

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 **Texas Corvette Association**

Organization Mailing Address **29623 Fairway Bluff Drive Boerne, TX 78015**

E-Mail **glenleonard1@aol.com** Click here to enter text.

Phone **210 888 1880** Mobile **956 740 3815**

Name of Primary Contact **Glen Leonard**

Title of Primary Contact **Past President 2014-2015**

Mailing Address of Primary Contact, if Different from the Organization **8626 Monterey Falls Boerne, TX 78015**

E-Mail of Primary Contact **glenleonard1@aol.com**

Phone **210 888 1880** Mobile **956 740 3815**

III. Organization Type

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

Tax ID# 20-84130981

Type of Organization (IRS Code) 501(C)(7)

What is the Mission of your Organization Promote Corvette Enthusiasm, organize social events, donate to local charities and promote safe driving

Year Organization was formed **Est 1979**

Number of full time staff **320 members**

Number of part time staff none

Number of volunteers 320 members

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 **Texas Corvette Association Annual Open Car Show benefiting St. Jude's Ranch for Children (SJRC)**

Purpose of the Event/Program Generate funds for SJRC in Bulverde, Texas

VI. Previous HOT Funding

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

yes Yes or No

If Yes, what year(s) and for what purpose? **From 2000 to 2024 to help cover some of the costs for advertising and promoting the City of Boerne and our annual car show.**

VII. Previous Events/Programs Organized

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

none

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? YES [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? April 17 Friday Meet & Greet, April 18 Saturday Car Show, April 19 Sunday Hill Country Drive 2026.

Has this event been held previously? YES 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?
4/20/2024	Park Plaza	5,000	Boerne PD	190x2=380	Hotel & event reg.
4/22/2023	Park Plaza	7,000	Boerne PD	196x2=392	Hotel & event reg.
4/2/2022	Park Plaza	7,000	Boerne PD	170x2=340	Hotel & event reg.
4/17/2021	Park Plaza	6,000	Boerne PD	160x2=320	Hotel & event reg.
4/18/2020	No show due to Covid19	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
4/27/2019	Park Plaza	6,000	Boerne PD	150x2=300	Hotel & event reg.

Will this be a ticketed event? NO (Yes or No)

Price of ticket / admission / entry fee \$\$\$35.00 registration fee per car to participate in the show, no charge for the public to attend.

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

Registered auto enthusiasts for the show, car clubs from Austin, Houston, Dallas, El Paso, Corpus Christi, San Antonio and surrounding areas. Out of State from Colorado, Oklahoma, Louisiana and New Mexico.

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. **Advertising for the car show starts 3 months prior to the show. Use of hotel rooms, local restaurants, gas stations and shopping on the Main Street area. Over 7,000 people will visit the City of Boerne during our 3 day event.**

How will this event/program generate overnight stays in Boerne lodging? Our car show is a 3 day event, most out of area car show participants will stay two nights in a local hotel.

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

rooms 196 X # nights 392 X room rate \$ \$210.00\$ X tax \$ 0.07 = \$ \$5,765.00

How is this information estimated/verified? Hotel and car show registration.

What local businesses are being used to accomplish this project? The Bevy, Best Western, Comfort Inn, Days Inn, Fairfield Inn, Hampton Inn, The William and Ye Kendall Inn.

Please list any additional Co-Sponsors of the Project. Cavender Chevrolet, UPS, XPEL and the San Antonio Fiesta Commission.

XI. Marketing & Media Coverage

What date will promotion and marketing of this event/program begin? January 1, 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. The following TCA advertising mentions the City of Boerne prior to and during our car show, car show registration forms and on line 1,000 printed, vendor registration forms 100 printed, Texas Corvette Association web site, car show awards 150 made, 650 car show t-shirts made and given to all car show participants and sold during the car show, car show flyers and window posters handed out at all events prior to the show, Hill Country Newspaper articles prior to the show and MYSA home page car show mentions.

XII. HOT Fund Amount Requested **\$ \$10,000.00**

Describe in detail how HOT funds will be used, if awarded. **See Above**

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 **YES**

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 Glen Leonard

Title Past President 2014-2015

Date January 17, 2025