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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 **HCMRR, LLC**

Organization Mailing Address **120 Hillview Loop Boerne, Tx 78006**

E-Mail tiffanytillman@msn.com

City of Boerne 2026 HOT Fund Application for 2027 Funding - **Deadline for submittal March 19, 2026, 5:00 p.m.**

Phone 512-673-3477 Mobile [Click here to enter text.](#)

Name of Primary Contact Tiffany Tillman

Title of Primary Contact Member

Mailing Address of Primary Contact, if Different from the Organization [Click here to enter text.](#)

E-Mail of Primary Contact [Click here to enter text.](#)

Phone [Click here to enter text.](#) Mobile [Click here to enter text.](#)

III. Organization Type

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

Tax ID# 32088679058

Type of Organization (IRS Code) Single member LLC. For 2026 and beyond, HCMRR, LLC has applied for Non-Profit designation w/ the IRS and is awaiting approval of the application which should occur prior to the 2026 show date.

What is the Mission of your Organization To share with a broad range of people from various demographics the love for vintage and classic autos & motorcycles

Year Organization was formed 2023

Number of full-time staff 0 all volunteers

Number of part time staff 0 All volunteers

Number of volunteers 15 to 20, plus additional for day of event

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 Hill Country Mile Rod Run

Purpose of the Event/Program To provide a safe and fun environment to enjoy auto/motorcycle enthusiasm while enjoying the City of Boerne's diverse offerings.

VI. Previous HOT Funding

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

Click here to enter text. **Yes**

If Yes, what year(s) and for what purpose? **2023 first year funds were applied for by prior ownership of the show. 2024 through 2026 HCMRR, LLC received or was approved to receive funding which covered expenses of the event including road closures, security and Boerne plaza rental.**

VII. Previous Events/Programs Organized

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

HCMRR took over ownership of the annual car show in 2023 and since that time, the show and offerings have grown to include Friday night music & events on the Plaza. The Sunday Rod Run through the Hill Country has also become a big draw for participants staying the weekend and showcases businesses that sponsor or support the car show with the run ending in Boerne, usually at Cibolo Creek Brewing or Hamby's.

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**
If your request is not for an event, please continue to Section IX.

What is the scheduled date(s) for this event? **Oct 2-4, 2027**

Has this event been held previously? [Click here to enter text](#) **Yes o.**

If Yes, please complete the following:

Date(s) Held	Location	No. of Participants, Spectators, Visitors	How Verified?	# of Boerne Hotel Rooms Booked	How Verified?
2023	Boerne	2000	Estimated	350	Registrant list w/ count. 2023 drew add'l spectators for historical eclipse.

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2024	Boerne	2500	Estimated	350	Registrant list w/ Count of cars during event
2025	Boerne	8500	CofB verified through cell phone data	Estimated 1768	Registrant list w/ CofB cell phone data as noted on the FY25 Post event report Click here to enter text.
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.	Click here to enter text.
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.	Click here to enter text.
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.	Click here to enter text.

Will this be a ticketed event? No, participants pre-register

Price of ticket / admission / entry fee \$\$40 per car

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

Participants, spectators & vendors mainly come from the state of Texas with some out of state. The draw of the show is state-wide. The 2025 turnout was even better than 2024 and 2023 when Boerne was center of a historical eclipse that drew many visitors in 2023. We hope to continue the show's momentum given turnout continued to increase in 2025. Many participants/vendors/spectators will need overnight accommodations.

Participants are pre-registered and vetted through HCMRR. While this is not an invitation only show, there is discretion on participation to maintain quality of the show. Exceptional cars have been invited to park on or near the Main Square.

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. **The Hill Country Mile Rod Run continues to grow and has become the largest event outside of Dickens on Main to attract tourists to the city. For the 2027 show, Main Street will continue to be closed from Blanco to River Rd. Participants & spectators are a captive audience along Main Street since the show is a full day event. Vendors and spectators participate, adding to dollars spent purchasing food/drink and souvenirs or shopping along the Hill Country Mile. For the 2025 show we closed all of Main Street from Blanco to River Road making it extremely easy and safe to walk along The Mile and tourists to spend money in the city. Cars were lined up along both sides of the street to Hamby's which was then used for overflow parking. We believe the request for \$15,000 is supported given likelihood hotel rates and general expenses will continue to increase as in year's past and the 2027 event draws near. In addition, we have seen the show grow and will continue to grow bringing additional new spectators & participants especially with the show weekend typically being coupled with a federal holiday weekend to increase nightly stays.**

How will this event/program generate overnight stays in Boerne lodging? Many participants/spectators require overnight accommodations. Given Boerne's reputation as a vacation destination, people want to stay nearby and enjoy other things this part of the Hill Country has to offer. Participants typically arrive in town on Friday night. We believe this will continue to be the case as the 2025 Friday night participation in the Main Square concert event was excellent. The Friday night event was restarted in 2025 and drew additional visitors. We will continue to expand on the Friday night event for the 2027 show adding a broader range of music & food/drink choices. We believe a 2.5 night minimum stay is realistic given many participants will stay for the Sunday Rod Run through the Hill Country. In 2025, we had a great turnout for the rod run which draws participants to automotive centered businesses in the Hill Country. In addition, the Monday after the show is typically a federal holiday which further entices people to stay for a long holiday weekend resulting in 3-night stays

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

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

Your Event:

of Nights 1360 X Avg. Rate \$250 = \$340,000 X 7% = \$23,800 HOT Funds generated

of Nights 408 X Avg. Rate \$225 = \$91,800 X 7% = \$6,426 HOT Funds generated

How is this information estimated/verified? Per the 2025 Post Event report CofB verified number of visitors.

What local businesses are being used to accomplish this project? [Click here to enter text.](#)

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Please list any additional Co-Sponsors of the Project. In years past we have partnered with multiple sponsors and in 2025 Boerne had a "headline" sponsorship with Boerne Stage Kustoms. Typically Cibolo Creek Brewing, Of a Muse boutique, Boerne Sealcoat & Paving and Deadbeats Barbershop of active participating sponsors.

XI. Marketing & Media Coverage

What date will promotion and marketing of this event/program begin? 2Q27

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. [Click here to enter text.](#)

XII. HOT Fund Amount Requested **\$ \$15,000**

Describe in detail how HOT funds will be used, if awarded. **Funds will be used for overall budget needs for a show of this size and type, however, safety & security are non-negotiable and prioritized. Security and road closure/barricades continue to be one of our largest expenses. We anticipate security will be at least \$10,000. In addition, the Other major non-negotiable expenses will be payment to the City of Boerne for road closure and plaza rental. Proper insurance is required along with sanitation services such as toilets & trash removal.**

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? **No** The HOT funding program is a major source of funding for this show which is run by a group of volunteers who would not be able to cover show expenses in full without the City's support.

Comments

The HOT funding program is a major source of funding for this show which is run by a group of volunteers who would not be able to cover show expenses in full without the City's support.

[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 tooor 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 Tiffany Tillman

Title member/volunteer

Date 03/16/2026