

**Notice of Meeting for the
Convention and Visitors Bureau Advisory Board
of the City of Georgetown
September 9, 2021 at 8:30 AM
at Visitors Center Conference Room, 103 W. 7th Street**

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.

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 regarding approval of the August 12, 2021, meeting minutes – Karen Soeffker, CVB Board Chair
- C UIL State Soccer Tournament Hotel Occupancy Tax Grant Follow-up Report Presentation – Cari Miller, Tourism Manager
- D Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Association of Student Financial Aid Administration (10/4/21-10/8/21) - Cari Miller, Tourism Manager
- E Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Radiological Society (2/21/23-2/27/23) - Cari Miller, Tourism Manager
- F Staff Report - Cari Miller, Tourism Manager

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 _____, 2021, 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
September 9, 2021

SUBJECT:

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

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

City of Georgetown, Texas
Convention and Visitors Bureau
September 9, 2021

SUBJECT:

Discussion and possible action regarding approval of the August 12, 2021, meeting minutes – Karen Soeffker, CVB Board Chair

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

City of Georgetown, Texas
Convention and Visitors Bureau
September 9, 2021

SUBJECT:

UIL State Soccer Tournament Hotel Occupancy Tax Grant Follow-up Report Presentation – Cari Miller,
Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

City of Georgetown, Texas
Convention and Visitors Bureau
September 9, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Association of Student Financial Aid Administration (10/4/21-10/8/21) - Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are Available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

	Description	Type
☐	Grant Application	Backup Material



Grant Application Form

Section 1: General Information

TASFAA Annual Conference 2021
Event/Meeting Name

Texas Association of Student Financial Aid Admin
Organization Name

5601 19th Street Lubbock TX 79407
Organization Address City State Zip

Danheels Ingram 214-648-3211 D.Ingram@UT
Contact Name Contact Phone Contact Email

*Southwestern
edu*

10/4/21 - 10/8/21 Austin area
Event Dates Event Location/City

Section 2: Event Information/Classification

\$ 2,300 300 300 / 100
Total Dollar Amount Requested Projected Attendance Projected Hotel Rooms/Peak

Section 3: Event Description

Training for college financial aid administrators

Section 4: Funds Use Description

offset meeting costs

Section 5: Reporting

Reports from hotel(s) must be submitted to the Georgetown Convention & Visitors Bureau no later than 15 working days after the event. These reports are subject to audit. Your final report must include actual hotel rooms consumed, estimated hotel tax collected, likelihood of return, and any other pertinent information.

Organization / Event Name: TASEFAA 2021

Please provide supporting narrative below:

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

Sheraton Austin Georgetown

Hotel Property

TASFAA

Organization / Event requesting Transportation Grant

Blake Triplett

Signature

8/18/21

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.)

2021 short term business

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

300

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

Austin area

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

\$44,700 rooms

\$50,000 F+B

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

Bonus Marriott Bonvoy points
10% off AU pricing

10/4	10/5	10/6	10/7	\$	\$
25	75	100	100	149	44,700
Room Block per Day				Room Rate	Room Revenue

Organization / Event Name: TASFAA 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.

x.07 =

3,129

x.75 =

2,346.75

City of Georgetown, Texas
Convention and Visitors Bureau
September 9, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Radiological Society (2/21/23-2/27/23) - Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are Available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

	Description	Type
☐	Grant Application	Backup Material



Grant Application Form

Section 1: General Information

Event/Meeting Name TRS Annual Meeting Feb 2023

Organization Name Texas Radiological Society

Organization Address 24165 I-10 Suite 217 City San Antonio TX State TX Zip 78757

Contact Name Michelle Ramsey - InFINITY Events Contact Phone *3rd Party* Contact Email michelle@infinityevents.com

Event Dates 2/21/23 - 2/27/23 Event Location/City Austin

Section 2: Event Information/Classification

Total Dollar Amount Requested \$2,500 Projected Attendance 180 Projected Hotel Rooms/Peak 400/155

Section 3: Event Description

training + professional development

Section 4: Funds Use Description

off set meeting costs

Section 5: Reporting

Reports from hotel(s) must be submitted to the Georgetown Convention & Visitors Bureau no later than 15 working days after the event. These reports are subject to audit. Your final report must include actual hotel rooms consumed, estimated hotel tax collected, likelihood of return, and any other pertinent information.

Organization / Event Name: IRS Annual 2023

Please provide supporting narrative below:

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

Sheraton Georgetown

Hotel Property

Texas Radiological Society (TRS)

Organization / Event requesting Transportation Grant

Blake Triplett

Signature

9/1/21

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.)

Good Revenue ☺

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

400

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

downtown Austin - think we are too far

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

\$67,600 Room
65,000 F+B

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

N/A

4/21	2/22	2/23	2/24	2/25	2/26		
3	15	110	155	110	1 = 400	\$ 169	67,600
Room Block per Day						Room Rate	Room Revenue

Organization / Event Name: TR5 Annual 2023

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.



x.07
 4,732
 x.75
 3,549

City of Georgetown, Texas
Convention and Visitors Bureau
September 9, 2021

SUBJECT:

Staff Report - Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager