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CITY OF BOERNE 2026 Hotel Occupancy Tax (HOT) Funds 2027 Funding

By ordinance, the City of Boerne approves a local hotel occupancy tax with portions of the fund to be dedicated to support convention and tourism centers, promotional and tourist advertising of the City, promotion of the arts, historical preservation and program support for events and activities that attract tourists to the City of Boerne.

I. Use of HOT Funds

Municipal hotel occupancy taxes are primarily governed by Chapter 351 of the Texas Tax Code. The HOT funds are generated as a result of a person paying for the use or possession, or for the right to the use or possession, of a room in a hotel, motel, or short-term rental unit, with a cost of \$2 or more each day, that is ordinarily used for sleeping, not on a permanent basis.

There is a **two-part test** for every expenditure of local Hotel Occupancy Taxes.

Criteria # 1 Every expenditure must **DIRECTLY** enhance and promote tourism AND the convention and hotel industry.

Criteria # 2 Every expenditure **MUST** clearly fit into one of nine statutorily provided categories.

The nine categories for expenditure of the hotel occupancy tax are as follows:

1. Funding the establishment, improvement or maintenance of a convention center or visitor information center.
2. Paying the administrative costs for facilitating convention registration.
3. Paying for advertising, solicitations and promotions that attract tourists and convention delegates to the city or its vicinity. (1/7 of total funds must be spent on advertising and promoting the city and its vicinity to attract tourists and hotel/convention activity)
4. Expenditures that promote 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. Funding historical restoration or preservation programs.
Funding may be used to enhance 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 that are likely to attract tourists and hotel guests (limited to 15% of total funds).
6. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
7. Funding the enhancement or upgrading of existing sports facilities or sports fields for **certain** municipalities.
8. Funding transportation systems for tourists.
9. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

II. Review Process

The Boerne City Council approved the Visit Boerne Advisory Board to be a permanent board, appointed annually, for the main purpose of providing HOT fund recommendations to the City Council to be included in the Visit Boerne annual budget.

The Visit Boerne Advisory Board reviews all acceptable applications from individuals, groups and organizations applying for HOT funding. An acceptable application is one that is complete and meets the deadline requirements of **March 19, 2026, at 5:00 p.m.**

Each group with an acceptable application will be scheduled for a date and time to present their request to the Visit Boerne Advisory Board. At the presentation, the Visit Boerne Advisory Board may ask questions and seek clarification. A formal presentation is encouraged; however, it is not required.

After the presentations are made, the Visit Boerne Advisory Board will make funding recommendations. Notification of the funding recommendations will be emailed to each applicant. Funding recommendations may be less than or greater than the amount requested.

Organizations that have been approved to receive a hotel occupancy tax fund grant, as part of the Visit Boerne adopted budget for 2026/2027, can submit an invoice to the City of Boerne Finance Department no sooner than 90 days prior to the program date in 2027. For ongoing programs - funds will be distributed quarterly in 3 or 4 equal payments.

Any organization that owes tax dollars to the City of Boerne will not be eligible to receive funds until their debt is paid.

III. Dates for 2026 Application Process (2027 Funding)

| | | |
|-------|-----------|--|
| Thurs | January 8 | Applications Available Online |
| Thurs | March 5 | Application Orientation - Visitors Center, 282 N. Main, 4pm |
| Thurs | March 19 | Application Submittals – Deadline to file 5pm |
| Thurs | April 9 | Applicant Presentations to Visit Boerne Advisory Board |
| Thurs | April 23 | Notification of Recommendations to Applicants |

2026 HOTEL OCCUPANCY TAX APPLICATION

2027 FUNDING

I. Submitting an Application

Application forms will be available January 8, 2026, online at www.ci.boerne.tx.us. After clicking on the City website, go to *Departments, Finance, HOT forms and applications*.

Applicants must submit a completed application and provide the required documentation by the posted deadline of **Thursday, March 19, 2026, at 5:00pm.**

Completed applications will be accepted online to jeanette@visitboerne.org. Because the City of Boerne is pursuing ways to "go green" and reduce the amount of paper and storage, email is the preferred method of receiving the application and required documents. However, applications will also be accepted at the Boerne Visitors Center, 282 N. Main, Boerne, TX 78006, via in person or by mail no later than **Thursday, March 19, 2026, 5:00 p.m.**

Multiple applications from a group will be accepted. Each event/program must have a separate application. Additional supporting materials may be brought to the HOT Fund presentations meeting of the Visit Boerne Advisory Board on April 9, 2026.

Notification of dates and times of presentations, or any changes that may occur, will be made by email and/or phone. **Applicants are responsible for providing accurate email addresses and phone numbers that will allow them to be contacted expediently.**

II. Contact Information

Legal name of Organization requesting funds **Texas Corvette Association**

Organization Mailing Address **122 Misty Brook Spring Branch, TX 78070**

E-Mail **glenleonard1@aol.com**

Phone **210 888-1880** Mobile **956 740-3815**

Name of Primary Contact **Glen Leonard**

Title of Primary Contact **Past President 2014-2015**

Mailing Address of Primary Contact, if Different from the Organization **8626 Monterey Falls Boerne, TX 78015**
Click here to enter text.

E-Mail of Primary Contact **glenleonard1@aol.com**

Phone 210 888-1880

Mobile 956 740-3815

III. Organization Type

This Organization Is: Private Non-Profit/Tax Exempt Other [Click here to enter text.](#)

Tax ID# 20-84130981

Type of Organization (IRS Code) 501(C)(7)

What is the Mission of your Organization Promote Corvette Enthusiasm, organize social events, donate to local charities and promote safe driving.

Year Organization was formed **Est 1979**

Number of full-time staff **300 members**

Number of part time staff none

Number of volunteers 300

IV. Required Information to be Submitted with Application

- Budget for the proposed event/program, including all revenue sources and expenditures
- Organization financial statements from previous two years
- Articles of Incorporation
- By-laws
- Board Members - names and titles

V. Name of Event/Program **Texas Corvette Association Annual Open Car Show benefiting St. Jude's Ranch for Children (SJRC)**

Purpose of the Event/Program Generate funds for SJRC in Bulverde, Texas

VI. Previous HOT Funding

Has the Organization previously received HOT funding from the City of Boerne?

[Click here to enter text.](#) YES Yes or No

If Yes, what year(s) and for what purpose? **From 2000 to 2025 to help cover some of the costs for advertising and promoting the City of Boerne and our annual car show.**

VII. Previous Events/Programs Organized

List major events/programs that this Organization or Applicant has organized and hosted.

none

Additional information such as schedules, financial statements, articles, or other relevant information regarding these events/programs may be provided during the Board presentation. [Click here to enter text.](#)

VIII. Is this request for an event? [Click here to enter text.](#) **YES** Yes or No
If your request is not for an event, please continue to Section IX.

What is the scheduled date(s) for this event? April 17 Meet & Greet, Saturday April 18 Car Show, Sunday April 19 Hill Country Drive 2026

Has this event been held previously? YES Yes or No.

If Yes, please complete the following:

| Date(s) Held | Location | No. of Participants, Spectators, Visitors | How Verified? | # of Boerne Hotel Rooms Booked | How Verified? |
|--------------|--|---|---|---|---|
| 4/26/2025 | Park Plaza | 7,000 | Boerne PD | 196x2=392 | Hotel & event reg. |
| 4/20/2024 | Park Plaza | 5,000 | Boerne PD | 190x2=380 | Hotel & event reg. |
| 4/22/2023 | Park Plaza | 7,000 | Boerne PD | 196x2=392 | Hotel & event reg. |
| 4/2/2022 | Park Plaza Click here to enter text. | 7,000 | Boerne PD | 170x2=340 | Hotel & event reg. |
| 4/17/2021 | Park Plaza | 6,000 | Boerne PD | 160x2=320 | Hotel & event reg. |
| 4/18/2020 | No show due to Covid19 | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |

Will this be a ticketed event? NO (Yes or No)

Price of ticket / admission / entry fee \$40.00 registration fee per car to participate in the car show, no charge for the public to attend.

Description of participants / teams (geographic or qualifying information, by invitation only, etc.)

Registered auto enthusiasts for the show, car clubs from Austin, Houston, Dallas, El Paso, Corpus Christi, San Antonio and surrounding areas. Out of State from Colorado, Oklahoma, Louisiana, New Mexico.

IX. Please complete Section IX if this application is NOT for an EVENT.

Date of completion for proposed program: [Click here to enter text.](#)

Is the request to promote the arts? [Click here to enter text.](#) (Yes or No)

If yes, please explain [Click here to enter text.](#)

Is this request to fund historical restoration or preservation? [Click here to enter text.](#) (Yes or No)

If yes, please explain [Click here to enter text.](#)

X. Economic Impact

Please describe how this event/program will increase tourism or have an economic impact on the City of Boerne. **Advertising for the car show starts 3 months prior to the show. Use of local hotel rooms, local restaurants, gas stations, and shopping on the Main Street area. Over 7,000 people will visit the City of Boerne during our 3 day event.**

How will this event/program generate overnight stays in Boerne lodging? Our car show is a 3 day event, most out of area car show participants will stay two nights in a local hotel.

How much Hotel Occupancy Tax is projected to be generated in Boerne by this event/program? Please complete the equation below:

rooms 196 X 2 # nights 392 X average room rate \$ 225 X tax \$ 0.07 = \$ \$6,174.00

How is this information estimated/verified? Hotel and car show registration.

What local businesses are being used to accomplish this project? Local hotels; The Bevy, Best Western, Comfort Inn, Days Inn, Fairfield Inn, Hampton Inn, The William and Ye Kendall Inn.

Please list any additional Co-Sponsors of the Project. Cavender Chevrolet, XPEL, Boerne Radio, San Antonio Fiesta Commission.

XI. Marketing & Media Coverage

What date will promotion and marketing of this event/program begin? January 1, 2026

Please describe the marketing plan for this project. Include information on print ads, radio, television, distribution of posters, brochures, flyers, etc. Samples may be brought to the presentation and are not required with the application. The following TCA advertising mentions the City of Boerne prior to and during our car show; car show registration forms and on line 1,000 printed, vendor registration forms 100 printed, Texas Corvette Association web site, car show awards 150 made, car show t-shirts 650 made and given to all car show participants and sold during the car show, car show flyers and window posters placed in all shops on Main Street 30 days prior to the show, Hill Country Newspaper articles prior to the show.

XII. HOT Fund Amount Requested

\$ \$10,000.00

Describe in detail how HOT funds will be used, if awarded. **See above**

Please bring any supporting information about your organization, event, or program to the Visit Boerne Advisory Board presentation. It is not required to be included with the application.

If this request for funding is denied, will the program continue? Yes or No **YES**

Comments

Click here to enter text.

XIII. Post Event/Program Report

A Post Event/Program Report is required to be submitted within 60 days of completion of the event/program. The completed form may be emailed to Jeanette@visitboerne.org or delivered to the Boerne Visitors Center, 282 N. Main, Boerne, Texas, 78006. Failure to submit a Post Event/Program report could affect future funding recommendations for HOT funds.

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

Name Glen Leonard

Title Past President 2014-2015

Date **January 9, 2025**