

2025 HOTEL OCCUPANCY TAX APPLICATION

2026 FUNDING

I. Submitting an Application

Application forms will be available January 9, 2025, 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 20, 2025, 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 20, 2025, 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 10, 2025.

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, Texas 78006**

E-Mail tiffanytillman@msn.com

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

Name of Primary Contact Tiffany Tillman

Title of Primary Contact Volunteer/Treasurer

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

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 10-15, 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 & 2025 HCMRR, LLC received 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.

2026 will be the 4th year for HCMRR, LLC to organize the car show. The formal opportunity to manage the event was presented to HCMRR, LLC in Feb 2023.

Additional information such as schedules, financial statements, articles, or other relevant information

regarding these events/programs may be provided during the Board presentation. HCMRR will present additional information for board presentation.

VIII. Is this request for an event? **YES**

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

What is the scheduled date(s) for this event? October 9-11, 2026

Has this event been held previously? YES

If Yes, please complete the following:

Date(s) Held	Location	No. of Participants, Spectators, Visitors	How Verified?	# of Boerne Hotel Rooms Booked	How Verified?
YR23: Oct 13-15	Boerne	2000	Estimated	350	Registrant list w/ count. 2023 drew add'l spectators for historical eclipse.
YR24: Oct 11-13	Boerne	2500	Estimated	350	Registrant list w/ count of cars during day
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.
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 will pre-register (Yes or No)

Price of ticket / admission / entry fee \$50 per car entered in show, spectators free

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 2024 turnout was even better than 2023 when Boerne was center of an historical eclipse that drew many visitors in 2023. We hope to continue the show's momentum given increased turnout for 2024. 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 are invited to park on 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)

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. Main Street will be closed from Blanco to River. Participants are a captive audience along Main Street since cars will be parked for the full day event. Vendors and spectators will participate adding to dollars spent purchasing food/drink and souvenirs or shopping along the Hill Country Mile. The 2024 show expanded to close all of Main Street from Blanco to River Road making it extremely easy and safe to walk along and spend money in the city. We believe the request for \$15,000 is supported given likelihood hotel rates will continue to increase as the 2026 event draws near. In addition, we believe the show will continue to grow and will bring additional new spectators & participants and when coupled with a 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 Friday night. In 2024, we re-started a Friday night registration event with music. We will continue this event for the 2025 and 2026 show drawing more visitors that night. We believe 2.5 night minimum is realistic given many participants will stay for the Sunday Rod Run through the Hill Country. In 2024, we had a great turnout. 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:

rooms 350 X # nights 2.5 X room rate \$ \$275 X tax \$ 0.07 = \$ \$16,843

How is this information estimated/verified? We maintained a conservative approach using 350 rooms based on our 2024 data. A search of rooms at Boerne's major/well known hotels show room rates range from \$100/night to \$325/night with the majority being \$250/night. The \$100/night room is an outlier being Motel 6. Those hotel rooms on the low side are a limited find and we believe less desirable if you are staying for the Boerne experience. We used 2.5 days to account for those who want to stay through the holiday weekend but to also

capture AirBnB stays that are not included in a hotel search. These are typically more expensive accommodating more people. Rates will likely increase as the show date draws closer.

What local businesses are being used to accomplish this project? Cibolo Creek Brewing, Hamby's, Of A Muse, Boerne Seal Coat & Paint, Deadbeats Barbershop. For 2024, we added more local businesses and believe this will continue to grow as the show grows. The show is well received by many business owners along main street.

Please list any additional Co-Sponsors of the Project. Bird Imports

XI. Marketing & Media Coverage

What date will promotion and marketing of this event/program begin? February 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. Instagram, Facebook accounts are actively promoting along with website dedicated to registration & show information. Insta account is Hillcountrymilerodrun and Facebook is Hill Country Mile Rod Run. We leveraged Facebook targeted ads in 2024 and 2025. Members attend various shows throughout the region each Spring/Summer reaching out in person or through flyer/card to invite car enthusiasts to the show personally. Marketing through enthusiast magazines such as the Hill Country Car Enthusiast, will take place. We will build upon the marketing created for the prior shows. Josh Mazour did several interviews with local radio station and magazines who featured the show and plan to duplicate each year. We would like to continue our partnership with Visit Boerne, City of Boerne and Chamber of Commerce for advertising on social media platforms as we believe this has been very beneficial.

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. Security and road closure/barricades continue to be one of our largest expenses. We anticipate security will be at least \$13,000. 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? Yes or No NO

Comments

At a minimum we anticipate the show to cost in excess of \$35,000 by 2026 with the increased expenses associated with security & barricades and general needs of the show. The show is run by a group of volunteers who would not be able to cover the show's expenses in full without the support of the HOT funding.

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 Tiffany W Tillman

Title Member/Treasurer

Date 3/19/25