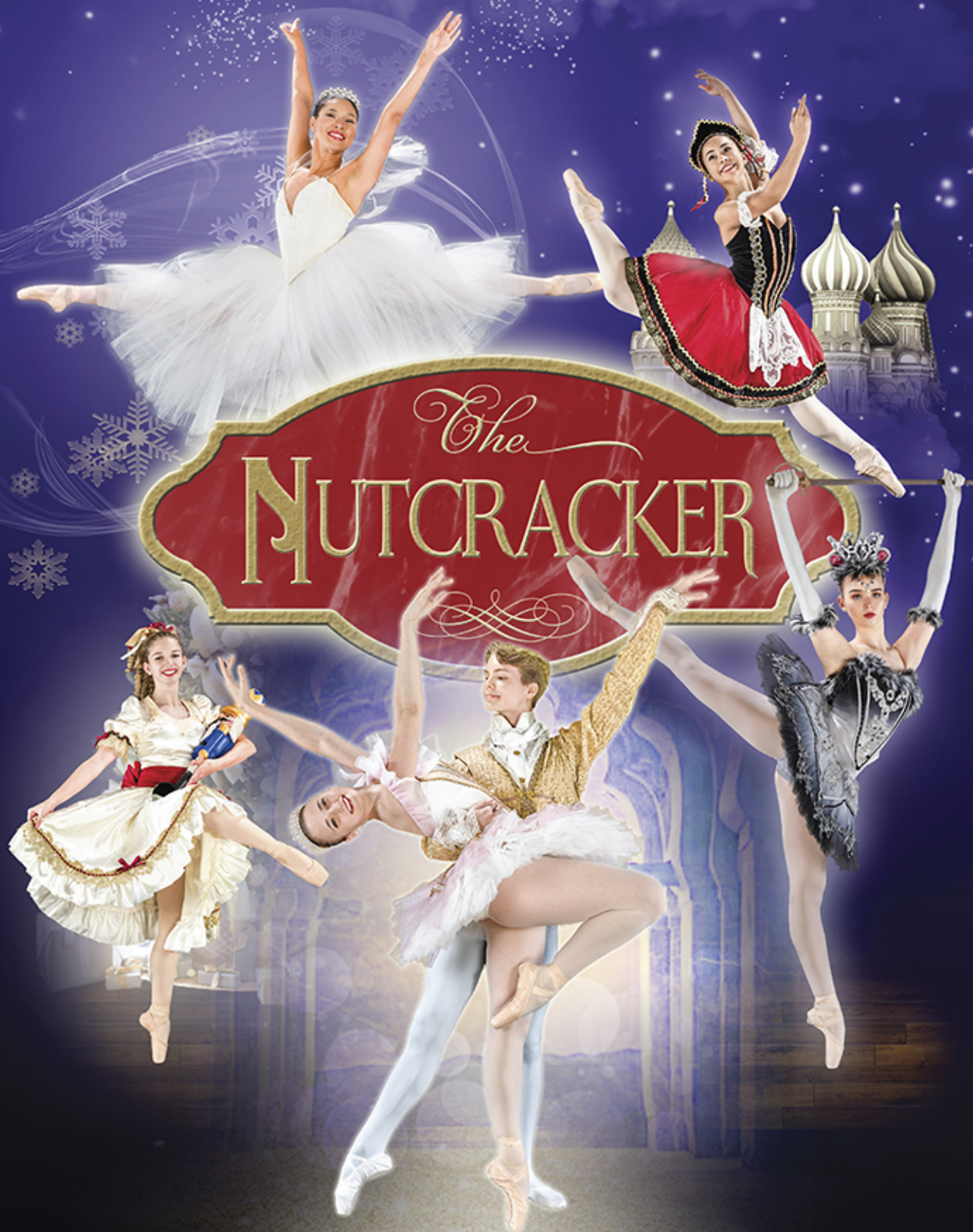
<https://communityimpact.com/houston/bay-area/event-calendar/20/10/21/get-ready-for-the-holidays-with-these-5-the-nutcracker-themed-events-in-league-city/>

Tomball Community News:

<https://wildwoodcommunities.com/news?page=6>

HOUSTON REPERTOIRE BALLET

Item 2.



GILBERT ROME, FOUNDER | VICTORIA VITUM, ARTISTIC DIRECTOR
WITH THE CYPRESS PHILHARMONIC ORCHESTRA - GLENN LANTHIER, MUSIC DIRECTOR

THS THEATRE 30330 QUINN ROAD | TOMBALL, TEXAS **DECEMBER 6-8, 2019** TICKETS: HRBDANCE.ORG OR 281.940.4721

RESERVED SEATING: ADULTS \$25 | STUDENTS/SENIORS \$20 | ARTS & EDUCATION \$15

PHOTOS © SCOTT NILSSON, PHOTOGRAPHER

MAJOR FUNDING PROVIDED BY THE CITY OF TOMBALL AND TEXAS COMMISSIONS ON THE ARTS

THANK YOU TO OUR SEASON SPONSORS: AIR INNOVATIONS LLC | DANCE TRENDS | GREGG ENGLE - REALTOR | VINTAGE WELLNESS



HOUSTON
REPERTOIRE
BALLET



The Nutcracker

GILBERT ROME, FOUNDER | VICTORIA VITUM, ARTISTIC DIRECTOR
WITH THE CYPRESS PHILHARMONIC ORCHESTRA - GLYNNE LANTHIER, MUSIC DIRECTOR

DECEMBER 6-8, 2019

THS THEATRE | 30330 QUINN ROAD | TOMBALL, TEXAS

TICKETS: HRBDANCE.ORG OR 281.940.4721

RESERVED SEATING: ADULTS \$25 | STUDENTS/SENIORS \$20 | ARTS & EDUCATION \$15

PHOTO © SCOTT NILSSON, PHOTOGRAPHER

MAJOR FUNDING PROVIDED BY THE CITY OF TOMBALL AND TEXAS COMMISSIONS ON THE ARTS
SEASON SPONSORS: AIR INNOVATIONS LLC | DANCE TRENDS | GREGG ENGLE - REALTOR | VINTAGE WELLNESS



HOUSTON
REPERTOIRE
BALLET



The Nutcracker

GILBERT ROME, FOUNDER | VICTORIA VITTUM, ARTISTIC DIRECTOR
WITH THE CYPRESS PHILHARMONIC ORCHESTRA - GLYNNE LANTHIER, MUSIC DIRECTOR

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PHOTO © SCOTT NILSSON, PHOTOGRAPHER

MAJOR FUNDING PROVIDED BY THE CITY OF TOMBALL AND TEXAS COMMISSIONS ON THE ARTS
SEASON SPONSORS: AIR INNOVATIONS LLC | DANCE TRENDS | GREGG ENGLE - REALTOR | VINTAGE WELLNESS

The City of Tomball Hotel Occupancy Tax Grant Application

Optional Supporting Documentation

4. Letters of Support

Houston Repertoire Ballet – *The Nutcracker* 2021

Please find attached letters of support from:

1. JD Janda, Director of Fine Arts Tomball ISD
2. Chad Schmidt, Principal Tomball Elementary
3. Lauren Anderson, Houston Ballet Program Manager of Education and Community Engagement and dancer with Houston Ballet from 1983 – 2006
4. Gilbert Rome, cofounder and former co-director of Houston Repertoire Ballet

Please find attached a testimonial from:

Jared Matthews, Assistant Director of the Estonian National Ballet, Former Houston Ballet Principal Dancer and Houston Repertoire Ballet alumnus, 2001.

Jared wrote this testimonial performed as the Cavalier in HRB's *The Nutcracker*, 2017-2019.



JD JANDA, DIRECTOR OF FINE ARTS
281-357-3100 EXT. 2047
JOHNJANDA@TOMBALLISD.NET

June 25, 2018

To Whom it May Concern:

My name is JD Janda and I am the Director of Fine Arts for the Tomball Independent School District. I am proud to oversee the Art, Dance, Music, and Theater Departments in our school district. I am writing to endorse the **Houston Repertoire Ballet** and its Artistic Director Victoria Vittum in the effort to secure grant funding.

The Houston Repertoire Ballet is a wonderful partner for our school district! The extremely talented dancers from HRB are not only outstanding artists, they are great people with a huge heart for the students of our district. At no cost to us, the HRB performs scenes from Tchaikovsky's *The Nutcracker* for all Tomball ISD third graders every December. Students that have little or no opportunity for exposure to the magic of music and dance in a professional setting are presented with this amazing experience. Being an audience member at a professional production is a once-in-a-lifetime opportunity for many of our students from economically challenged households. That exposure to the ballet art form teaches our students about beauty, movement and imagination like no other academic course could ever do. In 2017, over 1500 third grade students were able to enjoy the holiday masterpiece in two performances in the Tomball High School Auditorium. As Tomball ISD continues to grow, the 2018 event will expand to three performances spread over two days. Having seen many performances of *The Nutcracker* by several talented ballet companies, I can say with confidence that the Houston Repertoire Ballet performs at the highest artistic level with an air of professionalism that is remarkable. Again, these performances are completely free of charge for our always tight Tomball ISD budget.

Additionally, Artistic Director Victoria Vittum has created artistic opportunities for dozens of students at some of our Title 1 campuses. A professional dance teacher provided ballet lessons to students at Tomball Elementary School in the fall of 2017. The program was held at the school, once a week for twelve weeks and culminated in performances in *The Nutcracker*. Further, a talented and deserving student is now receiving a full scholarship to studio dance lessons based on the relationship created at TES. This pilot project was such a success at the one campus, that it will be expanded to three campuses for the coming school year. Joining Tomball Elementary will be students from Decker Prairie Elementary and Tomball Intermediate School. HRB will provide another performance opportunity for our students at its Spring Dance Recital. There is no way that these Tomball ISD students would have ever been able to have this experience if it were not for the incredible generosity and support of the Houston Repertoire Ballet.

The collaboration and partnership we have created in Tomball is something of immeasurable value to our community. HRB is absolutely deserving of your strong consideration for a **grant and students in Tomball ISD** will continue to be artistically enriched by these talented and dedicated performers.

Respectfully -

JD Janda, Director of Fine Arts
Tomball ISD



CHAD SCHMIDT
Principal
(281) 357-3280 x 3206

tomballisd.net

June 20, 2018

To Whom IT May Concern:

Tomball Elementary partnered with the Houston Repertoire Ballet in 2017 to provide an incredible opportunity to be a part of the Nutcracker presentation provided to all third grade students in Tomball ISD.

The experience was outstanding as we had 12 third grade students participate and are truly excited about the chance to continue and increase the participation.

The work with the staff was incredible and students were provided excellent instruction and practice. The learning positively impacted the self-esteem of the students and provided a chance to perform.

We cannot express the value of the experience and are truly looking forward to a long-term partnership to continue this amazing work. There is incredible power in providing as many experiences as possible in the arts with students at elementary ages as they learn to express their creativity and discover their talents.

Thank you for your support.

A handwritten signature in blue ink that reads 'Chad Schmidt'.

Chad Schmidt
Principal

Tomball Elementary • 1110 Inwood Street • Tomball, TX 77375



June 22, 2018

To Whom It May Concern:

My name is Lauren Anderson. I was a dancer with the Houston Ballet from 1983 – 2006. I am currently Program Manager of the Education and Community Engagement department of the Houston Ballet. I met Victoria Vittum when she came to teach ballet at Houston Ballet in 1998. I have known her for many many years.

I have been a guest artist with Houston Repertoire Ballet, for which she is the Artistic Director. I know the quality of her work as she has produced many dancers that have attended Houston Ballet summer programs or have become members of the company and other ballet companies across the nation.

As a person that leads the outreach program at the Houston Ballet, I know firsthand the importance this experience brings to so many underserved children, particularly in the title one schools. I highly support Ms. Vittum and Houston Repertoire Ballet in their efforts to expand the outreach program for the Tomball ISD.

Please feel free to contact me at any time.

Sincerely,

Lauren Anderson

Program Manager

Education and Community Engagement

landerson@houstonballet.org

713-535-3286

City of Tomball
501 James Street
Tomball, TX 77375

Gilbert Rome
424 West Solidelle
Chalmette, LA 70043

Dear Members:

I have had the opportunity and pleasure of working with Victoria Vittum for forty years. During this time, I recognized her ability as an instructor, choreographer and her ability to stage classical and modern ballets. Over this period, the Inner City Program was formed under the direction of Margo Marshall (City Ballet of Houston). Vicky auditioned hundreds of inner city children rehearsing them, as well as the company dancers.

During our tenure with City Ballet of Houston, Vicky and I developed a friendship and a respect for each other's work. In 1994, we decided it was time for us to join forces and form Houston Repertoire Ballet. In 1996, we received our non-profit designation and the mission of the organization was established. After a career spanning fifty years, I retired in 2005 but have continued to act in an advisory capacity. It gives me great pleasure to have played a part in creating HRB and in knowing that since my retirement, the company has continued to grow artistically as well as in size and in its mission.

The company has become an asset in its community of Tomball and North Houston. HRB's annual Nutcracker has joined with the Cypress Philharmonic for its Nutcracker season. Its performances to sold out houses in Tomball have allowed HRB to develop its spring concert season and an outreach program.

Many Houston Repertoire Ballet dancers have subsequently joined New York City Ballet, Houston Ballet, Joffrey Ballet, Colorado Ballet, and many others.

Houston Repertoire Ballet's having your support would be instrumentally significant in growing its mission. Thank you for your time in making this consideration.

Yours very truly,

Gilbert Rome
cofounder and former co-director of Houston Repertoire Ballet
former member of National Ballet of Canada, Opera House Frankfurt Germany, Opera House Cologne, Germany, Houston Ballet, HSPVA, co-director of City Ballet of Houston

P.S.: To name a few produced by HRB -
Mr. Jared Matthews, Principal Dancer with Houston Ballet
Elizabeth Keller, Miami City Ballet
Trey MacIntyre, Dance Project and principal with Idaho Ballet
Morgan Buchanan, soloist with Colorado Ballet' Amaris Sharratt, Nebraska Ballet
Janie Taylor, New York City Ballet
Davida Haas, Houston Ballet and Joffrey Ballet

I have danced with American Ballet Theatre in New York for thirteen years achieving the rank of Soloist. I am currently in my third year as a Principal Dancer with Houston Ballet. Throughout my career I have traveled the world performing in many famous opera houses and theaters. I would not be where I am today without Victoria Vittum and Houston Repertoire Ballet.

Victoria creates an environment where hard work and discipline is the foundation for success. Her eye for detail and solid classical ballet background provide students the opportunity to truly learn and understand the art form. I spent all of my pre professional training with Victoria and HRB. They gave me everything I needed to prepare for a professional career in dance. Under Victoria's guidance I was slowly and methodically challenged year after year in order to further my development. Step by step she taught me classical ballet. Performing with HRB gave me the experience of being on stage in front of an audience and showing all that we had worked on in the studio. These experiences were crucial to me as a young dancer.

Victoria and HRB continue their mission of training young classical dancers. I am proud to call myself an alumnus, and I am forever grateful for all they have given me.

Jared Matthews
Principal Dancer
Houston Ballet

TAC Board Meeting Agenda Item Data Sheet

Meeting Date: 10/26/2021

Topic:

Consideration of Application from the Tomball Sister Cities Organization for Grant from Hotel Occupancy Funds.

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: ☐ If yes, specify Account Number: 240-240-6359

If no, funds will be transferred from account	To account

Signed	Glenn Windsor, CPA		Approved by		
	Finance Director	10/26/2021		City Manager	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: Tomball Sister City Organization

Organization Director: Grady Martin

Project or Event for which funding is requested: TGCM & TGHF

Date of Event: December 10,11,12 2021 & March 25,26,27 2022

Description of project or event for which funding is requested: 21th Annual German Heritage Festival & 13th Annual German Christmas Market featuring live music from German folk artists from around Texas, ethnic folk dancers, other music, arts, crafts and exhibits. The Three-day event brings vendors from as far away as New York and Colorado.

Location of project or event: Tomball Depot Plaza, Market Street between Elm and Pine

GRANT AMOUNTS:

Amount Funded for FY 2020 - 2021	\$ 106,000 (2020 Christmas Market Cancel)
Amount Requested for FY 2021-2022	\$ 160,000
% Increase requested over last year's grant	+50.9%

2021-2022 Organization Budget Summary

	City Funds	Other Funds	Total
Personnel	47,000		47,000
Contracted Services		100,000	100,000
Labor vendor		11,000	11,000
Rental Expense	88,000	82,000	170,000
Depreciation/Mortgage			
Advertising	25,000	50,000	75,000
Insurance		5,000	5,000
Other expense		40,000	40,000
Exchange Students		3,000	3,000
Sister City Relations		12,000	12,000
Total	160,000	303,000	463,000

Grants to an organization will not exceed 35% of the organization's adopted budget
FUNDS FROM SOURCES OTHER THAN THE CITY OF TOMBALL

<u>Government</u>	<u>Amount of Funds</u>
Local	_____
County	_____
State	_____
Federal	_____
<u>Other Investors/Contributors</u>	
Individual	_____
Corporate	_____
Foundations	_____
<u>Fees</u>	
Admissions	_____
Applications	_____
Vendors	200,000_____
Tuition	_____

<u>Concessions</u>	_____	50,000_____
<u>Memberships</u>	_____	
<u>Subscriptions</u>	_____	
<u>Other</u>	_____	55,000_____
Total	_____	305,000_____

How many people do you expect will visit Tomball from out-of-town as a result of this project or event? Explain the basis of your answer to the preceding question:

ANSWER: 25,000 outside of Tomball will attend. Total attendances 60,000. Past studies and surveys with the City and hotels indicate many patrons are from out of town. The Christmas Market and the Heritage Festival attract vendors and visitors alike from significant distances to participate in the festivities and activities of these 4 day events.

Are attendees for this event or users of this project expected to stay overnight in Tomball hotels or motels? If you answer yes to this question, state the basis for your answer:

ANSWER: Yes, Overnight stays. Past studies and surveys with the hotels and the City. The Christmas Market and the Heritage Festival attract vendors and visitors alike from significant distances to participate in the festivities and activities of these 4 day events.

Organization Contact Name, Title, Address and Phone Number:

Craig Bogner, GM, P.O. Box 1131, Tomball, TX 77377, 832-715-6291

Contact's Signature:

Date: _____



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

Date

Typed Name

Title within Organization

Telephone

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.

1. Describe the history and purpose of the organization.

ANSWER: Formally established in 2000, the sister city relationship between Tomball and Telgte goes back to 1996, when Christian C. Tiews and his Telgte-born wife Lula moved to the Tomball area and noticed the many similarities between Tomball and Lula's home town. Telgte (pronounced Tell-gee, as in "Telge Road"), is a quaint German town, pop. 18,700, situated in the park-like landscape of North Rhine-Westphalia, 10 miles east of Münster, in northwest Germany. It was founded in 1238 and is well known for its beautiful medieval architecture. Telgte is situated in the middle of Germany's "horse country". 34% of its economy is based on manufacturing, 21% on trade and tourism and 32% on other services. The Tomball Sister City Organization is a nonprofit corporation formed for the purpose of the establishment, sponsorship, promotion and support of cultural, business, educational, diplomatic and other exchanges with Tomball's sister city – Telgte, Germany. To this end the corporation will endeavor to promote and heighten public interest in and appreciation of the culture, business, education, products, people or language of sister cities of the City of Tomball, Texas, and to develop programs and provide activities that highlight such culture, business, education, products, people or language, and to assist its members in the development of such programs and the provisions of such activities.

2. Describe how any grant funds will be used.

ANSWER: The Grant Funds will be used to supplement the organizations advertising budget to continue to attract more visitors to the Sister City events and the City of Tomball.

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

ANSWER: The Sister City Organization will host a German Heritage Festival in March and a German Christmas Market in December. Additionally, the Sister City Organization encourages and supports a student exchange program. To date the exchange program had 60 students and families participate.

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.

ANSWER: 100% of our events take place in Tomball. The German Heritage Festival and the German Christmas Market have shown increased attendance and vendor participation each year from their inception (2000 for the Heritage Festival and 2007 for the Christmas Market). The Sister City has substantially increased their expenditures with the implementation of the additional shuttle transportation. The new system has provided a safe, stable and relatively quick transportation to the festival area and has been well received by the attendees.

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

ANSWER: Vendors and out of town visitors occupy local area hotels and motels

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?

ANSWER: Publicity and advertising for the events is done through state-wide magazine advertising local radio and television ads.

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

ANSWER: The City of Tomball will receive sales tax dollars from the sales generated by the vendors, additional regional and state exposure to the City from the visitors to it and local business see increased traffic in their businesses.

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

ANSWER: The Christmas Market and the Heritage Festival attract vendors and visitors alike from significant distances to participate in the festivities and activities of the two events. The Sister City promotes their efforts and by extension promotes the city of Tomball in some of the following. City of Tomball Events, Greater Tomball Chamber of Commerce, Lone Star College, Tomball High School, Klein Fest, Houston Fest, Texas German Society and Texas Festivals and Events Association.

TOMBALL SISTER CITY
PO BOX 1131
TOMBALL TX 77377



INVOICE

7.28.2021

BILL TO

SHIP TO

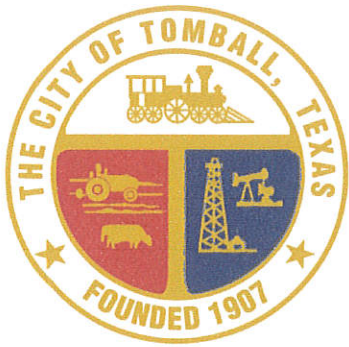
INSTRUCTIONS

TOMBALL SISTER CITY
ACCOUNTS PAYABLE
Tomball, TX 77375

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1	REIMBURSEMENT OF 6 MONTHS SALARY FOR EMPLOYEES OF TOMBALL SISTER CITY		\$26,000.00
	2021 TOMBALL GERMAN HERITAGE FESTIVAL		\$54,000.00

SUBTOTAL	\$80,000.00
SALES TAX	0
SHIPPING & HANDLING	
TOTAL DUE BY 9.15.2021	\$80,000.00

Thank you for your business!



**TOMBALL SISTER CITY
ORGANIZATION, INC.**
Tomball, Texas – Telgte, Germany
P.O. Box 1131
Tomball, Texas 77377



August 2021

Honorable Mayor and City Council

Re: Request for Support of the 21th Annual Tomball German Heritage Festival

The Tomball Sister City Organization, Inc. would like to continue the success of our Heritage Festival and bring thousands of visitors to Tomball this year. With this in mind, we respectfully request the following from our City:

(A) In-kind support for the 2022 TGHF, Thursday, March 24, 2022 through Sunday, March 28, 2022.

1. Personnel:

Public Works:

Ten (10) employees for Friday night, 6:00 pm - 11:00 pm

Eleven (11) employees for Saturday, 8:00 am - 11:00 pm

Eleven (11) employees for Sunday, 8:00 am - 9:00 pm

Employees will need the use of gators for trash pick-up

Police Department:

Six (8) Officers for Friday, 5:00 pm - 11:00 pm

Six (8) Officers for Saturday, 9:00 am - 11:00 pm

Six (8) Officers for Sunday, 10:00 am - 6:00 pm

Three (3) Officers for Sunday night, 6:00 pm - 10:00 pm (for carnival area)

2. Facilities & Personnel:

The use of the Community Center Friday, 10:00 am - 10:00 pm and Saturday, 8:00 am - 10:00 pm and Sunday, 8:00 am - 8:00 pm, and one (1) employee working these hours, also.

3. Supplies/Rentals:

- Three (3) 40-yard roll-off, One (1) 30-yard roll-off, and Four (4) 8-yard dumpsters.
- Seventy (70) trash barrels with 500 liners
- Thirty (30) barricades, sixteen (16) traffic cones

- Forty-Two (42) Jersey Barriers – Traffic safety & crowd protection
- Two (2) City owned Generators & Light Towers
- Fuel Top-off for Generators from City's Fuel supply

3. Street Closures:

We respectfully request permission to close the following City Streets:

12:00 noon, Thursday - 10:00 pm, Sunday:

- 100 Block S. Elm Street & Oak Street
- 100 - 200 – 300-400 Blocks of Market Street
- Intersection of Market & 200 Block S. Walnut

5:00 pm Friday until 10:00 pm Sunday: 100 Block Walnut (This is to give access to the Harris County Tax Office.)

We have also requested of Harris County that S. Cherry Street be closed 9:00 am Friday – 8:00 pm, Sunday.

We request the use of the Following (see map). 5 PM Thursday (1) Heritage Plaza Parking Lot across from City Hall. (2) East end of Heritage Park (3) South lot of the Police Parking Lot. 5 PM Friday (4) Westside of parking lot next to city hall.

(B) Cash Request: Reimbursement, not to exceed 80 K as approved FY 21-22 Budget & Approved by TAC Board

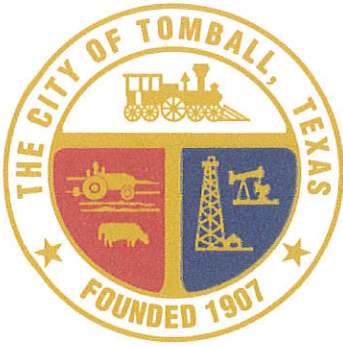
(C) Transportation:

We request transportation for the off-site parking to the festival. 1 City shuttle service and 2 Drivers 30 minutes before start of festival and 30 minutes after close of festival on Saturday and Sunday.

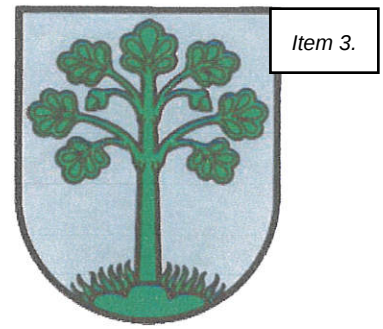
Carnival Hours: Friday, 3:00 pm – 11:00 pm; Saturday, 10:00 am – 11:00 pm; Sunday, 10:00 am – 10:00 pm.

Sincerely,
Craig Bogner

Tomball Sister City Organization



**TOMBALL SISTER CITY
ORGANIZATION, INC.**
Tomball, Texas – Telgte, Germany
P.O. Box 1131
Tomball, Texas 77377



August 2021

Honorable Mayor and City Council

Re: Request for Support of the 13th Annual Tomball German Christmas Market

The Tomball Sister City Organization, Inc. would like to continue the success of our Christmas Market, and bring thousands of visitors to Tomball this year. With this in mind, we respectfully request the following from our City:

(A) In-kind support for the 2021 TGCM, Thursday, December 09, 2021 through Sunday, December 13, 2021.

1. Personnel:

Public Works:

Ten (10) employees for Friday night, 6:00 pm - 11:00 pm

Eleven (11) employees for Saturday, 8:00 am - 11:00 pm

Eleven (11) employees for Sunday, 8:00 am - 9:00 pm

Employees will need the use of gators for trash pick-up

Police Department:

Six (8) Officers for Friday, 5:00 pm - 11:00 pm

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2. Facilities & Personnel:

The use of the Community Center Friday, 10:00 am - 10:00 pm and Saturday, 8:00 am - 10:00 pm and Sunday, 8:00 am - 8:00 pm, and one (1) employee working these hours, also.

3. Supplies/Rentals:

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- Seventy (70) trash barrels with 500 liners
- Thirty (30) barricades, sixteen (16) traffic cones

- Forty-Two (42) Jersey Barriers – Traffic safety & crowd protection
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- Fuel Top-off for Generators from City's Fuel supply

3. Street Closures:

We respectfully request permission to close the following City Streets:

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5:00 pm Friday until 10:00 pm Sunday: 100 Block Walnut (This is to give access to the Harris County Tax Office.)

We have also requested of Harris County that S. Cherry Street be closed 9:00 am Friday – 8:00 pm, Sunday.

We request the use of the Following (see map). 5 PM Thursday (1) Heritage Plaza Parking Lot across from City Hall. (2) East end of Heritage Park (3) South lot of the Police Parking Lot. 5 PM Friday (4) Westside of parking lot next to city hall.

(B) Cash Request: Reimbursement, not to exceed 80 K as approved FY 21-22 Budget & Approved by TAC Board

(C) Transportation:

We request transportation for the off-site parking to the festival. 1 City shuttle service and 2 Drivers 30 minutes before start of festival and 30 minutes after close of festival on Saturday and Sunday.

Carnival Hours: Friday, 3:00 pm – 11:00 pm; Saturday, 10:00 am – 11:00 pm; Sunday, 10:00 am – 10:00 pm.

Sincerely,
Craig Bogner

Tomball Sister City Organization

City Council Meeting

Agenda Item

Data Sheet

Meeting Date: October 26, 2021

Topic:

Appoint/Reappoint members to Position 2, 5, and 8 of the Tourism Advisory Committee Board, expiring December 5, 2021

Background:

Tracy contacted all Board Members whose terms were expiring via email: Ted Mielke, Chris McCall, and Raymond Francois. She received a response from R. Francois who is committed to being allowed to serve the board in his current capacity.

In addition, an application was received from Kailey Moore who has expressed to serve on the board. She is eligible to serve on the board as a Tomball Business owner.

Origination: City Secretary Office

Recommendation:

n/a

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



CITY OF TOMBALL

2014 APPLICATION FOR THE TOURISM ADVISORY COMMITTEE

As an Applicant for the **Tourism Advisory Committee**, your application will be available to the public. All appointments are made by the Tomball City Council. Incumbents whose terms expire are automatically considered for reappointment unless they indicate non-interest or have been appointed to two (2) consecutive terms. A member who is absent for more than 25% of called meetings in any twelve consecutive months or absent from more than two consecutive meetings, for other than medical reasons, will be automatically removed from service. Applicant must be a citizen of the United States and must reside within the city limits of Tomball unless otherwise stated in the position announcement. 2014 applications expire on December 31, 2016; a new application will be required in 2017.

Please Type or Print Clearly:

Date: 9/21/2021

Name: Kailey Moore

Phone: 432 413 6617
(Home)

Address: 11915 Lakewood Trl, 77377

Phone: _____
(Work)

Email: Kailey@azariantx.com

I have lived in Tomball 4 years.

I am ___ am not ___ a U.S. Citizen

I am applying as (please check all that apply):

- ☒ a Tomball Resident, residing within the city limits of Tomball
☐ an Owner, Officer or Director of a business, other than a hotel or motel,
 with offices within the city limits of Tomball
☐ an Employee or Officer of a hotel or motel located in the
 city limits of Tomball

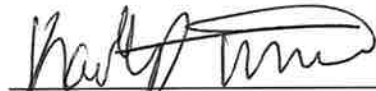
Occupation: HTeo Owner / Operator, Event Planner with Page by Paige Events

Professional and/or Community Activities: Chamber Member, Rotary Club, Member
of Real Life Church

Additional Pertinent Information/References: Reference: Dyanna McCoy

Applications for the Tourism Advisory Committee will be kept on file in the City Secretary's office (281-290-1002) for two years.

I AM INTERESTED IN SERVING ON THE TOURISM ADVISORY COMMITTEE.



Signature of Applicant

Please return this application to:

City Secretary
City of Tomball
401 Market Street
Tomball, TX 77375
dspeer@ci.tomball.tx.us
fax: 281-351-6256



Board Member Election on Disclosure

An elected/appointed Board Member may choose whether or not to allow public access to the information in the custody of the City relating to the Board Member's home address, home telephone number, cellular and pager numbers (if not paid for by City), emergency contact information, personal email address, and information that reveals whether the person has family members.

Each Board Member shall state his/her choice in writing to the City Secretary's Office. If a Board Member elects not to allow public access to this information, the information is protected by Sections 552.024 and 552.117 of the Public Information Act and rulings of the Texas Attorney General. If a Board Member fails to report his/her choice, the information may be subject to public access.

If during the course of their term a Board Member wishes to close or open public access to the information, the individual may request in writing to the City Secretary's Office to close or open access as the case may be. A Board Member may request to close or open public access to the information by submitting a written request to the City Secretary's Office. Only the City Secretary's Office is allowed to disclose the information listed above.

(Please strike through any information that you do not wish to be made accessible to the public)

Please complete the information below and return
to the City Secretary's Office within fourteen days of receipt.

☒ I **DO** elect public access to my: (please indicate items you would like available, if any)

☒ home address

☐ home telephone number

☐ personal email address

☐ cell or pager numbers not paid for by the City

☒ emergency contact information

☐ information that reveals whether I have family members.

☐ I **DO NOT** elect public access to my home address, home telephone number, cell or pager numbers, emergency contact information, or any information that reveals whether I have family members.

Board Member's Signature

Date

Board Member's Printed Name