

**Notice of Meeting for the
Convention and Visitors Bureau Advisory Board
of the City of Georgetown
October 27, 2020 at 3:30 PM
at Virtual**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Consistent with Governor Greg Abbott's suspension of various provisions of the Open Meetings Act, effective August 1, 2020 and until further notice, to reduce the chance of COVID-19 transmission, all City of Georgetown Advisory Board meetings will be held virtually. Public comment will be allowed via teleconference; no one will be allowed to appear in person.

To participate, please copy and paste the following weblink into your browser:

Weblink:

[https://georgetowntx.zoom.us/j/92665402296?](https://georgetowntx.zoom.us/j/92665402296?pwd=MmpxMlICbUNpdFVMdzlsTzJnZ3hKZz09)

pwd=MmpxMlICbUNpdFVMdzlsTzJnZ3hKZz09

Meeting ID: 926 6540 2296

Passcode: 456523

Dial by your location

+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 669 900 6833 US (San Jose)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

833 548 0276 US Toll-free

833 548 0282 US Toll-free

877 853 5257 US Toll-free

888 475 4499 US Toll-free

Meeting ID: 926 6540 2296

Passcode: 456523

Citizen comments are accepted in three different formats:

1 . Submit written comments to cari.miller@georgetown.org by noon on the date of the meeting and the Recording Secretary will

read your comments into the recording during the item that is being discussed.

2 . Log onto the meeting at the link above and “raise your hand” during the item

3. Use your home/mobile phone to call the toll-free number

To join a Zoom meeting, click on the link provided and join as an attendee. You will be asked to enter your name and email address (this is so we can identify you when you are called upon). To speak on an item, click on the “Raise your Hand” option at the bottom of the Zoom meeting webpage once that item has opened. When you are called upon by the Recording Secretary, your device will be remotely un-muted by the Administrator and you may speak for three minutes. Please state your name clearly, and when your time is over, your device will be muted again.

Use of profanity, threatening language, slanderous remarks or threats of harm are not allowed and will result in you being immediately removed from the meeting.

Regular Session

(This Regular Session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

A Welcome/Call to order – Karen Soeffker, CVB Board Chair

B Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Campus Crusade For Christ Conference – Cari Miller, Tourism Manager

Adjournment

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2020, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Convention and Visitors Bureau
October 27, 2020

SUBJECT:

Welcome/Call to order – Karen Soeffker, CVB Board Chair

ITEM SUMMARY:

Welcome/Call to order – Karen Soeffker, CVB Board Chair

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

City of Georgetown, Texas
Convention and Visitors Bureau
October 27, 2020

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Campus Crusade For Christ Conference – Cari Miller, Tourism Manager

ITEM SUMMARY:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Campus Crusade For Christ Conference – Cari Miller, Tourism Manager

FINANCIAL IMPACT:

Hotel Occupancy Tax funds are available

SUBMITTED BY:

Cari Miller

ATTACHMENTS:

Description		Type
	Campus Crusade for Christ Grant Application	Backup Material



Grant Application Form

Section 1: General Information

Cru Global Briefing 2021
Event/Meeting Name

CCC1 - Campus Crusade for Christ
Organization Name

100 Lake Hart Dr. Orlando FL 32832
Organization Address City State Zip

Erin Ingler / Brad Jankowski
Contact Name

442-223-0225
Contact Phone

erin@arrowheadconference.org
Contact Email

9/20/21 - 9/27/2021
Event Dates

Austin
Event Location/City

Section 2: Event Information/Classification

\$2,500
Total Dollar Amount Requested

225
Projected Attendance

589/120
Projected Hotel Rooms/Peak

Section 3: Event Description

Major donor meeting - Cru covers all lodging, breakfast, optional lunches, and dinner.

Section 4: Funds Use Description

Cru will use funds to offset costs of food and beverage at Sheraton.

SECTION 6: CERTIFICATION

I certify that the information contained in this grant application is complete and accurate, and that it fully discloses the scope and intent of my request for funding from the Georgetown Convention & Visitors Bureau Grant Program.

I agree to comply with the Georgetown CVB's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

I acknowledge that, if expenditure of funds is approved, such approval will be for transportation expenditures which must be adhered to within the maximum approved amount.

This application is made for the sole purpose of receiving grant funding under the Georgetown CVB Hotel Conference & Meeting Program.

The information contained in this grant application is true to the best of my knowledge and belief. I understand that it is unlawful for a person to willfully and knowingly make or cause to be made, or assist, conspire with or urge another to make or cause to be made, any false, fraudulent or misleading oral or written statement to obtain grant funds as provided by this program.

I accept and agree to be bound by the terms and conditions of this grant program as administered by the Georgetown CVB in compliance with current federal, state and local laws.

Blake Triplett

Applicant Name

Director of Hotel Sales

Title

Sherraton Austin Georgetown Hotel

Hotel Property

CCCI - Cru Global Briefing 2021

Organization / Event requesting Transportation Grant

Blake Triplett

Signature

10/19/2021

Date

Section 7: Grant Evaluation Criteria

The following criteria will be used to establish a priority for the awarding of grants. In the space provided, please type your answer to each question. Be as brief as possible.

- Why is this piece of business important to your hotel? Provide any other reasons why you are seeking grant funding for this business. (e.g. slow season, good peak, possible return in rotation cycle for future business, etc.)

Large amount of room nights + F+B revenue in a need month.

- How many total overnight stays will be generated from this meeting or event?

689 nights

- What other area(s) and/or hotel(s) are competing for this business?

luxury hotels in Austin
have stayed at Hyatt Resorts + Fairmonts in past

- Identify the amount of room revenue, as well as any other revenues generated. (e.g. food & beverage, free dining night out, rentals, etc.)

+ \$105,431 in room revenue = \$208,386 total
\$162,955 in F+B revenue

- What concessions, discount assistance have you already offered? Specify in-kind or dollar amount.

1/40 comp room
1 upgrade to Suite

M-12 Tu-20 W-80 Th-115	\$179	\$105,431
Room Block per Day	Room Rate	Room Revenue

Fri-120 Sat-120 Sun-120

Organization / Event Name: CCCI - Cru Global Briefing 2021

Please attach supporting documentation, including a Request for Proposal (RFP), area proposals, competition, etc. All applications will be evaluated by the Georgetown CVB. Once submitted, the awarding of a grant will be communicated to the property.

City of Georgetown, Texas
Convention and Visitors Bureau
October 27, 2020

SUBJECT:

Adjournment

ITEM SUMMARY:

Adjournment

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager