

# Hotel Occupancy Tax Fund Post Event Report

Name of Event **TOUR DE BOERNE**

Date(s) of Event **JUNE 29, 2024**

Amount of Funds Awarded **\$5,000**

Organization **TOUR DE BOERNE, INC.**

Name of Person Submitting Report **DAVID BECK**

Title **BOARD MEMBER**

Address **PO BOX 89**

City **BOERNE**

State **TEXAS**

Zip **78006**

Phone Number **832-725-3280**

E-Mail **DAVID@TDBRIDE.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. **PRIMARY ADVERTISING WAS DONE THROUGH FACEBOOK ADDS POSTERS WERE ALSO DEVELOPED AND PRINTED FOR THE EVENT FOR BUSINESSES TO DISPLAY.**

## **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: **1017**

How Verified: **WEBSITE REGISTRATION / PAID CUSTOMERS**

2. # Out-Of-Town Visitors: **See attached list, Appendix A – 2024 Tour de Boerne Stats.**

How Verified: : **WEBSITE REGISTRATION**

3. # Day Visitors: **Riders + volunteers + tag a longs: approximately 1250 people**

How Verified: **WEBSITE REGISTRATION (PARTICIPANTS, EXTRA MEAL TICKETS, AND VOLUNTEER COUNTS)**

4. Total Number of Room Nights: (Number of rooms X Number of nights) : See below

Verification of hotels was conducted in two manners:

Table 1 – Tour de Boerne called hotels after event to get count along with website/registration data. Also utilized some Visit Boerne statistics  
Table 2 – Visit Boerne statistics gathered at Packet Pickup on the Friday before the event.

**Table 1 - Per Calls with Hotels after Event**

Hotel	Average Rate	Number of Rooms (TdB Calls)	Subtotal	7% Tax	HOT Funds Generated	Notes
The Bevy	\$210	16	\$3,360	7%	\$235	
Fairfield Inn	\$175	62	\$10,850	7%	\$760	
Comfort Inn & Suites	\$105	28	\$2,940	7%	\$206	
Best Western	\$120	24	\$2,880	7%	\$202	
Hampton Inn	\$145	30	\$4,350	7%	\$305	
The Kendall Hill Country Inn	\$400	20	\$8,000	7%	\$560	
Motel 6 Boerne	\$100	0	\$0	7%	\$0	
Days Inn	\$95	15	\$1,425	7%	\$100	
The William	\$225	4	\$900	7%	\$63	
Others	\$200	8	\$1,600	7%	\$112	Utilized VB room numbers
Local Guesthouses	\$200	90	\$18,000	7%	\$1,260	Utilized VB room numbers
Occupied 2nd Night	\$200	154	\$30,800	7%	\$2,156	Utilized VB room numbers
	<b>\$181</b>	<b>451</b>	<b>\$85,105</b>		<b>\$5,957</b>	
	<b>Average Rate</b>	<b>Total Rooms</b>	<b>Total Revenue</b>		<b>Total Hot Funds</b>	

**Table 2 - Per Visit Boerne**

Hotel	Average Rate	Number of Rooms (Visit Boerne)	Subtotal	7% Tax	HOT Funds Generated	Notes
The Bevy	\$210	61	\$12,810	7%	\$897	
Fairfield Inn	\$175	29	\$5,075	7%	\$355	
Comfort Inn & Suites	\$105	18	\$1,890	7%	\$132	
Best Western	\$120	26	\$3,120	7%	\$218	
Hampton Inn	\$145	24	\$3,480	7%	\$244	
The Kendall Hill Country Inn	\$400	13	\$5,200	7%	\$364	
Motel 6 Boerne	\$100	18	\$1,800	7%	\$126	
Days Inn	\$95	17	\$1,615	7%	\$113	
The William	\$225	6	\$1,350	7%	\$95	
Others	\$200	8	\$1,600	7%	\$112	
Local Guesthouses	\$200	90	\$18,000	7%	\$1,260	
Occupied 2nd Night	\$200	154	\$30,800	7%	\$2,156	
	<b>\$181</b>	<b>464</b>	<b>\$86,740</b>		<b>\$6,072</b>	- > Visit Boerne polled approximately 62%. Extrapolating assuming same percentage: \$8,380
	<b>Average Rate</b>	<b>Total Rooms</b>	<b>Total Revenue</b>		<b>Total Hot Funds</b>	

**Table 3 - Lodging Locations Outside of Boerne or ETJ**

Locations	Number	Notes
Hotels	81	Primarily in San Antonio
RV/Camping	23	
Friends Houses	21	
Stayed Home/Lived Nearby	209	
	<b>334</b>	
	<b>Total</b>	

## **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.

**SEE ATTACHED**

**APPENDIX 1 – 2024 TOUR DE BOERNE STATS**

**APPENDIX 2 – FINANCIALS**

## **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.

- \$70,000 from the event will be donated to local charities
- <https://www.facebook.com/tourdeboerne>
- See Appendix 1 – 2024 Tour de Boerne Stats

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

Name **DAVID BECK**

Date August 17, 2024

Signature



**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

**Tour de Boerne 2024**  
**Poll of Overnight Stays**  
**625 Riders Polled (Some were picking up packets for other riders.)**

Lodging Locations within Boerne HOT District	Rooms/ Guesthouses utilized	Average Daily Rate \$164 for Friday & Saturday June 28 and 29, 2024
Best Western	26	
Comfort Inn	18	
Days Inn	17	
Fairfield Inn	29	
Hampton Inn	24	
Motel 6	18	
The Bevy	61	
The Kendall	13	
The William	6	
Other hotels in Boerne (they forgot names)	8	
Local guesthouses	90	
Total Boerne hotel rooms and guesthouses utilized	<b>309</b> (219 Boerne hotel nights + 90 guesthouses)	
Occupied a 2nd night	154	
<b>TOTAL BOERNE ROOM NIGHTS UTILIZED</b>	<b>463</b>	<b>\$75,932 Revenue generates \$5,315.24 in HOT</b>

Hotels outside Boerne	81	
RV/Camplng	23	
Friends Houses	21	
Staying at Home/Live Nearby	209	
Total Not Staying in a Boerne HOT Associated Property	334	

## **Tour de Boerne**

### **Financial Summary for 2024 Event**

<b>Income</b>	<b>\$ 000</b>
Rider Registration Fees	105.4
Merchandise Sales	23.8
Rider Charity Donations	3.0
Sponsorships	12.0
Donations and Grants	6.8
Interest Income	0.0
<b>Total</b>	<b>151.0</b>
<b>Expenses</b>	<b>\$ 000</b>
Event equipment and materials	20.3
Event food and drink	28.1
Event safety and security	6.5
Rider amenities and merchandise	18.5
Volunteer amenities and merchandise	4.4
Advertising	4.9
Insurance	1.9
Corporate overhead	4.0
<b>Total</b>	<b>88.6</b>
<b>Net Income</b>	<b>62.4</b>