

TOUR DE BOERNE, INC

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.

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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

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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 **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.](#)

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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 – 2026 Budget
- Organization financial statements from previous two years
 - See Attachment 2 – 2025 Financials
 - See Attachment 3 – 202 Financials
- Articles of Incorporation
 - See Attachment 4 – 2025 Budget
- By-laws
 - See Attachment 4 – Tdb Bylaws
 - See Attachment 5 – 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?

Yes - \$5,000 for 2024, \$10,000 for 2025, \$10,000 for 2026 approved

If Yes, what year(s) and for what purpose? **TdB has received funding from 2024-2026. Purpose is to generate 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 8th 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 to Section IX.

What is the scheduled date(s) for this event? **June 27, 2026**

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	Website Registration data
2025	Boerne, TX	1052	Website Registration data	178 (see attachment 6 - 2025 Post Event Report)	Website Registration data
2026	Boerne, TX	1050-1100 (TBD)	Website Registration data	Target: 425	Website Registration data

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: 63 miles, 45 miles, 28 miles. See website: <https://tourdeboerne.com/>

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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. **Tour de Boerne has become the premier bike ride event in the Texas Hill Country. The event is held at Joshua Springs Park. 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.**

Stronger emphasis to promote local tourism for 2026 being implemented: This year we are having packet pickup at the Free Roam Brewery on Main Street the Friday night before the event. We have also changed the Host Hotel to the Kendall Inn. This is to better promote downtown Boerne and the businesses on main street.

Also promoting VIP Packages which include 2-Nights at The Kendall and two (2) \$150 Gift Cards for Dinners at Richters and Cypress Grill.

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 425 X # nights average 1.5 X average room rate \$ 225 X tax \$ 0.07 = \$ 10,040

How is this information estimated/verified? Per website registration data/survey, see Attachment 6 – Post Event Report for 2025

What local businesses are being used to accomplish this project? Joshua Springs Park, 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

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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**

XII. HOT Fund Amount Requested **\$ 10,000**

Describe in detail how HOT funds will be used, if awarded. **our 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 \$75,688 was donated back to local charities from the 2025 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 [Click here to enter text](#)

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 **3/16/26**