

## Report Due 60 Days Post Event - 2024 Funding

### Hotel Occupancy Tax Fund Post Event Report

Name of Event Hill Country Mile Rod Run

Date(s) of Event October 11 to 13, 2024 Amount of Funds Awarded \$13,000

Organization HCMRR, LLC, Hill Country Mile Rod Run

Name of Person Submitting Report Tiffany Tillman Title Member

Address 120 Hillview Loop

City Boerne State TX Zip 78006

Phone Number 512-673-3477 E-Mail tiffanytillman@msn.com

#### **MEDIA / ADVERTISING INFORMATION**

Provide summary of media/advertising exposure received (local, regional, state, and national print/television/radio advertising) with copies of receipts, contracts, or copies of checks. Please include examples of promotional materials (brochures, posters, programs, etc.) and a listing of areas of distribution.

For the 2024 show, we continued to use social media: Instagram, Facebook with announcements through the Hill Country Mile, Visit Boerne and Boerne Chamber of Commerce accounts. Print media included posters throughout the Hill Country Mile and advertisement in Hill Country Car Culture magazine. The magazine's reach focuses on central Texas' Hill Country and beyond as it is a subscription for enthusiasts. Volunteers & members continued efforts to attend car shows in Central Texas to hand out postcards announcing the event.

#### **PARTICIPANT / SPECTATOR / VISITOR INFORMATION**

Provide the following information and how the information was verified, i.e. event registration, head count, sign in, estimate, other. If it is a multiple day event, please list by date.

1. # Total Attendees: estimated over 2,500

How Verified: Based on registrants and walk through of the event during various times on Sat. 10/12/24 with last being 2PM.

2. # Out-Of-Town Visitors: 1000

How Verified: Registrant list, estimated @ 3 attendees per entry

3. # Day Visitors: estimated over 2,500

How Verified: Registrants plus visual walk through as noted

4. Total Number of Room Nights: (Number of rooms X Number of nights) :  
Leading up to the show through internet searches of available hotel rooms and commentary from participants, there were limited to no options available for booking during the show weekend. We believe most of these rooms were filled by attendees or spectators given this was the main event during the 10/11 to 10/13 weekend, outside of the already established Market Days. Most visitors stayed 2 nights while some decided to stay through the 3 day weekend. Calculations are based on the following: 325 rooms at 2 nights (650 total) with average of \$250 average nightly rate. This is based on assumption that the popular Fri/Sat evening rates were charged higher. 50 bookings for 3 nights (150 total) averaging a slightly lower average rate when the less popular Sunday night is included or \$225 avg nightly rate.

Date	Establishment: Hotel, Motel, B&B	Total Room Nights	Room Rate	How Verified
Oct 11, 2024	Boerne based chain and boutique hotels	650	\$250	Internet search prior to show dates for establishments located in Boerne. Calculated average which ranged from \$100 to \$350.
Oct 11, 2024	Boerne based chain and boutique hotels	150	\$225	Internet search prior to show dates for establishments located in Boerne. Calculated average ranging from \$100 to \$300 which includes a less expensive Sunday eve stay.
Click here to enter a date.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
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**HOTEL OCCUPANCY TAX GENERATED:** Total Number of Overnight Rentals X Average Rental

**Example:** 300 room nights X \$169 per night = \$50,700 X 7% = \$3,549 HOT Funds Generated.

# of Nights 650 X Avg. Rate \$250 = \$162,500 X 7% = \$11,375 HOT

# of Nights 150 X Avg. Rate \$225 = \$33,750 X 7% = \$2,362.50 HOT

Total = \$13,737.50

**EVENT FINANCIALS**

Please attach the event financial statement. The financials should include **expenses** for items such as clean-up services, rentals, equipment, entertainment, sanction fees, facility rental, security, officials, insurance, housing, labor, marketing/promo, event director, etc.

The financials should also include **revenue** sources such as booth fees, hotel motel funds, entry fees, registrations fees, souvenir sales, admission, sponsorships, etc.

**SURVEY**

Please attach any survey(s) conducted during or after the event. Additional literature pertaining to the event such as e-mails, newspaper, or magazine articles, etc. should also be submitted.

***I certify that the above information is true and accurate to the best of my knowledge.***

Name Tiffany Tillman

Date 12/15/2024

Signature Click here to enter text.



**Failure to submit a Post Event Report, with the requested information/documents, within 60 days after the event, could affect future funding recommendations for Hotel Occupancy Tax dollars.** Post Event reports will be reviewed by the Visit Boerne Advisory Board at a scheduled Board meeting.

The completed form may be returned by:

1. Email [Jeanette@Visitboerne.org](mailto:Jeanette@Visitboerne.org)

or

2. Mail Visit Boerne  
Attn: Jeanette Teague  
282 N. Main  
Boerne, TX 78006

2024 HCMRR, LLC Income Statement		
	Credit	Debit
<b>Revenues</b>		
City of Boerne HOT Funds	\$ 13,000.00	
Sponsor & Vendor Fees	\$ 6,150	
Registrants (200)	\$ 10,038	
Merchandise	\$ 1,456	
CofB 2023 Deposit Return	\$ 1,320	
Starting Cash 2023 Show	\$ 1,789	
Paypal Cash Back Rewards	\$ 104	
<b>Total Income</b>	<b>\$ 33,857</b>	
<b>Expenses</b>		
City of Boerne: Rental/Road		\$ (3,225.00)
2023 CPA/Tax Filing		\$ (1,306.00)
Bank Fees		\$ (10.00)
CofB PD Security		\$ (8,030.00)
Traffic Control		\$ (2,500.00)
HCMRR Banners		\$ (646.25)
Posters/Printing		\$ (914.61)
Advertisement Magazine		\$ (400.00)
Advertisement FB/Social		\$ (273.71)
Merch/Reg Bags		\$ (4,268.46)
Awards/Plaques		\$ (482.88)
Toilet Rental		\$ (1,055.44)
Tent Rental		\$ (1,949.52)
Photographer		\$ (500.00)
Trash/Waste Disposal		\$ (735.83)
Paypal Fees		\$ (387.63)
Bank Check Order		\$ (35.12)
Volunteer Shirts/Food		\$ (2,485.94)
Friday Eve Registration		\$ (171.90)
Boerne Chamber		\$ (395.00)
Misc		\$ (298.29)
<b>Total Expenses</b>		<b>\$ (29,773.29)</b>
<b>Difference</b>		<b>\$ 4,083.47</b>



# ROD

2nd ANNUAL  
HILL COUNTRY MILE

# RUN

Food/Drinks/Games/Family Fun

1976 and Under

All American Vehicles

Register at: [hemrodrun.com](http://hemrodrun.com)

Boerne TX

*Hill Country Mile  
Rod Run*



sponsored by



sponsored by



Friday Night Check-In Party  
and Main St. Cruise



# HCMRR

2ND ANNUAL HILL COUNTRY MILE ROD RUN  
OCT. 11-13 2024 • BOERNE TX

*Hill Country Mile  
Rod Run*

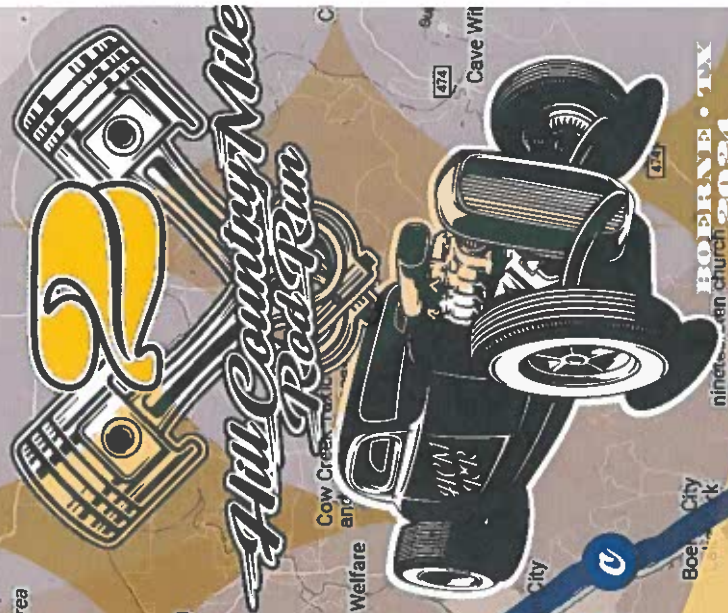
- Food/Drinks
- Games/Family Fun
- 1976 and Under
- All American Vehicles
- Register at:  
[hcmrodrun.com](http://hcmrodrun.com)

Friday Night Check-In Party •  
and Main St. Cruise  
Saturday Event •  
Sunday 'Reliability Run' •



follow us!  
[@hillcountrymilerodrun](https://www.instagram.com/hillcountrymilerodrun)





**Leg 2**

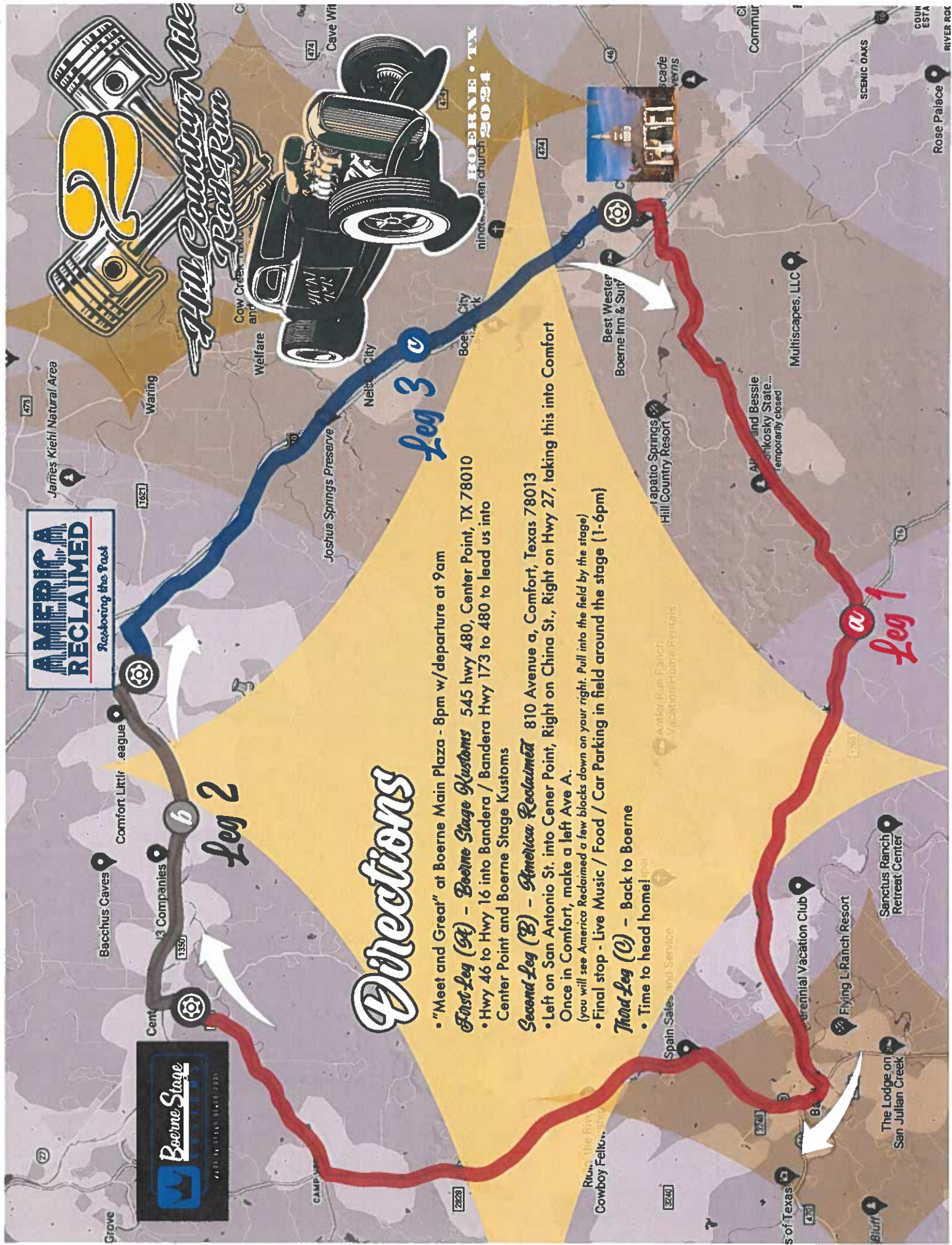


# Directions

**Leg 3**

**Leg 1**

- "Meet and Greet" at Boerne Main Plaza - 8pm w/ departure at 9am
- First Leg (A)** - *Boerne Stage Customs* 545 hwy 480, Center Point, TX 78010
  - Hwy 46 to Hwy 16 into Bandera / Bandera Hwy 173 to 480 to lead us into Center Point and Boerne Stage Customs
- Second Leg (B)** - *America Reclaimed* 810 Avenue a, Comfort, Texas 78013
  - Left on San Antonio St. into Center Point, Right on China St., Right on Hwy 27, taking this into Comfort
  - Once in Comfort, make a left Ave A.
  - (you will see America Reclaimed a few blocks down on your right. Pull into the field by the stage)
  - Final stop - Live Music / Food / Car Parking in field around the stage (1-6pm)
- Third Leg (C)** - Back to Boerne
  - Time to head home!







**BOERNE • TX**

**2nd Annual  
Hill Country Rod Run  
Oct. 11-13**

Friday Night Check In Party •  
and Main St Cruise

Saturday Event •

Sunday 'Reliability Run' •

Food/Drinks/Games/Family Fun •

1975 and Under All American Vehicles •



Thanks for joining our Sunday Rod Run!  
We look forward to carrying on the  
tradition started by the Brehmer family  
36 years ago.

Sunday morning drives have always  
been a part of Americana, and what  
better place to host other than the  
beautiful Texas Hill Country.

We will begin by meeting at the square  
in Boerne at 8am for coffee and  
donuts, provided by Quantum Coffee  
Company. We'll hang around for the  
stragglers and depart at 9am sharp.

From there, we will be taking the scenic  
route to Boerne Stage Kustoms, located  
in Center Point. They have been gener-  
ous enough to host our first stop, and  
will be providing breakfast tacos.

After a few hairs of the dog, we'll hit  
the road on our way to Comfort, where  
the folks at America Reclaimed have  
offered to host us. They'll have a stage  
out back that we can park around, live  
music, drinks and snacks. This leg of the  
day will run from 1-5pm.

Take your Sunday as it comes, and  
depart at your convenience!

Hosted By



## Big Thanks To All Of Our Sponsors!



# ROD RUN

2nd ANNUAL  
HILL COUNTRY MILE

OCT. 11-13 2024



**"Raising Hell,  
Deep in the Heart  
of Texas"**