

TOUR DE BOERNE, INC

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 **Tour de Boerne, Inc.**

Organization Mailing Address **PO Box 89, Boerne, TX 78006**

E-Mail **david@tdbride.com**

Phone **832-725-3280** Mobile [Click here to enter text.](#)

Name of Primary Contact **David Beck**

Title of Primary Contact **Board Member**

Mailing Address of Primary Contact, if Different from the Organization **149 Spanish Pass Rd., Boerne, TX 78006**

E-Mail of Primary Contact **david@tdbride.com**

Phone **832-725-3280** Mobile [Click here to enter text.](#)

TOUR DE BOERNE, INC

III. Organization Type

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

Tax ID# EIN 84-3239977

Type of Organization (IRS Code) 501(c)3

What is the Mission of your Organization Tour de Boerne, Inc. is a 501(c)(3) non-profit organization that hosts a Texas-Style Cycling ride through the scenic Hill Country Roads near Boerne, Texas. Tour de Boerne promotes outdoor recreation options, showcases the beautiful Texas Hill Country, and acquaints the cyclists to Boerne's historic charm, thriving shops, restaurants, and a healthy business community. 100% of net proceeds are given to charities.

Year Organization was formed 2019

Number of full time staff 0

Number of part time staff 0

Number of volunteers 150+

IV. Required Information to be Submitted with Application

- Budget for the proposed event/program, including all revenue sources and expenditures
 - See Attachment 1 – 2025 Budget
- Organization financial statements from previous two years
 - See Attachment 2 – TdB Previous Budgets
- Articles of Incorporation
 - See Attachment 3 – Tdb Bylaws
- By-laws
 - See Attachment 3 – Tdb Bylaws
 - See Attachment 4 – Tdb Conflict of Interest Policy
- Board Members - names and titles
 - Richard Meneses – President
 - Bruce Anderson – Treasurer
 - Paul Lampe – Board Member
 - David Beck – Board Member
 - Jerry Riedel – Board Member

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V. Name of Event/Program **Tour de Boerne**

Purpose of the Event/Program **Charity oriented bike ride. <https://tourdeboerne.com/>**

VI. Previous HOT Funding

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

Click here to enter text. **Yes - \$5,000 for 2024, \$10,000 for 2025 approved**

If Yes, what year(s) and for what purpose? **\$10,000 for 2025 for generating tourism and community support**

VII. Previous Events/Programs Organized

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

This will be our 7th year. The first year, we had a little over 100 riders registered. Each year has increased, as we expect 1000 riders to attend plus another 500 family, friends, and volunteers at the event.

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

regarding these events/programs may be provided during the Board presentation. **Please see website: <https://tourdeboerne.com/>**

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

What is the scheduled date(s) for this event? **June 27, 2025**

Has this event been held previously? [Click here to enter text](#) **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?
2019	Boerne, TX	100	N/A	N/A	N/A
2020	Boerne, TX	400	N/A	N/A	N/A
2021	Boerne, TX	500	N/A	N/A	N/A
2022	Boerne, TX	750	Website Registration data	247	Website Registration data
2023	Boerne, TX	942	Website Registration data	335	Website Registration data
2024	Boerne, TX	1004	Website Registration data	450 (see attachment 5 – 2024 Post Event Report	Website Registration data
2025 (TBD)	Boerne, TX	1000+ (TBD)	Website Registration data	450+ (TBD)	Website Registration data

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Will this be a ticketed event? **Yes, paid registration is required** (Yes or No)

Price of ticket / admission / entry fee:

**\$175 – Ride and Jersey Package *Goes To \$200 on April 1
FEE COVERS RIDE, TdB JERSEY, T-SHIRT, 2 BEERS, AND LUNCH
\$100 – To Ride *Goes To \$125 on April 1
FEE COVERS RIDE, T-SHIRT, 2 BEERS, AND LUNCH**

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

Ride is for all ages and abilities. Have three rides: 62 miles, 39 miles, 25 miles. See website: <https://tourdeboerne.com/>

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.

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X. Economic Impact

Please describe how this event/program will increase tourism or have an economic impact on the City of Boerne. Tour de Boerne has become the premier bike ride event in the Texas Hill Country. The event is held at the historic Don Strange Ranch. Participants come from all of the state of Texas and other nearby states. The ride starts at 7AM and most people finish around noon and then are treated with a Texas BBQ. The event is held on the Saturday before July 4th with approximately 40% of registrants staying in local hotels over the weekend. The event includes packet pickup gathering at the host hotel on the Friday night before the event. Our goal is to make the event a Weekend event and drive tourism into Boerne.

How will this event/program generate overnight stays in Boerne lodging? Event starts at 7AM, and riders need to be at Don Strange Ranch early. Majority of out of town people stay at local hotels

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

rooms 450 X # nights average 1.5 X room rate \$220 X tax \$0.07 = \$10,395

How is this information estimated/verified? Per website registration data/survey, see Attachment 5 – Post Event Report for 2024

What local businesses are being used to accomplish this project? Don Strange Ranch, local hotels, local food providers, local bike shops, working with Boerne Chamber of Commerce for additional community support. This is a non-profit organization. Primary goal is to give proceeds to local charities.

Please list any additional Co-Sponsors of the Project. See website of local sponsors who have donated

XI. Marketing & Media Coverage

What date will promotion and marketing of this event/program begin? Promotion is year round

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. Website, social media (Facebook), member of Boerne Chamber of Commerce, flyers, brochures

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XII. HOT Fund Amount Requested

\$ \$10,000

Describe in detail how HOT funds will be used, if awarded. Tour de Boerne is non-profit organization, the funds will be used for the organization and development of the event. 100% of net proceeds are given to local charities. The **Tour de Boerne Gives Back Program** provides financial assistance to the following charities: Blessings in a Backpack; Coats for Kids; Hill Country Daily Bread; Hill Country Boys & Girls Club; Open Trail Ranch; Waring Fire Department. Overall \$70,000 was donated back to local charities from the 2024 event.

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

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 David Beck

Title Board Member

Date 3/16/2025