



Tourism and Visitors Bureau Advisory Board Meeting

Monday, June 29, 2020 @ 5:30 PM
City Hall Training Room, 298 W. Washington
(Use Columbia St. entrance)

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- I. CALL TO ORDER
II. HOTEL OCCUPANCY TAX FUND APPLICATION FOR 2020 COWBOY CAPITAL PRO RODEO
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III. HOTEL OCCUPANCY TAX FUNDS APPLICATION PHIL FIFER MEMORIAL ROPING
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IV. JULY 4TH CELEBRATION PLANS
V. IDEAS FOR MOO-LA'S 50TH BIRTHDAY
VI. ADJOURN

I certify that the above notice of the meeting was posted on the bulletin board at City Hall, 298 West Washington Street, Stephenville, Texas, at 5:00 p.m. on the 26 day of June, 2020, in accordance with Chapter 551, Government Code, Vernon's Texas Civil Statutes.

# 2020 TOURISM FUNDS APPLICATION

Stephenville Tourism & Visitor Bureau ★ 254.552.1222

**EVENT NAME:** Cowboy Capital Pro Rodeo

**Sponsor Organization or Business:** Cowboy Capital Pro Rodeo Association

**Status:**  **Non-Profit**  **For-Profit**

**Contact Person:** James Andre

**Email:** capitalhatters@yahoo.com

**Address:** P.O. Box 55, Stephenville, Texas 76401

**Phone:** 817-319-9229

**Tax ID#:** \_\_\_\_\_

**For STVB Use Only**

# Years Funded: \_\_\_\_\_

2018 Amount: \_\_\_\_\_

2017 Amount: \_\_\_\_\_

2016 Amount: \_\_\_\_\_

2015 Amount: \_\_\_\_\_

## EVENT DESCRIPTION

**Event Dates:** September 25, 26, & 27

**Event Hours (Start & End Time each day):** \_\_\_\_\_

**Location:** Lone Star Arena, City Park, Court House Square

### Description of Event:

Rodeo Heritage Week consisting of a Parade, Special Needs Rodeo, Children's Mutton Bustin', Pro Rodeo, Kick-Off Gala, and Fashion Show

**Is this an Annual Event that plans to remain in Stephenville?** yes

**How many years has the event been held?** 51

**Last year's estimated attendance (if applicable):**

**Entries/Registrants** 490 **Spectators** 8,000

**Last year's estimated hotel nights reserved and # of nights:** # Rooms 300+ # Nights 2-3

**Total attendance expected this year: same**

**Entries/Registrants** 500 **Spectators** 8,000

**Estimated hotel rooms that will be occupied and # of nights:** # Rooms 300+ # Nights 2-3

**Where do competitors/spectators come from?**

In the past we have had entries from Brazil, Canada and Australia. Majority are from all over the U.S., who bring families, friends. Most spectators are from Texas, Oklahoma and Louisiana.

**Are concessions available at event?**  **Yes**  **No** **If so, who provides them?** Lone Star Arena

**How many event staff work at the event?** 55 **# Local Hires** 15

**How many volunteers work the event?** 30

**How will the event be advertised/promoted?**

Paid advertising through newspaper, radio, flyers, social media, 51<sup>st</sup> annual caps and shirts.

**Amount Requested from STVB: \$** 20,000

**Please indicate how funds will be spent:**

Advertising and promotion of Stephenville's 51<sup>st</sup> Annual PRCA Rodeo



# 2020 TOURISM FUNDS APPLICATION

Stephenville Tourism & Visitor Bureau ★ 254.552.1222

**EVENT NAME:** Phil Fifer Memorial Roping

**Sponsor Organization or Business:** Ultimate Calf Roping

**Status:**  Non-Profit  For-Profit

**Contact Person:** Wayne Needham

**Email:** ucroping@gmail.com

**Address:** PO Box 8 Canyon, TX 79015

**Phone:** 806-349-3925 office / 806-681-1820 cell

**Tax ID#:** \_\_\_\_\_

<b>For STVB Use Only</b>
# Years Funded: _____
2019 Amount: _____
2018 Amount: _____
2017 Amount: _____
2016 Amount: _____

## EVENT DESCRIPTION

**Event Dates:** November 21 & 22, 2020

**Event Hours** (Start & End Time each day): 9:00 AM to 8:00 pm each day (estimate end time)

**Location:** Lone Star Arena

### Description of Event:

Tiedown Roping and Breakaway event. In 2020 we are proud to add a Junior Phil Fifer Roping as well.

We will be the last qualifier for the junior event to proceed to Las Vegas for their finals in December.

**Is this an Annual Event that plans to remain in Stephenville?** YES

**How many years has the event been held?** 2 years this will be the 3rd

**Last year's estimated attendance (if applicable):**

Entries/Registrants 642 entries Spectators 200

**Last year's estimated hotel nights reserved and # of nights:** # Rooms 100+ # Nights 2-3 nights

**Total attendance expected this year:**

Entries/Registrants 600-650 Spectators 200

**Estimated hotel rooms that will be occupied and # of nights:** # Rooms 100+ # Nights 2-3 nights

**Where do competitors and spectators come from?**

Mostly Texas, Oklahoma + New Mexico

**Are concessions available at event?**  Yes  No **If so, who provides them?** Lone Star Arena

**How many event staff work at the event?** 20 **# Local Hires** 5

**How many volunteers work the event?** 0

**How will the event be advertised/promoted?**

on UCR website and social media pages along with Cowboy Sports News.

The Cowboy Channel on Dish Network and Direct TV along with live streaming on their new app.

**Amount Requested from STVB: \$** 2000

**Please indicate how funds will be spent:**

Advertising, through social media and rodeo magazines. Possibly TV on the Cowboy Channel. We were advertised

on TV in 2019 and increased our entries.

**The above application for HOT funds received for the City of Stephenville, and the**



explanation of how such funds will be utilized, is true and accurate.

Authorized Signature W. ... [Signature]

Date Signed 6/13/20

**This Pre-Fund Analysis must be completely and accurately filled out and returned to the City of Stephenville, Attn: Tourism Office, 298 W. Washington St. Stephenville, Texas 76401, no later than ninety (90) days before the event/activity/facility. If the total amount of the HOT funds were not used or were not lawfully used, then those funds must be returned or repaid to the City of Stephenville.**

**The Post-Funding Analysis must be completed and returned to the City of Stephenville tourism office within 60 days of the event in order to be considered for future funding.**  
**Questions may be directed to the tourism office at (254) 552 - 1222 or email [tourism@stephenvilletx.gov](mailto:tourism@stephenvilletx.gov).**