

Report Due 60 Days Post Event - 2025 Funding

Hotel Occupancy Tax Fund Post Event Report

Name of Event Hill Country Mile Rod Run

Date(s) of Event 10/10/25 to 10/12/25

Amount of Funds Awarded \$15,000.00

Organization HCMRR, LLC

Name of Person Submitting Report Tiffany Tillman

Title member

Address 120 Hillview Loop

City Boerne

State Tx

Zip 78006

Phone Number 512-673-3477 E-Mail tiffanytillman@msn.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. Instagram, Facebook accounts actively promoted along with a website dedicated to registration & show information. Insta account is Hillcountrysmilerodrun and Facebook is Hill Country Mile Rod Run. We leveraged Facebook targeted in 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, took place. We built upon the marketing created for the prior shows.. We continued 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

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: In Fy25 we lowered entry fee from \$50 to \$40 to entice more car show participants. This increased car show registrants to over 650 with 8,500 total participants & visitor count. Of this 8500, city of Boerne confirmed 5,100 or 60% were from out of town (Boerne zip codes) with 16% or 1360 visiting from outside a 100-mile radius.

How Verified: City of Boerne gathered cell phone data and posted turnout numbers on 10/16/25 noting 60% were outside of the 78006 and 78015 zip codes w/ 16% coming from outside 100 mile radius

2. # Out-Of-Town Visitors: 5100 per city cell phone data collected on the day of the event

How Verified: City of Boerne cell phone data

3. # Day Visitors: 3400 based on total visitors less 5100 out of town visitor count

How Verified: city of Boerne cell phone data

4. Total Number of Room Nights: (Number of rooms X Number of nights) : [Click here to enter text.](#)

Date	Establishment: Hotel, Motel, B&B	Total Room Nights	Room Rate	How Verified
10/10/2025	Borne based chain and boutique hotels	1360 nights = 1360 outside of 100 mile radius with 50% 680 staying 2 nights or 1360 total nights	\$250	Internet search prior to show dates for establishments located in Boerne. Calculated average which ranged from \$100 to \$350 for visitors outside of the 100 mile range for a 2 night stay
10/	Boerne based chain and boutique hotels, AirBnB	408= 1360 outside 100 mile radius 10% 136 at 3 nights or 408 total	\$225	Internet search prior to show dates for establishments located in Boerne. Calculated average which ranged from \$100 to \$350 for visitors outside of 100 mile range for a 3 night stay on holiday weekend which includes less expensive Sunday night rate.
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.
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HOTEL OCCUPANCY TAX GENERATED: Total Number of Overnight Rentals X \$Average Rate

Example: 300 room nights X \$169 per night = \$50,700 X 7% = \$3,549 HOT Funds Generated.

Your Event:

of Nights 1360 X Avg. Rate \$250 = \$340,000 X 7% = \$23,800 HOT Funds generated

of Nights 408 X Avg. Rate \$225 = \$91,800 X 7% = \$6,426 HOT Funds generated

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.

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.

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

Name Tiffany Tillman

Date 12/14/25

Signature Tiffany Tillman

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

or

2. Mail
Visit Boerne
Attn: Jeanette Teague
282 N. Main
Boerne, TX 78006

HCMRR 2025 financials, we do not maintain a balance sheet at this time given limited assets with no liabilities.

2025 HCMRR Budget		
Sources	Sponsor & Vendor Fees	\$ 4,945
	Merchandise Sales	\$ 3,246
	Registrants	\$ 12,000
	Boerne HOT Funds	\$ 15,000
	Ending Cash 12/31/24	\$ 1,543
	Total Sources	\$ 36,734
Uses	Security	\$ 7,425
	Traffic Control	\$ 2,500
	Road close/square rental	\$ 3,500
	Tent Rental	\$ 1,013
	Toilet Rental	\$ 2,055
	Trash/Sanitation	\$ 736
	Advertisement	\$ 1,286
	Awards/Merch	\$ 3,704
	Printing/Design	\$ 5,168
	Music	\$ 2,000
	CPA	\$ 2,615
	Miscellaneous	\$ 1,500
	Boerne Chamber dues	\$ 360
	Total Uses	\$ 33,861
	Difference	\$ 2,873