

2024 BM

BURNET COUNTY ~~2022-2023~~ EVENT SPONSORSHIP Schedule, Procedures and Application

SCHEDULE

Press Release: March 1, 2019

Application process begins: March 1, 2019

Burnet County Tourism Committee reviews applications upon request and presents recommendations to Commissioners Court for approval.

Applicants will receive funding upon approval by Burnet County Commissioners Court

GUIDELINES UNDER TEXAS LAW FOR USE OF HOTEL OCCUPANCY TAX REVENUE:

Texas State Law: Burnet County collects a 5% Hotel Occupancy Tax from hotels, motels, inns, and bed and breakfast establishments, with Lodgers retaining 1% for administration. Chapter 352 of the Tax Code states that Hotel Occupancy Tax funds may be used only if both parts of the following two-part test are met.

Part One requires that usage of Hotel Occupancy Tax funds must directly enhance and promote the tourism, convention and hotel industry by being expended to attract out-of-town visitors who will likely spend the night in one of the lodging venues in the unincorporated areas of Burnet County.

Part Two limits the use of Hotel Occupancy Tax funds to the following:

1. Convention center facilities or visitor information centers;
2. Registration of convention delegates;
3. Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates to the county;
4. Promotion of the arts;
5. Historical restoration and preservation projects or activities.

For more details on the Hotel Occupancy Tax Code please go to the Texas State Comptroller's website and click on the link [Chapter 352. Tax Code \(County\)](#).

Please note that venues offering only camping and/or RV sites do not collect a Hotel Occupancy Tax. While attracting campers and RV'ers has a positive economic impact on our community, they do not contribute to the fund from which you are requesting money.

FUNDING POLICIES:

1. The Burnet County Tourism Department will review all applications. Priority will be given to applicants based on their documented ability to directly promote tourism and the lodging industry in Burnet County by being likely to cause increased lodging activity in Burnet County lodging venues during the event.
2. Burnet County Hotel Occupancy Tax funding may participate in a sponsorship funding level with the Event Applicant. Funding level to be recommended by the Tourism Department and approved by the Burnet County Commissioners Court.
3. Event must be open to the public
4. Event *should be* at least two (2) days in length.
5. All event advertising must include appropriate representation for Burnet County and include the Burnet County tourism logo and the website or QR code for Burnet County Tourism.
6. Sponsorship in the event must include advertising in a combination of the following examples of acceptable marketing: social media, direct mail, newspapers, magazines, radio, television, etc. to attract visitors by means of media sources that target audiences at least fifty (50) miles outside of Burnet County.
7. Event applications must be submitted no later than sixty (60) days prior to event.
8. Event application should include the following information on the applicant group:
 - A. Organizer information, including Board of Directors
 - B. Event date, location, anticipated attendance numbers
 - C. Listing of other Sponsoring organizations
 - D. Advertising plan
9. Event Applicants will provide a Post Event Report due no later than thirty (30) days following event. Failure to execute as per agreement could affect future funding.

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

Must be submitted no later than sixty (60) days prior to event

EVENT MUST BE OPEN TO THE PUBLIC

CURRENT DATE: _____

NAME OF EVENT: Marble Falls Summer Concert Series

NAME OF ORGANIZATION: City of Marble Falls Parks + Recreation Department

MAILING ADDRESS (include street, city, state, zip)

800 3rd Street, Marble Falls, TX 78654

CONTACT PERSON: Dawton McKinley

LIST NAMES OF BOARD (if applicable):

DATES OF EVENT:

6/8-8/10, every Friday w/ 8/10 being finale

PROJECTED ATTENDANCE: overall 7,500-10,000

Please read and be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings.

WHAT IS YOUR SPONSORSHIP LEVEL PROPOSAL (including benefits):

\$2,500 / Gold sponsor - see sponsorship packet

WHAT IS YOUR ADVERTISING PLAN:

Facebook, KBey, Flyers in Downtown stores, News pickup,
emails

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

I hereby certify and affirm that I have read the application information, understand and will comply with all provisions therein, and that I will abide by all relevant county, state, and federal laws and regulations regarding use of Hotel Occupancy Tax.

"I affirm and declare the foregoing to be true statements. Falsifying a governmental record is a class "A" misdemeanor under Texas Penal Code 37.10".

Signature:

Darion Mosley

Print name:

Darion Mosley

Title:

Recreation Manager

Date:

2/14/24

****Post Event Report due no later than thirty (30) days following event. Failure to execute as per agreement could result in no future funding****

POST FUNDING REPORT

Due no later than thirty (30) days after event

Return to Burnet County Tourism Department, 220 S. Pierce St., Burnet, TX 78611

NAME OF SPONSORED EVENT: _____

NAME OF CONTACT PERSON: _____

ADDRESS/PHONE/EMAIL _____

ATTACH COPIES OF ADVERTISING/SOCIAL MEDIA POSTS ETC.

ACTUAL ATTENDANCE OF EVENT BY DAY:

"I affirm and declare the foregoing to be true statements. Falsifying a governmental record is a class "A" misdemeanor under Texas Penal Code 37.10".

Signature: _____

Print name: _____

Title: _____ Date: _____

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

☒ Damon Beiere, Duke Eagle Entertainment

2 Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes

No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes

No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

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CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

- (a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

- (2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed; or

- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

- (a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

- (a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

- (1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

- (2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.

CITY OF
MARBLE FALLS



PRESENTED BY PARKS & RECREATION

For More Information



OR CONTACT DAULTON MOBLEY AT
(830) 798-6250 OR DMOBLEY@MARBLEFALLSTX.GOV

FOLLOW US ON SOCIAL MEDIA:
[@MARBLEFALLSSUMMERCONCERTSERIES](https://www.instagram.com/MARBLEFALLSSUMMERCONCERTSERIES)

Sponsorship Opportunities

INVESTMENT AMOUNT
QUANTITY AVAILABLE

\$10,000
ONE

\$5,000
THREE

\$2,500
TEN

\$1,000
TEN

General Admission to August Concert

Ten
Tickets



Eight
Tickets



Six
Tickets



Four
Tickets



VIP Tickets to the August Concert

Ten
Tickets



Six
Tickets



Four
Tickets



Two
Tickets



Social Media Exposure



Logo on Landing Page

First
Position



Second
Position



Third
Position



Fourth
Position



Post Event Recognition



Placement of Logo on Event Announcements
Including Poster, Ad Placements & Community
Outreach

First
Position



Second
Position



Third
Position



Name
Only



Information Booth at Event

Entire
Series



Five
Shows



One
Show



Signage at Event



Name on Staff Shirts



Meet & Greet Access



Placement of Logo on Press Releases & PR
Efforts



Name on Promotional Video



Option to Introduce Headliner at Weekly
Concerts



Special Recognition During Weekly Concerts



Name on Event Wristbands and Koozies



Exclusive Market Research Into the Their
Target Customer



Direct Access to Ideal Customer Profile (ICP)
Data



Lead Generation

PRESENTING SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

* Sponsor to Provide Sign
** If Signed Up By July 15, 2024

Who Are They?

Are your visitors who you think they are?
We utilize tourism studies to narrow down
and establish our ideal target markets.

75% Travel to the Hill Country for Leisure



25% Travel to the Hill Country for Business



84% Travel to the Hill Country by Car



16% Travel to the Hill Country by Air



1.86 days - Average Length of Stay



\$123.80 - Average Spend Per Person Per Day



416 miles/5 - 6 Hours - Average Distance Traveled



Average Age - 46.5 Years Old



Average Household Income: \$98k+



Children in Household: 32.6%



Within Texas: Houston, Dallas/Fort Worth, San Antonio



Marketing Approach

On a typical day, Americans spend an average of 3.6 hours on the internet for personal use. Within those 3.6 hours, they spend an average of 1.2 hours on social media and 30 minutes reading online newspapers or magazines.**

STRATEGIES

- The landing page is the cornerstone of all our marketing efforts. The site will be visually appealing and currently welcomes 40K visitors per month.
- Use traditional advertising, such as print, along with heavy digital media to spread the word to potential attendees that we are a perfect place to celebrate summer.
- Launch a wide variety of Social Media campaigns to our combined 36,500+ followers.
- Employ a diverse set of tactics to create a PR push throughout the Music Series to increase awareness about our event and to positively position us in the media within the consideration set for key audiences.
- Customized Audience Targeting focusing on site traffic with First and Third Party Audience Insights - focusing on increased site traffic, expanding to a regional audience.
- Based off our average cost per click (CPC), we will adjust keywords as necessary in order to drive the highest number of clicks within our budget.

**2015 MMGY Global Portrait of American Traveler

MARKETING ASSETS

Event Landing Page
Event Poster with QR Code
Evergreen Editorials
Promotional Ads
PR Pitch Packet
School Flyers
Social Media Ads
Engaging Creative

TourTexas.com
TourTexas Event Newsletter
Google Ad-words
Social Media Campaigns
Studio 512
We Are Austin
Press Releases on PR Web

POTENTIAL PLACEMENTS

Past Performers

JOHN CONLEE



ROGER CREAGER



THE GREAT DIVIDE



THE WILDER BLUE



RICK TREVINO



PAT GREEN



Every Week All Summer



FREE LIVE MUSIC IN JOHNSON PARK

The City of Marble Falls Parks and Recreation Department is proud to welcome back, for the third year, the 2024 Summer Concert Series hosted at the beautiful Johnson Park in Marble Falls! For ten weeks, we're bringing FREE entertainment with a paid admission Grand Finale for week eleven.

Partnering with us has the potential to create exposure and engagement with brand to over 11,500 concert attendees and 34,000 park visitors over the summer - a 53% increase in exposure in one year's time.

Join us as we host a variety of genres of music, entertainment and memorable experiences for everyone in the beautiful hill country. Our goal is simple: create a fun, summer atmosphere filled with live music in the best little community in Texas.



CITY OF
MARBLE FALLS

*Summer
Concert*
S E R I E S

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