PUBLIC NOTICE

AGENDA

LOCKHART CITY COUNCIL

May 7, 2024

CLARK LIBRARY ANNEX-COUNCIL CHAMBERS
217 SOUTH MAIN STREET, 3RD FLOOR
LOCKHART, TEXAS

6:30 P.M. **WORK SESSION (No Action)**

Work session will be held to receive briefings and to initially discuss all items contained on the Agenda posted for 7:30 p.m. Generally, this work session is to simplify issues as it relates to the agenda items. No vote will be taken on any issues discussed or reviewed during the work session except to the extent specifically authorized under the Texas Open Meetings Act.

DISCUSSION ONLY

A.	Presentation of proclamation declaring May 2024 as Motorcycle Awareness Month.	4
B.	Presentation by Guadalupe-Blanco River Authority (GBRA) regarding Carrizo Groundwater Supply Project.	5-14
C.	Discuss Hotel Occupancy Tax (HOT) allocations as recommended by the HOT Advisory Board for the 2024 funding year.	15-147
D.	Discuss City Council minutes of the July 18, 2023 meeting.	148-153
E.	Discuss selection of Connolly Architects & Consultants as the best qualified Architectural Services company to assist the City with upgrades at the Lockhart Animal Shelter, approving a professional services agreement, and appointing the City Manager to sign the agreement.	154-165
F.	Discuss proposal to assign a recently-annexed area to a City Council district and discuss Ordinance 2024-11, adopting revised City Council boundaries.	166-170
G.	Discuss conducting a Feasibility Study regarding the implementation of a Railroad Quiet Zone in the city limits by TRC, Inc., approving a professional services agreement with TRC, Inc., and authorizing the City Manager to sign the agreement if approved.	171-196
H.	Discuss Ordinance 2024-12 amending portions of the personnel policy Section 4-7, to add Juneteenth as holiday for City employees.	197-201

7:30 P.M. **REGULAR MEETING**

1. **CALL TO ORDER**

Mayor Lew White

2. INVOCATION, PLEDGE OF ALLEGIANCE

Invocation. Pledge of Allegiance to the United States and Texas flags.

3. PUBLIC COMMENT

The purpose of this item is to allow the public an opportunity to address the City Council on issues that are or are not on the agenda. No discussion can be carried out on the citizen/visitor comment about items not on the agenda. Comments are limited to three minutes per speaker.

4. DISCUSSION/ACTION ITEMS

A. Discussion and/or action regarding Hotel Occupancy Tax (HOT) allocations as recommended by the HOT Advisory Board for the 2024 funding year. **202-334**

B. Discussion and/or action regarding City Council minutes of the July 18, 2023 meeting. **335-340**

C. Discussion and/or action regarding selection of Connolly Architects & Consultants as the best qualified Architectural Services company to assist the City with upgrades at the Lockhart Animal Shelter, approving a professional services agreement, and appointing the City Manager to sign the agreement. **341-352**

D. Discussion and consideration of proposal to assign a recently-annexed area to a City Council district and discuss Ordinance 2024-11, adopting revised City Council boundaries. **353-357**

E. Discussion and/or action to consider conducting a Feasibility Study regarding the implementation of a Railroad Quiet Zone in the city limits by TRC, Inc., approving a professional services agreement with TRC, Inc., and authorizing the City Manager to sign the agreement if approved. **358-383**

F. Discussion and/or action regarding Ordinance 2024-12 amending portions of the personnel policy Section 4-7, to add Juneteenth as holiday for City employees. **384-388**

5. CITY MANAGER'S REPORT, PRESENTATION AND POSSIBLE ACTION

- May 21st Council Meeting - presentation by Rise Broadband regarding a new fiber connectivity project in Lockhart.
- Soccer Mini-Pitch update.
- San Jacinto elevated water storage tank repainting project update.
- City participation in the development of Caldwell County's Capital Improvement Plan update.
- Downtown Revitalization Project - sealed bids to be received on May 9th.

6. **COUNCIL AND STAFF COMMENTS - ITEMS OF COMMUNITY INTEREST**

7. **EXECUTIVE SESSION IN ACCORDANCE WITH THE PROVISIONS OF THE GOVERNMENT CODE, TITLE 5, SUBCHAPTER D, SECTION 551.071, PRIVATE CONSULTATION WITH ATTORNEY TO SEEK LEGAL ADVICE ABOUT MATTERS SUBJECT TO ATTORNEY/CLIENT PRIVILEGE ON A MATTER IN WHICH THE DUTY OF THE ATTORNEY TO THE GOVERNMENTAL BODY UNDER THE TEXAS DISCIPLINARY RULES OF PROFESSIONAL CONDUCT OF THE STATE BAR OF TEXAS CLEARLY CONFLICTS WITH TEXAS OPEN MEETING ACT.**

   A. Receive legal advice regarding possible sale of excess water rights.

8. **OPEN SESSION**

9. **ADJOURNMENT**

City Council shall have the right at anytime to seek legal advice in Executive Session from its Attorney on any agenda item, whether posted for Executive Session or not.

Posted on the bulletin board in the Municipal Building, 308 West San Antonio Street, Lockhart, Texas, on the 3rd day of May, 2024 at 3:15 p.m.

Proclamation

WHEREAS, May marks the beginning of riding season for many motorcyclists in America. It is also Motorcycle Safety Awareness Month. The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), Miss Lilly's Bikers, Lilly's Bar and Grill, and Skip's Cycle Shop remind all motorists that Motorcyclist's Safety Is Everyone's Safety; and

WHEREAS, Motorcycle safety is an ongoing responsibility for all road users. By consistently following safe driving and riding practices, motorists can help reduce the number of motorcyclist fatalities on America's roads; and

WHEREAS, Today, Texas roads have about 438,551 motorcycles registered in the state. And despite the many campaigns to improve safety and encourage people to look out for motorcyclists, there are still plenty of motorcycle accidents; and

WHEREAS, Lockhart has a unique relationship with the local Biker community. For the past 17 plus years Miss Lilly's Bikers have been hosting a charity event called The Annual Miss Lilly's Toy Run. This event raises thousands of dollars each year to support Lilly's annual Children's Christmas Party which is now in its 60th year. This event brings Bikers from around central Texas and out of state, to enjoy a ride through the beautiful countryside, visit a few local businesses and enjoy a fun live auction. These same Bikers return throughout the year to visit more of our local businesses and events; and

WHEREAS, The local Biker community also works to help many other local charities, hosts music events and more; and

WHEREAS, The following are safe driving and riding practices that vehicle drivers and motorcyclists alike — should follow to help reduce the number of fatalities and injuries on America's roadways: observe all traffic laws and always obey the speed limit; drive and ride alcohol- and drug-free; avoid distractions while driving or riding; yield to motorcyclists, especially while turning at intersections; and motorcyclists should wear high-visibility protective gear and DOT-compliant motorcycle helmets; and

WHEREAS, During Motorcycle Safety Awareness Month — and every month — motorcycle riders should commit to adopting and promoting safe driving and riding practices. Everyone can work towards a secure environment for motorcycle riders and all other motorists; and

We can all stay safe if we stay alert and work together.

NOW, THEREFORE, I, Lew White, by the authority vested in me as Mayor of the City of Lockhart, Texas, do hereby proclaim

May 2024
as
"Motorcycle Awareness Month"

IN TESTIMONY WHEREOF, I have hereto set my hand and caused to be affixed the Seal of the City of Lockhart, Texas, this the 7th day of May, 2024.

CITY OF LOCKHART

Lew White
Mayor

ATTEST:

Julie Bowermon
City Secretary

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Presentation by Guadalupe-Blanco River Authority (GBRA) regarding Carrizo Groundwater Supply Project.

ORIGINATING DEPARTMENT AND CONTACT: Public Works - Sean Kelley

ACTION REQUESTED: Other

BACKGROUND/SUMMARY/DISCUSSION: Presentation by GBRA updating the progress of the Carrizo Groundwater Supply Project.

PROJECT SCHEDULE (if applicable): N/A

AMOUNT & SOURCE OF FUNDING:
Funds Required:
Account Number:
Funds Available:
Account Name:

FISCAL NOTE (if applicable):

PREVIOUS COUNCIL ACTION: N/A

COMMITTEE/BOARD/COMMISSION ACTION: N/A

STAFF RECOMMENDATION/REQUESTED MOTION: N/A

LIST OF SUPPORTING DOCUMENTS: Lockhart-GBRA CGSP Update (5-7-24)

Carrizo Water Supply Program Participants

GBRA Customers

New Braunfels Utilities (8k AF/yr)
City of Lockhart (3k AF/yr)
Goforth SUD (4k AF/yr)
TOTAL – 15k AF/yr uniform

ARWA Customers

San Marcos
Buda
Kyle
County Line SUD (CRWA)
Crystal Clear SUD (CRWA)
Green Valley SUD (CRWA)
TOTAL – 15k AF/yr w/ peaking

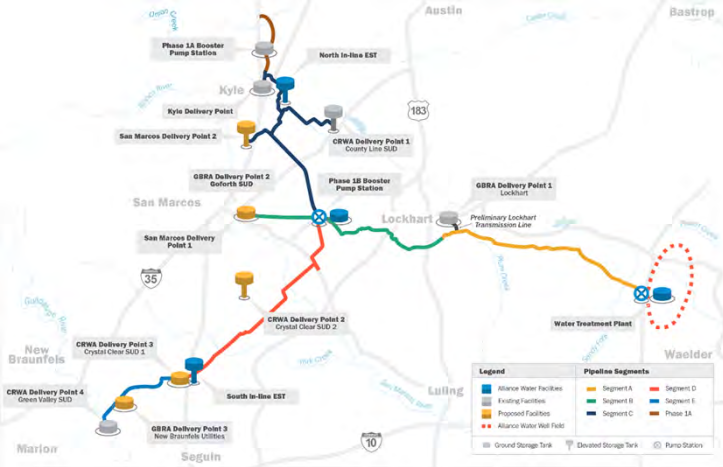
GBRA
Guadalupe-Blanco River Authority

GBRA.ORG

CGSP Program Update

- GBRA Wells: Weisinger (Complete)
- GBRA Surface Facilities: SJ Louis
- WTP: Archer-Western
- Segment A: Garney
- BPS: MWH Contractors
- Segment B: Garney
- Segment D: SJ Louis
- Segment E: Garney
- SMWTP Improvements: Archer-Western
- Lockhart Tank: Champion Tank (Complete)
- Integration Pipelines: M5
- South In-Line Tank: Landmark

Color Key:
GBRA-Led Project
ARWA-Led Project
San Marcos-Led Project



GBRA.ORG

CGSP Program Update

Raw Water Status:

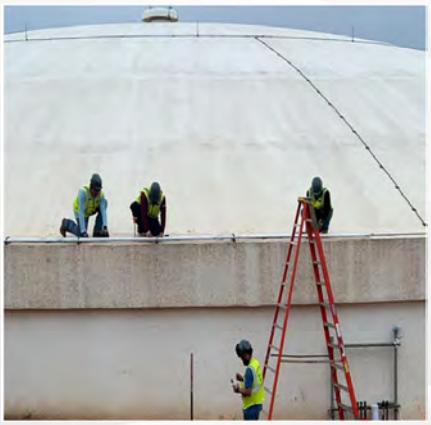
- Pipeline complete
- All pumps and motors installed.
- 4 of 7 tested and complete
- Ongoing performance tests through May

GBRA
Guadalupe-Blanco River Authority

CGSP WTP and BPS Construction Status

WTP
- Continued installation of electrical conduit at HSPS and Filter Complex.
- Continue installation of HVAC equipment
- Concrete paving placement and entrance road installation.
- Security system installation

BPS
- Completed driveway
- Continued pulling wire at electrical buildings and generator
- Completed generator load test
- Ongoing site grading



Coordinating with GBRA operations for equipment testing and commissioning

GBRA Guadalupe-Blanco River Authority

CGSP Pipeline Construction Status

Pipeline Segment	Length (mi)	% ROW Cleared	% Pipeline Installed	Tunnels Installed
GBRA Raw Water	5	100%	100%	3 of 3
Segment A	17	100%	100%	15 of 15
Segment B	16	100%	100%	25 of 25
Segment D	19	100%	99%	18 of 18
Segment E1	6	100%	77%	10 of 10
Delivery Point Pipelines	1	100%	100%	1 of 1

GBRA Guadalupe-Blanco River Authority

San Marcos WTP Improvements

GBRA
Guadalupe-Blanco River Authority

Schedule Update (As of 4/19/2024)

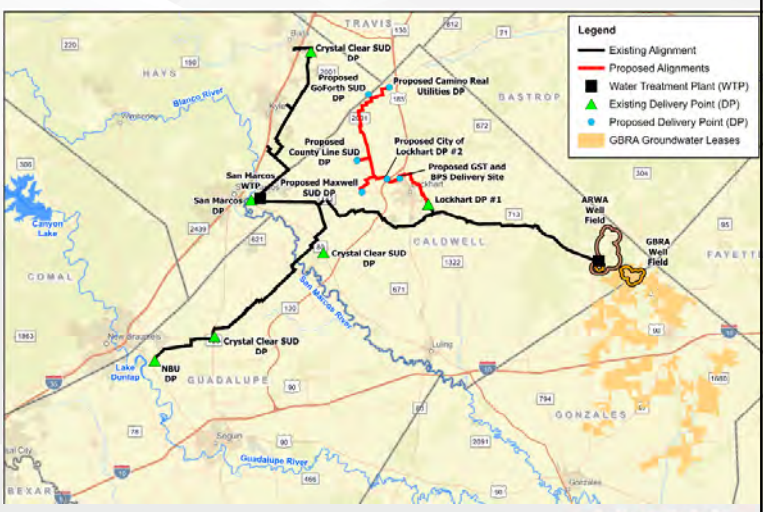
Project Component	Anticipated Start Date	Substantial Completion
Well Field	N/A	Completed
Raw Water	7/19/2021	4/18/2024
WTP	7/16/2021	7/1/2024
Segment A	11/17/2021	2/7/2024
Segment B	1/27/2022	4/19/2024
Maxwell BPS	10/25/2021	4/30/2024
Segment D	12/1/2022	5/6/2024
Segment E1	1/15/2023	5/6/2024
Integration Facilities	2/24/2022	9/30/2023 *
SM HSPS	2/8/2022	5/13/2024
Inline Tanks	2/15/2023	5/21/2024

GBRA
Guadalupe-Blanco River Authority

GBRA.ORG

CGSP Expansion Participants

Maxwell SUD (1,500 AF/yr)
County Line SUD (2,419 AF/yr)
Goforth SUD (2,419 AF/yr)
Camino Real Utilities (2,419 AF/yr)
TOTAL – 8,757 AF/yr uniform



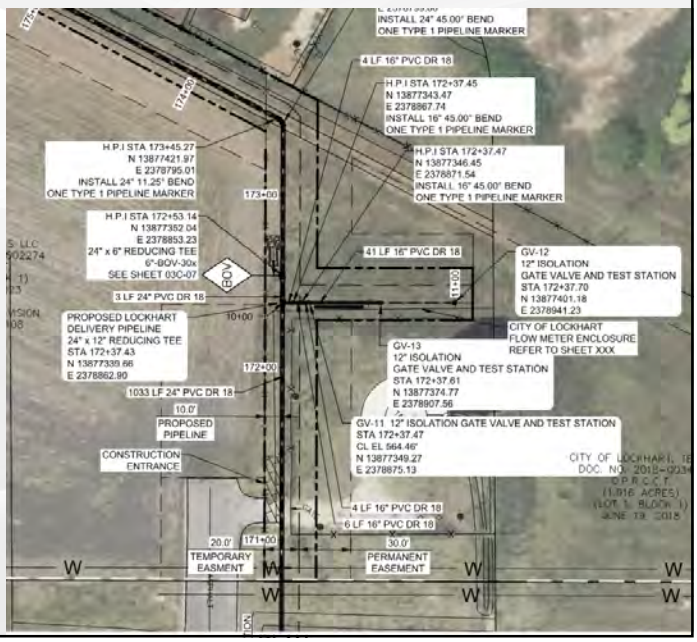
GBRA.ORG

CGSP TX-130 Expansion

Projects
- Eastern Pipeline
- Booster Pump Station
- Northern Pipeline
- Wellfield Expansion
- WTP Expansion

Pipeline & BPS Schedule
- In final design
- Easement acquisition ongoing - 60 parcels
- Bid project early 2025
- Construction complete in 2026

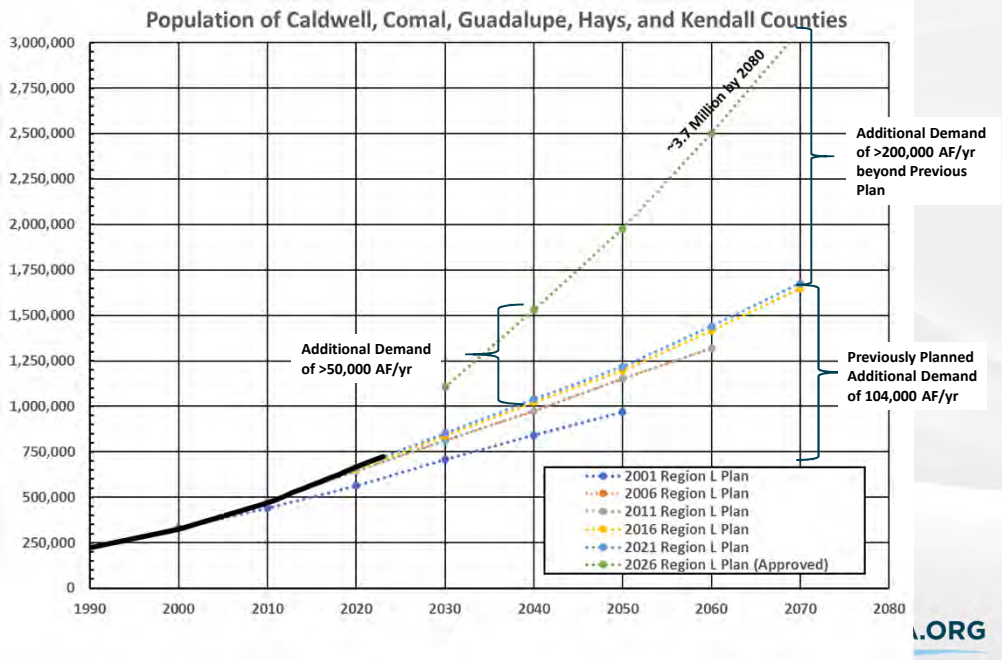
WTP & WF Schedule
- Planning
- Bid projects mid 2025
- Construction complete in early 2027



GBRA
Guadalupe-Blanco River Authority

WaterSECURE Initiative
May 2024

Changes in Population Projections



GBRA
Guadalupe-Blanco River Authority

GBRA.ORG

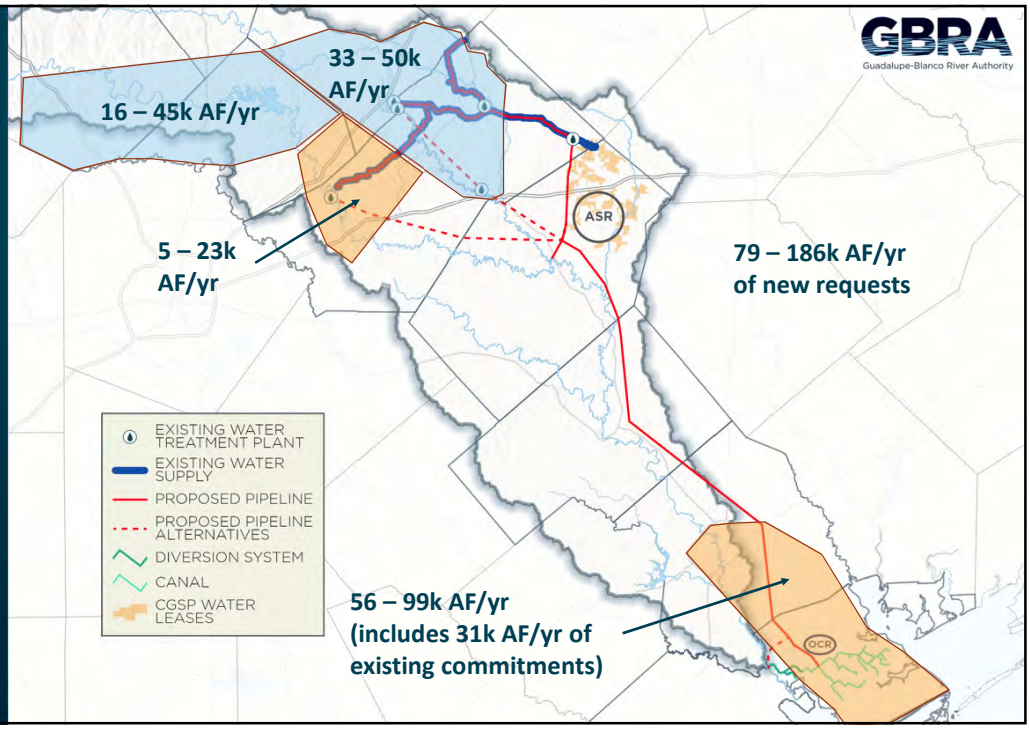
WaterSECURE Activities

- Early Discussions with Municipal Utilities (25)
- Contracted with Black & Veatch for Feasibility Study
  - Entity Engagement Meetings (Completed all 25 by Mar. 1)
    - Need, Timing, Location, Raw vs Treated
  - Developed ~7 Scenarios, Narrowed to 2
    - Routing and sizing of infrastructure
  - GIS-Based Platform
- HDR Support:
  - ASR Well Field Feasibility/Siting/Sizing
  - Firm Supply Assessment

GBRA
Guadalupe-Blanco River Authority

GBRA.ORG

WaterSECURE Demand Centers



GBRA
Guadalupe-Blanco River Authority

WaterSECURE Timeline

Feb 2024	Wrap Up Meetings & Define Scenarios
May 2024	Results and 2nd Round of Utility Engagement
July 2024	Refinement; Detailed Costs
2024 Q4	Utility Engagement
2025 Q1	Water Supply Agreements
2025 Q2	SWIFT Funding & Program Manager
2025 Q3	Initiate Designs
2026 Q4	Final Design & Bidding
~2032	WaterSECURE online

GBRA
Guadalupe-Blanco River Authority

GBRA.ORG

GBRA
Guadalupe-Blanco River Authority
Your Trusted
Water Resource
GBRA.ORG

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discuss Hotel Occupancy Tax (HOT) allocations as recommended by the HOT Advisory Board for the 2024 funding year.

ORIGINATING DEPARTMENT AND CONTACT: Finance - Joseph Resendez

ACTION REQUESTED: Direction

BACKGROUND/SUMMARY/DISCUSSION: On May 3, 2024, the Hotel Occupancy Tax (HOT) Advisory Board met to review and discuss Hotel Tax funding applications for FYE 2024. The City of Lockhart collects a 7% Hotel Occupancy Tax from hotels, bed & breakfasts, and other lodging facilities. The revenue from the HOT fund may be used only to directly promote tourism and the hotel and convention industry. The Funding Application Form provides applicants the specific eligible uses of HOT funds under state law requirements, outlines city policy, and provides guidance on the priority uses for Hotel Tax funds. A copy of this form is attached for reference.

This funding cycle, the City received eight applications from six organizations. The total amount requested was $285,000. This is an increase of $120,000 over the amount requested in FYE 2023. Applicants were recommended to make presentations to the Board. The following five organizations made formal presentations: Caldwell County Jail Museum, Gaslight-Baker Theatre, Greater Caldwell County Hispanic Chamber of Commerce, Lockhart Chamber of Commerce, and Troubador Image + Sound.

After discussion and consideration, the HOT Advisory Board submits a proposed funding allocation of $222,500 for FYE 2024 to Council for review and final approval. The Board funding proposal presents a balanced allocation that provides funding for two new applicants, Rach & Rhodes Presents and Troubador Image + Sound, while providing continued financial support to existing events and ongoing historical restoration and preservation projects.

Also attached are the FYE 2024 Application Funding Chart providing the HOT Advisory Board's detailed funding recommendations and the previous year's allocation history, and the submitted Funding Applications for review.

PROJECT SCHEDULE (if applicable):

AMOUNT & SOURCE OF FUNDING:
Funds Required: $222,500
Account Number: 220-5199-2XX-00
Funds Available: $190,323
Account Name: HOTEL/MOTEL EXPENDITURES

FISCAL NOTE (if applicable): Two quarters of revenue collections remain in FYE 2024.

PREVIOUS COUNCIL ACTION:

COMMITTEE/BOARD/COMMISSION ACTION:

STAFF RECOMMENDATION/REQUESTED MOTION: Staff request direction from the Council for the allocation of HOT funds.

LIST OF SUPPORTING DOCUMENTS: FYE 2024 - HOT Use Application Form, FYE 2024 - HOT Board Approved - Application Funding Chart, FYE 2024 - HOT Funding Applications

FUNDING APPLICATION FORM

HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW

State Law: By law of the State of Texas, the City of Lockhart collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;

b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:

1. the commercial center of the city;
2. a convention center in the city;

3. other hotels in or near the city; or
4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

City Policy: The City of Lockhart accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted by the official application**.** The application will be reviewed by the City of Lockhart's HOT Advisory Board at a regularly scheduled meeting. The applicant may choose to be present at the meeting to answer any questions regarding the application.

Based on the application, the City of Lockhart's HOT Advisory Board will make a recommendation to the City Council. The City Council will make the final decision on your request.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to the City of Lockhart. Events can prove this potential to generate overnight visitors by:

a) **historic information on the number of room nights used during previous years of the same events**;

b) **current information on the size of a room block that has been reserved at area hotels** to accommodate anticipated overnight guests attending the funded event;

c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources**; and/or

d) **examples of the planned marketing of the programs and activities that will likelygenerate overnight visitors** to local lodging properties from this event.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

HOTEL OCCUPANCY TAX (HOT)
APPLICATION FUNDING CHART
FYE 2024

Organization (Alphabetical)	(A) Convention Center or visitor's center	(B) Registration of Convention Delegates	(C) Advertisting, Solicitations, Promotional programs to attract tourists and convention delegates.	(D) Promotion of the Arts that directly enhance tourism and the hotel & convention industry. (limit 15% budget)***	(E) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs. (limit 15% budget)***	(F) Expenses including promotional expenses, directly related to sporting events.	(G) Funding transportation systems for transporting tourists from hotel to any of the following: 1) commercial center; 2) convention center; 3) other hotels; and 4) tourist attractions.	(H) Signage directing tourists to sights and attractions that are frequently visited by hotel guests in the municipality	TOTAL REQUESTED FUNDING FYE 2024	PRIOR YEAR ALLOCATIONS FYE 2023	BOARD APPROVED ALLOCATIONS FYE 2024
				$37,350	$37,350						
Caldwell County Jail Museum & Visitors Center (NP)*					$ 15,000				$ 15,000	$ 17,000	$ 15,000
Gaslight-Baker Theater (NP)					$ 15,000				$ 15,000	$ 15,000	$ 15,000
Hispanic Chamber of Commerce (NP) Cinco de Mayo Festival			$ 5,000	$ 15,000					$ 20,000	$ 10,000	$ 20,000
Hispanic Chamber of Commerce (NP) Diez y Seis Festival			$ 5,000	$ 15,000					$ 20,000	$ 10,000	$ 20,000
Lockhart Chamber of Commerce (NP) Chisholm Trail Roundup, Rodeo, & Festival			$ 30,000			$ 30,000			$ 75,000	$ 65,000	$ 60,000
Lockhart Chamber of Commerce (NP) Visitor's Bureau & Information Center	$ 48,000		$ 29,500						$ 115,000	$ 55,000	$ 77,500
Rach & Rhodes Presents (FP) Courthouse Nights**			$ 10,000						$ 20,000	$ -	$ 10,000
Troubador Image + Sound (NP) 78644 Podcast			$ 5,000						$ 5,000	$ -	$ 5,000
	$ 48,000	**$ -**	**$ 84,500**	**$ 30,000**	**$ 30,000**	**$ 30,000**	**$ -**	**$ -**	**$ 285,000**	**$ 172,000**	**$ 222,500**

CURRENT HOT FUNDS AVAILABLE: $ 190,000

PROJECTED FYE 2024 YEAR-END HOT FUNDS AVAILABLE: $ 249,000

***Abbreviations:** Non-Profit (NP) | For-Profit (FP) - as stated on application.

**Currently receive $2,000 in reimbursement contributions from the City's General Fund for portable restrooms.

***Limit of 15% based on projected FYE 2024 available fund balance ($249,000). This amount represents the absolute maximum cap.

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

CALDWELL COUNTY JAIL MUSEUM & VISITORS CENTER

Application

Date: 4/15/2024 (for 2024)

Organization Information

Name of Organization: Caldwell County Historic Jail Museum & Visitors Center
(Operated by: Caldwell County Historical Commission)

Address: 315 East Market Street **(Mailing Address: PO Box 1419)**

City, State, Zip: Lockhart, TX 78644

Contact Name: Coyle Buhler, Chair Contact Phone Number: 512-376-8636

Web Site Address for Event or Sponsoring Entity: http://caldwellcountyhistoricalcommission.org/home.html
(https://m.facebook.com/CaldwellCountyHistorical Commission/)

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-0750132

Entity's Creation Date: 1974

Purpose of your organization: **Heritage Tourism.** Strategically located and highly visible, the historic Jail Museum & Visitors Center will attract, entertain and educate over **2,250** tourists and visitors throughout a typical non-pandemic year with tourism-related information, public interpretive exhibits, outreach programs and special events. The historic 1909 Caldwell County Jail building is fully open to the traveling public and a tremendous tourist attraction alone. To promote local heritage tourism, the historic Jail Museum collects, identifies, and preserves historical material pertaining to the rich history of Lockhart, Caldwell County, and its residents. The Jail Museum & Visitors Center collection consists of the historic jail building, local area relevant historic artifacts, photographs, books, documents and maps. The Jail Museum & Visitors Center is operated by the Caldwell County Historical Commission.

Event Information

Name of Event or Project: Caldwell County Historic Jail Museum & Visitors Center

Date of Event or Project: 1/1/2024-12/31/2024

Primary Location of Event or Project: 315 East Market Street, Lockhart, TX 78644

Amount Requested: $ 15,000

How will the funds be used: The funds will be used consistent with Chapter 351 (e) of the Texas Tax Code. This includes historical restoration, preservation and maintenance activities and advertising, conducting solicitations and promotional programs to encourage tourists and convention delegates to

visit preserved historic sites or museums. The funds will be used to preserve, repair, restore and maintain the historic Museum structure and historic materials exhibited. Also, the funds will be used for heritage-tourism related advertizing and informational materials (See attach budget). In addition on weekends, using other donated funds, when the Chambers of Commerce and many other points of interest may be closed, the Jail Museum & Visitors Center will support the community tourism-related efforts as a visible tourist attraction, providing brochures and other local information to visiting tourists. The historic Jail Museum & Visitors Center **does not** intend to replace, but augment, the one primary designated visitors center for the City of Lockhart. HOT funds **will not** be used for visitor center direct operating expenses.

Primary Purpose of Funded Activity/Facility: **Preserve and maintain the historic Jail Museum and promote Heritage Tourism. Approximately 90% of the expected over 2,250 registered weekend visitors in a typical non-pandemic year are tourists from outside Caldwell County.** In the past, the Jail Museum & Visitors Center has hosted registered visitors from **219 different Texas cities** and **45 different states**. Also, the Jail Museum & Visitors Center has hosted international tourists representing over **55 foreign countries.** The Jail Museum & Visitors Center is a community non-profit operation supported by many dedicated volunteers. The vast majority of support activities for the Jail Museum & Visitor Center are performed by unpaid volunteers. Over **1,582 registered hours of volunteer work** were documented in the past year. A docent is on duty to welcome and inform all guests during hours of public operation. The requested HOT funds will **NOT** be used to offset the cost of docent related activities or direct visitor center operating expenses. The HOT funds will be used to preserve, repair, restore, protect and maintain the historic Museum structure and historic materials exhibited. Also, the funds will be used for Lockhart historical tourism-related promotional materials (consistent with Chapter 351 (e) of the Texas Tax Code).

Percentage of Hotel Tax Support of Related Costs: "Costs" are only event-related (see attached budget)

49.6 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

76.4 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event (Consistent with Chapter 351 (e) of the Texas Tax Code)

0 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event (Funds are not used for Museum Docent activities – all maintenance is by contract labor)

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, **operation**, and maintenance of convention center facilities or **visitor information centers**, or both. Amount requested under this category: $ **-0.00- [see Item (e) below].** ◆

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $_____

☒ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums**. Amount requested under this category: **$ 15,000**

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 40 (Started In 1983)

2. Expected Attendance: Over 2,250

3. How many people attending the Event or Project will use City of Lockhart hotels? ?
   Number of the people many nights will they stay: ?

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No. Very seldom does an out-of-town visitor book lodging in advance just to visit only a museum or visitors center. But, many of the visitors to the Jail Museum & Visitors Center come exclusively to witness, learn and discover the rich history of Lockhart and Caldwell County. While doing so, the visitors are directed by the Jail Museum Docent to local lodging, restaurants, and many other points of interest in the area. **Consistently, over 90% of the registered weekend visitors are from outside Caldwell County and are ideal prospects for over-night lodging. Many are from another state, or another country, and in need of lodging. The Jail Museum & Visitor Center is open with comprehensive visitor information on the weekend, when many other tourist information locations are closed.**

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
2023	$ 17,000.00	?
2022	$ 5,000.00	?
2021	$ 4000.00	?
2020	$ -0.00-	?

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? The Jail Museum & Visitors Center attempts to register each and every visitor. Approximately 15%-30% refuse or fail to register. We will attempt to obtain the visitor over-night lodging statistical information.

7. Please list other organization, government entities, and grants that have offered financial support to your project: The Jail Museum & Visitors Center is a community non-profit operation supported by many dedicated volunteers and donors. It depends on and appreciates all donations, both large and small. Excluding HOT funds, last year's donations were well below the costs of maintaining the building. The Jail Museum would have suffered a large net loss. Caldwell County supports the Jail Museum & Visitors Center by providing the historic jail building with periodic minor maintenance at no cost. In addition, Caldwell County has provided a total of $4,000 cash over the past five years to supplement operating costs. In addition, for many years in the Fall, typically approximately **400 additional visitors** would come to Lockhart from around central Texas to the very popular and successful "Speaking of the Dead: Intriguing Stories of the Past". It is a twilight and after-dark historical adventure fund raiser, where visitors meet many "Kindred Spirits" that have "come back from the grave" to tell their personal stories about the historic Lockhart area. The Caldwell County Historical Commission sponsors this Jail Museum & Visitors Center outreach to raise donated funds for the benefit of the Jail Museum & Visitors Center preservation expenses. This out-reach program brings many additional tourists to Lockhart and has been the primary fund-raising activity to fund the Jail Museum & Visitor Center operations and preservation budget. The last such event was in late August of 2022 when visitors were entertained by four "Speaking of the Dead" performances indoors at the Gaslight-Baker Theater.

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
A donation of $5 for adults and $3 for children is suggested for a tour of the Museum exhibits and upper floors containing the historic jail cells. There has **not** been a Visitor Center annual operating funds surplus since beginning operations. We depend on outside donations.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet: The Jail Museum & Visitors Center does not have funds to engage in paid heritage promotions, unless provided through HOT funding.

Newspaper:	$ PSAs
Radio:	$
TV:	$ PSAs
Other Paid Advertising:	$ 1,802.79 (2022) & 471.27 (2023)

Number of Press Releases to Media: 24 (2022 & 2023)

Number Direct Mailings & Emailing to out-of-town recipients: 5,394 (2022 & 2023)

Other Promotions: As mentioned in #7 above, in many past years, typically over **400 additional visitors** have come to Lockhart from around central Texas to the very popular and successful **"Speaking of the Dead: Intriguing Stories of the Past"**. In addition, to promote and publicize local attractions to tourists from outside of Lockhart, the historic jail building has been made available to **multiple film groups** and to **paranormal groups** that conducted experiments in an attempt to detect any "ghosts" or "spirits". They also produce and host widely viewed **internet videos** and **podcasts**. We have continued to be featured on **"Day Tripper"** television program. The Jail Museum & Visitors Center has been featured in numerous publications, including the ***Texas Hill Country Magazine***. Annually, volunteers conduct several weekday **educational tours** for K-12 and university classes, Boy Scout troops, and Chamber of Commerce **bus tours**. In the past, the Jail Museum & Visitors Center has participated in a local homes tour conducted by a local service sorority. These out-reach programs bring many additional tourists and visitors to Lockhart. The Museum distributes **promotional brochures** to museums and towns throughout Texas for redistribution.

10. Will you include a link to local hotels on your website for booking during this event?
Yes, if authorized and provided.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? ___
We will promote any special rates offered by local lodging through existing platforms.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event? We will include local lodging info on existing platforms and with in-house displays of provided materials and information.

13. What geographic areas does your advertising and promotion reach: **Worldwide**, through the internet. As an example, groups from Australia and Oregon came to Lockhart exclusively to visit the Lockhart Cemetery, Jail Museum, and area historic sites on family heritage trips. The Jail Museum & Visitor Center aided in the visitors' trip planning, research and coordination. All was completed both via internet and in-person at the Jail Museum & Visitor Center. In the past, the Jail Museum & Visitors Center has hosted and registered visitors from **219 different Texas towns and cities, 45 different states, and 55 foreign countries.**

14. How many individuals will your proposed marketing reach who are located in another city or county? Over 2,000 in-person (90% based on 2023 stats) and 1000's via the internet & direct mail

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):
    Expected Attendance Monthly/Annually: Over 2,250/ distributed fairly equally over the year.
    Percentage of those in attendance that are staying at area hotels/lodging facilities: ? %
    Note: Consistently, over 85% of the registered weekend visitors to the Jail Museum & Visitors Center are from outside Caldwell County and ideal prospects for local over-night lodging. We do not have any current data as to the number or percent that are staying in local lodging facilities.

Please Submit To:

City of Lockhart HOT Advisory Board

c/o Finance Department

P.O. Box 239

Lockhart, TX 78644

HISTORIC CALDWELL COUNTY JAIL MUSEUM
&
VISITORS CENTER

HERITAGE TOURISM

PROPOSAL

HISTORIC CALDWELL COUNTY JAIL MUSEUM
&
VISITORS CENTER
Lockhart, Texas

Operated by
CALDWELL COUNTY
HISTORICAL COMMISSION

MISSION STATEMENTS OF THE HISTORIC CALDWELL COUNTY JAIL MUSEUM & VISITORS CENTER

Located in the City of Lockhart, the mission of the Historic Caldwell County Jail Museum & Visitors Center is to promote heritage tourism for the economic benefit of Lockhart and surrounding Caldwell County, by preserving, exhibiting and sponsoring the recorded and material history of the area.

Strategically located and highly visible, the Jail Museum & Visitors Center will attract, entertain and educate over 2,250 tourists and visitors throughout a typical non-pandemic year with tourist-related information, public interpretive exhibits, outreach programs and special events.

On weekends, when most other visitor centers and many other points of interest are closed, the Jail Museum & Visitors Center will support the community tourist-related efforts as a visible tourist attraction, providing brochures and other local information to visiting tourists. The Jail Museum & Visitors Center will augment, not replace, the City's primary visitors center.

The Jail Museum will collect, identify, and preserve historical material pertaining to the rich history of Lockhart, Caldwell County, and its residents and visitors. The Jail Museum collection will consist of the historic jail building, local area relevant historic artifacts, photographs, books, documents and maps.

REQUEST FOR A HOTEL OCCUPANCY TAX FUND ALLOCATION

We respectfully request an amount of $15,000 from the prospective allocation of the Hotel Occupancy Tax Fund. This money will be allocated exclusively to preserve, repair, restore and maintain the historic Museum structure and historic materials exhibited. Also, the funds will be used to promote heritage-tourism related advertizing and informational materials consistent with Chapter 351 (e) of the Texas Tax Code.

HISTORIC CALDWELL COUNTY JAIL MUSEUM
&
VISITORS CENTER
Lockhart, Texas

Operated by
CALDWELL COUNTY HISTORICAL COMMISSION

Annual Funds Recap: Over the past year, the Historic Caldwell County Jail Museum & Visitor Center received **$17,000** funding from the City's annual Hotel Occupancy Tax Fund distribution. **Thank You!** A total distribution of **$15,000** is anticipated and requested for the coming year. **The total amount received from the Hotel Occupancy Tax Fund distribution will be used to partially off-set the expense to preserve, repair, restore, maintain and promote the historic Museum structure, its historical exhibits, and promote local heritage-tourism.** The Jail Museum & Visitor Center is a community non-profit operation.

HOT Fund Allocation Request: The Jail Museum & Visitor Center total operating expenses for **2024** are budgeted at **$30,250** for the upcoming fiscal year (budget attached). The building preservation/restoration/repairs and advertizing/promotional HOT qualifying expenses budgeted for the year total **$23,100**. Any short-fall in the overall Jail Museum & Visitors Center annual operating budget must be made-up from donations and year-round fund raising activities.

For the coming fiscal year, we respectfully request $15,000 from the Hotel Occupancy Tax Fund distribution. This money will be allocated consistent with Chapter 351(e) of the Texas Tax Code. This requested distribution would help overcome pandemic and weather related short-falls in fund raising for building restoration, preservation, maintenance, and the promotion of heritage-tourism.

Jail Museum & Visitors Center Tourism Benefits: The Lockhart area history and heritage are its greatest assets. The Jail Museum & Visitors Center stands tall as a strategically located and highly visible focal point for weekend tourists and visitors to Lockhart. As conditions and precautions allow, the Visitors Center will be open every weekend when most tourists are in the area. It will be open on Saturdays and Sundays, when many other local tourist information locations are closed. Also, many times volunteers are able to accommodate special requests for tours during the week. The Jail Museum & Visitors Center operation interacts with a large variety of groups of tourists and local public throughout the year.

In a typical year, the Museum & Visitors Center receives over 2,000 registered guests. Over 90% of our registered weekend visitors were tourists from outside the Lockhart area. In the past, the Visitors Center has hosted visitors from over **200** different Texas towns and **45** different states, including as far-away as Alaska and Connecticut. Also, the Visitors Center has hosted international tourists representing over **55** foreign countries (including: Japan, South Korea, China, Russia, Philippines, Singapore, Indonesia, Australia, New Zealand, India, Bangladesh, Ukraine, Russia, Germany, Denmark, Sweden, Finland, Turkey, Greece, Hungary, France, Italy, Spain, Israel, England, Scotland, Ireland, Kenya, Nigeria, Argentina, Venezuela, Colombia, Ecuador, Nicaragua, Guatemala, Barbados, Puerto Rico, Jamaica, Mexico and Canada).

To promote and publicize local attractions to tourists from outside of Lockhart, the historic jail building has been made available to multiple film groups and to paranormal podcast groups that conducted experiments in an attempt to detect any "ghosts". We have continued to be featured on the "Day Tripper" television program and the *Texas Hill Country Magazine*. Every time the Jail Museum is featured, Lockhart and the Jail Museum & Visitors Center receive a great response with increased out-of-town visitors. To promote and publicize local attractions year-round to tourists and visitors already in Lockhart, the Jail Museum Visitors Center will continue to distribute appropriate local tourism brochures made available to us by various groups.

Jail Museum & Visitors Center Heritage Tourism Outreach: For many years, in the early Fall, typically over 400 additional visitors come to Lockhart from around central Texas to the very popular and successful "Speaking of the Dead: Intriguing Stories of Lockhart Past". It is a twilight and after-dark historical adventure, where visitors meet many "Kindred Spirits" that have "come back from the grave" to tell their personal stories about the historic Lockhart area. The Caldwell County Historical Commission sponsors this historical tourism outreach for the benefit for the Jail Museum & Visitors Center. It brings many additional tourists to Lockhart and is the primary fund-raising activity for the Jail Museum & Visitors Center. In late August 2022, over 300 visitors were entertained by four "Speaking of the Dead" performances, at an indoor fund raiser in the Gaslight-Baker Theater.

Volunteer Support Activities: The Jail Museum & Visitors Center is a community non-profit operation supported by many dedicated volunteers. It depends on and appreciates all donations, both large and small. The vast majority of support activities for the Jail Museum & Visitor Center are performed by unpaid volunteers outside the posted hours of public operation. Over **1,582** volunteer hours were documented for the past year. In addition to the activities previously mentioned, we have conducted several educational tours for K-12 and university classes, Boy Scout troops, and Chamber of Commerce bus tours. These and other outreach programs bring many additional tourists and visitors to Lockhart.

In addition to tourist-related operations, the historic Jail Museum building is undergoing a multi-year program of planned restoration and preservation as funds become available from specific grants and donations. Hotel Occupancy Tax funds have been allocated to restoration, preservation and maintenance projects. These activities are typically scheduled during non-public hours and do not interfere with the Visitors Center's beneficial tourist-related operation. The rich history and heritage of the local area is also actively promoted as funds are available.

Thank You: On behalf of the Historic Caldwell County Jail Museum & Visitors Center, I would like to thank the Lockhart City Council, the HOT Advisory Board, and the Finance Department for its foresight and funding in the past years. We encourage you to continue your support for this historic Lockhart jewel. The Jail Museum & Visitors Center offers a great economic benefit to the entire community.

Respectfully submitted,

Coyle Buhler, Chair
Caldwell County Historical Commission
Historic Caldwell County Jail Museum & Visitors Center

HISTORIC CALDWELL COUNTY JAIL MUSEUM and VISITORS CENTER

ANNUAL EXPENSES (*HOT Qualified):	2023 Actual	2024 Budget
Docent – Labor	$ 1780.00	$ 2,000.00
Credit Card Fees	1,133.38	1,200.00
City of Lockhart - Utilities	2,520.70	3,000.00
Insurance – Property*	1,493.00	1,500.00
Telephone - ATT	580.13	600.00
Supplies – Operations	342.08	350.00
Supplies – Maintenance/Repairs*	95.02	250.00
Maintenance – Building (Labor)*	2,521.76	3,000.00
Advertizing / Promotion – Materials*	471.27	500.00
Speaking of the Dead – Operation Expenses	.00	600.00
Pest Control – Termites/Ants/Bees*	989.20	1,000.00
Promotion / Advertizing – Heritage Tourism*	873.00	1,000.00
Fees/Other	213.00	250.00
Restoration / Preservation (Full Backlog List Below)*	15,561.34	15,000.00
TOTAL MUSEUM EXPENSES (Calendar Year)	**$28,573.88**	**$ 30,250.00**

MUSEUM RESTORATION / PRESERVATION (*HOT QUALIFIED) BACKLOG	
Environmental: Air Conditioning/Dehumidification Upgrades/Repairs	10,250.00
Electrical: Repairs/Upgrades	6,300.00
Plumbing: Repairs/Upgrades/Maintenance	5,500.00
Museum Signage: Additions/Upgrades	1,500.00
Exterior/Interior: Painting /Repairs	5,000.00
Windows & Doors: Repairs/Replacements (Remaining)	$1,505.00
Museum Displays: Repairs/Security	2,750.00
Inventory/Records-Graffiti Recording/Preservation	3,200.00
Third Floor: Archive Storage Space Security/Rehab/Restoration	6,400.00
Basement & Tree Damage Cleanup/Rehab/Upgrades	10,000.00
Security: Cameras, Electronics, Miscellaneous Supplies and Maintenance	5,000.00
TOTAL PRESERVATION / RESTORATION BACKLOG	**$57,405.00**

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

GASLIGHT-BAKER THEATER

Application

Date: 4/19/2024

Organization Information

Name of Organization: Gaslight Baker Theatre

Address: P.O. Box 1152

City, State, Zip: Lockhart TX 78644

Contact Name: Jason Jones Contact Phone Number: 512.563.6975

Web Site Address for Event or Sponsoring Entity www.mygbt.org

Non-Profit or For-Profit status: Non-Profit Tax ID #: 26-0318298

Entity's Creation Date: Current form - 6-10-2010

Purpose of your organization: The Gaslight Baker theatre is a non-profit community organization dedicated to promoting theatre arts in the Lockhart Area, striving to provide open avenues to creative expression through participation in all aspects of amateur theatre.

Event Information

Name of Event or Project: Painting the exterior of both buildings - possibly some repairs to the electrical work in the Baker

Date of Event or Project: Late 2024

Primary Location of Event or Project: GBT and "Hawn" building

Amount Requested: $ 15,000

How will the funds be used: ~~Fee~~ To fund renovation and restoration to the outside of our buildings. - or to shore up the electrical grid in the Baker to continue its use as a theatre.

Primary Purpose of Funded Activity/Facility:

Same as the Organization. Live theatrical Shows, education, music, facility rental

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

up to 100% _____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and soundrecording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $_____

☒ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 15,000

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: N/A

2. Expected Attendance: 7,860

3. How many people attending the Event or Project will use City of Lockhart hotels? Unknown but 68% of our ticket sales last year were from out of town
   Number of the people many nights will they stay: _____

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not as of yet this year

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
21	12,000	
22	15,000	
23	15,000	

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____

7. Please list other organization, government entities, and grants that have offered financial support to your project: None this year outside of advertisers and individual donations

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

we do charge admission. All profit goes directly back into the theatre.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

I will have this information before the presentation.

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

10. Will you include a link to local hotels on your website for booking during this event?

yes

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?

I will send it to marketing

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

We just ~~[illegible]~~ had a leadership change in marketing. I will get them on this

13. What geographic areas does your advertising and promotion reach: all Central Texas Counties

14. How many individuals will your proposed marketing reach who are located in another city or county? we primarily are using Social Media

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: Projected Attendance is 7,431

Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%
I can't say with accuracy. But 68% last year were from outside of Lockhart.

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

GREATER CALDWELL COUNTY

HISPANIC CHAMBER OF COMMERCE

CINCO DE MAYO FESTIVAL

Application

Date: 04/05/2024

Organization Information

Name of Organization: Greater Caldwell County Hispanic Chamber of Commerce

Address: 202 S. Commerce Street Ste. 202

City, State, Zip: Lockhart, Texas 78644

Contact Name: Jonathan Gonzales Contact Phone Number: 512-809-4111

Web Site Address for Event or Sponsoring Entity www.caldwellcountyhispanicchamber.com

Non-Profit or For-Profit status: 501c6 Tax ID #: 74-2811628

Entity's Creation Date: 1988

Purpose of your organization: The Greater Caldwell County Hispanic Chamber of Commerce (GCCHCC) has been promoting and strengthening the economic welfare of the business community in Caldwell County by supporting education, civic leadership, and community development and by creating business opportunities for our members.

Event Information

Name of Event or Project: Cinco De Mayo Festival

Date of Event or Project: May 3rd and [redacted] 4th

Primary Location of Event or Project: Downtown Lockhart

Amount Requested: $ [redacted] $20K

How will the funds be used: The funds will help with promotional items/material to draw in people from the surrounding cities by radio/flyer's/banners/gear. Also funds would be use to help bring in well recognized music artist as well as the necessities to ensure that the event is successful for the community of Lockhart. Having the appropriate equipment such as porta potties/on the grounds security is essential.

Primary Purpose of Funded Activity/Facility:

To bring awareness and to celebrate the diversity of Lockhart's citizens and businesses. This allows the Chamber to provide guidance to business owners and given them an outlet to market their business or organization, which in turn brings more people into Lockhart. Events provide entertainment in different genres of music including: Latino, Progressive Tejano, Blues, Jazz, Rock, Country, and instrumental exposing and educating event goers to music they may not otherwise encounter. Moines rasied will also provide educational scholarships for our students throughout the Lockhart area and supporting youth organizations. This has many individuals staying overnight in Lockhart for one to two nights.

Percentage of Hotel Tax Support of Related Costs

20 % Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:$

☒ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $5,000

☒ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $ 15,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from anothercity or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

N/A

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

N/A

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 30+

2. Expected Attendance: 6k to 7k per event

3. How many people attending the Event or Project will use City of Lockhart hotels? 50+

   Number of the people many nights will they stay: 1-2

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not at the moment but will need rooms reserved for the stage and vendors crew

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
5/2023	10K	40+
5/2022	6.5k	30+
5/2021	5k	20+

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Get in contact with the local owners and obtain information on room usage during the time of the events

7. Please list other organization, government entities, and grants that have offered financial support to your project: Just small business around the local area with sponsorship

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
This is a free event. Any monies profited will be used to help facilitate the daily expenditures of rent, supplies, and promotional items for future events.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	$ 100
Radio:	$ 2500
TV:	$
Other Paid Advertising:	$ 1500

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions: Facebook/Instagram/Promotional Flyers. Also 5k/10k race at Cinco De Mayo are Sponsored by On the Go so this information about our events will also go out to all their participants and be posted on their website.

10. Will you include a link to local hotels on your website for booking during this event? Yes, we will include a link to local hotels on our fliers, posters, website, and social media pages.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes, we will work with at least two of our local hotels to provide a special rate for attendees, booth participants and entertainers.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

13. What geographic areas does your advertising and promotion reach: Austin, New Braunsful, Kyle Luling, San Antonio, San Marcos, Buda, Bastrop, Del Valle, Cedar Creek, and more

14. How many individuals will your proposed marketing reach who are located in another city or county? 10k people +

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

GccHcc - Cinco de Mayo 5k/10k
April 2 at 9:13 PM
Cinco5K10K.com

El Rey Bar/Nightclub and 10 others

Like Comment Share

Most relevant

Jennifer Crosby
Whoooooot!!!!!!
Like Reply

Write a comment...

Example
5k/10k

This photo is from a post.

View post

Jon Gon
May 1, 2023

Edit

Like Comment Share

Write a comment...

Example Event Flyer

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

GREATER CALDWELL COUNTY

HISPANIC CHAMBER OF COMMERCE

DIEZ Y SEIS FESTIVAL

Application

Date: 04/05/2024

Organization Information

Name of Organization: Greater Caldwell County Hispanic Chamber of Commerce

Address: 202 S. Commerce Street Ste. 202

City, State, Zip: Lockhart, Texas 78644

Contact Name: Jonathan Gonzales Contact Phone Number: 512-809-4111

Web Site Address for Event or Sponsoring Entity www.caldwellcountyhispanicchamber.com

Non-Profit or For-Profit status: 501c6 Tax ID #: 74-2811628

Entity's Creation Date: 1988

Purpose of your organization: The Greater Caldwell County Hispanic Chamber of Commerce (GCCHCC) has been promoting and strengthening the economic welfare of the business community in Caldwell County by supporting education, civic leadership, and community development and by creating business opportunities for our members.

Event Information

Name of Event or Project: Diez y Sies Festival

Date of Event or Project: Sept. 13th and 14th

Primary Location of Event or Project: Downtown Lockhart

Amount Requested: $ 20,000

How will the funds be used: The funds will help with promotional items/material to draw in people from the surrounding cities by radio/flyer's/banners/gear. Also funds would be use to help bring in well recognized music artist as well as the necessities to ensure that the event is successful for the community of Lockhart. Having the appropriate equipment such as porta potties/on the grounds security is essential.

Primary Purpose of Funded Activity/Facility:

To bring awareness and to celebrate the diversity of Lockhart's citizens and businesses. This allows the Chamber to provide guidance to business owners and given them an outlet to market their business or organization, which in turn brings more people into Lockhart. Events provide entertainment in different genres of music including: Latino, Progressive Tejano, Blues, Jazz, Rock, Country, and instrumental exposing and educating event goers to music they may not otherwise encounter. Moines rasied will also provide educational scholarships for our students throughout the Lockhart area and supporting youth organizations. This has many individuals staying overnight in Lockhart for one to two nights.

Percentage of Hotel Tax Support of Related Costs

% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:$

☒ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $5,000

☒ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $ 15,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

N/A

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

N/A

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 30+

2. Expected Attendance: 6k to 7k per event

3. How many people attending the Event or Project will use City of Lockhart hotels? 50+

   Number of the people many nights will they stay: 1-2

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not at the moment but will need rooms reserved for the stage and vendors crew

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
9/2023	10K	40+
9/2022	6.5k	30+
9/2021	5k	20+

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Get in contact with the local owners and obtain information on room usage during the time of the events

7. Please list other organization, government entities, and grants that have offered financial support to your project: Just small business around the local area with sponsorship

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
This is a free event. Any monies profited will be used to help facilitate the daily expenditures of rent, supplies, and promotional items for future events.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	$ 100
Radio:	$ 2500
TV:	$
Other Paid Advertising:	$ 1500

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions: Facebook/Instagram/Promotional Flyers. Also 5k/10k race at Cinco De Mayo are Sponsored by On the Go so this information about our events will also go out to all their participants and be posted on their website.

10. Will you include a link to local hotels on your website for booking during this event? Yes, we will include a link to local hotels on our fliers, posters, website, and social media pages.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes, we will work with at least two of our local hotels to provide a special rate for attendees, booth participants and entertainers.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

13. What geographic areas does your advertising and promotion reach: Austin, New Braunsful, Kyle Luling, San Antonio, San Marcos, Buda, Bastrop, Del Valle, Cedar Creek, and more

14. How many individuals will your proposed marketing reach who are located in another city or county? 10k people +

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

Greater Caldwell County Hispanic Chamber of Commerce
Published by Jewel Jankas September 17, 2022

¡Ven a ver a Rick Treviño, vendedores de comida, vendedores de artesanías y, por supuesto, cerveza fría!

Edit

10

Like Comment Share

Write a comment...

Example Event Flyer

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

LOCKHART CHAMBER OF COMMERCE

CHISHOLM TRAIL ROUNDUP, RODEO, & FESTIVAL

Application

Date: 04/18/2024

Organization Information

Name of Organization: Lockhart Chamber of Commerce - CTR

Address: 104 West Market Street / P.O. Box 840

City, State, Zip: Lockhart, Texas 78644

Contact Name: BJ Westmoreland Contact Phone Number: 512-376-1507

Web Site Address for Event or Sponsoring Entity www.chisholmtrailroundup.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-0750055

Entity's Creation Date: 1935

Purpose of your organization: As an integral part of The Lockhart Chamber of Commerce, the Chisholm Trail Roundup, Rodeo, and Festival is the major event celebrating this Historic Trail and our shared heritage of Trade & Commerce, Pioneering, Livestock Management, Agriculture, and Community

Event Information

Name of Event or Project: Chisholm Trail Roundup, Rodeo, and Festival - 51st Anniversary

Date of Event or Project: June 13-15, 2024

Primary Location of Event or Project: Lockhart City Park

Amount Requested: $ $75,000.00

How will the funds be used:

1. Funding promotional activities of CTR to attract overnight tourist hotel stays through effective Social Media, Broadcast, Print advertising
2. Funding musical acts for day and evening entertainment which will also increase overnight hotel tourist stays for individuals and groups
3. Funding improvements to the Parade Float, Collectible Event Items, promoting Lockhart Destinations associated with Holidays and Seasons for additional hotel stays.
4. Emphasizing the History and Heritage of the Lockhart area, which will translate into additional exploration, tours, and group hotel stays

Primary Purpose of Funded Activity/Facility:

The 51st Chisholm Trail Roundup, Rodeo, and Festival celebrates The City of Lockhart's central role in supplying and supporting this Historic Trail and the men and women who pioneered our area. There is nothing even close to this celebration in Texas! CTR is famous and recognized for being family friendly and draws people from over 100 miles away for the 3-day Festival, where the program and schedule changes daily. Highlights include BBQ Competition, a Rodeo, Carnival Rides, Food, Craft, and Art Vendors, and Day tours.

Percentage of Hotel Tax Support of Related Costs

20.0% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0.00% Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0.00% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $ 30,000.00

☑ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition ofthese major art forms : $ 30,000.00

☑ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 5,000.00

☑ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $ 10,000.00

How many individuals are expected to participate in the sporting relatedevent? 120

How many of the participants at the sporting related event are expected to be from anothercity or county? 100

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

The Rodeo is a major part, if not the Central Sporting Event, of the CTR Festival experience for adults, children, and their families. As has been mentioned, the CTR pulls from 100 miles in every direction, which makes overnight hotel stays a must for many of our guests, competitors, and entertainers and support staff and media.

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 51
2. Expected Attendance: 35,000 over 3 days
3. How many people attending the Event or Project will use City of Lockhart hotels? Sold Out

   Number of the people many nights will they stay: 3-4
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: This is a Sold Out Event where every room is taken. The Lockhart Chamber reserves approximately 15 rooms through the weekend for Musical Entertainers, Rodeo Producers, BBQ Judges, and Art Exhibitors
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
June 2023	$65,000.00	100%
June 2022	$40,000.00	100%
June 2019	$18,000.00	98%

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Booking engines and fulfillment codes supplied by the LCOC for CTR. We will also conduct surveys with Hoteliers and Lodgers and a critical post event debriefing which will be reported to the City of Lockhart and the Board.
7. Please list other organization, government entities, and grants that have offered financial support to your project: Corporate and Individual Sponsors, both local and national

For 2024, the LCOC anticipates that the City of Lockhart will help with the cost of utilies.

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Admission is an important component of financing the event. It is priced favorably for families to be able to afford an individual day of activities, or a discounted 3-day pass. The Net proceeds is expected to be around $20,000.00 and is used to support the Operating Expenses of the Lockhart Chamber and jump start the commitments for CTR's next year.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	$ 5,000.00
Radio:	$ 3,000.00
TV:	$ 5,000.00
Other Paid Advertising:	$ 25,000.00

Number of Press Releases to Media 50

Number Direct Mailings to out-of-town recipients 200

Other Promotions CTR Chuck Wagon Breakfast Kick-Off in the Lockhart Square, Announcements, Royal Court Contests, Parades, Website

10. Will you include a link to local hotels on your website for booking during this event?

Yes, of course - we will feature each site individually

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

For 2024, the LCOC is really placing a great deal of emphasis on Social Media, including event influencers to reach Hays, Travis, Comal, and Bexar Counties. We will be utilizing traditional broadcast, print, and signage to raise awareness more than ever. We found that using travel/festival websites and publications worked in 2023, so we will do it again.

13. What geographic areas does your advertising and promotion reach: The entire State of Texas!

14. How many individuals will your proposed marketing reach who are located in another city or county? 150,000

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

June 13th – 15th, 2024

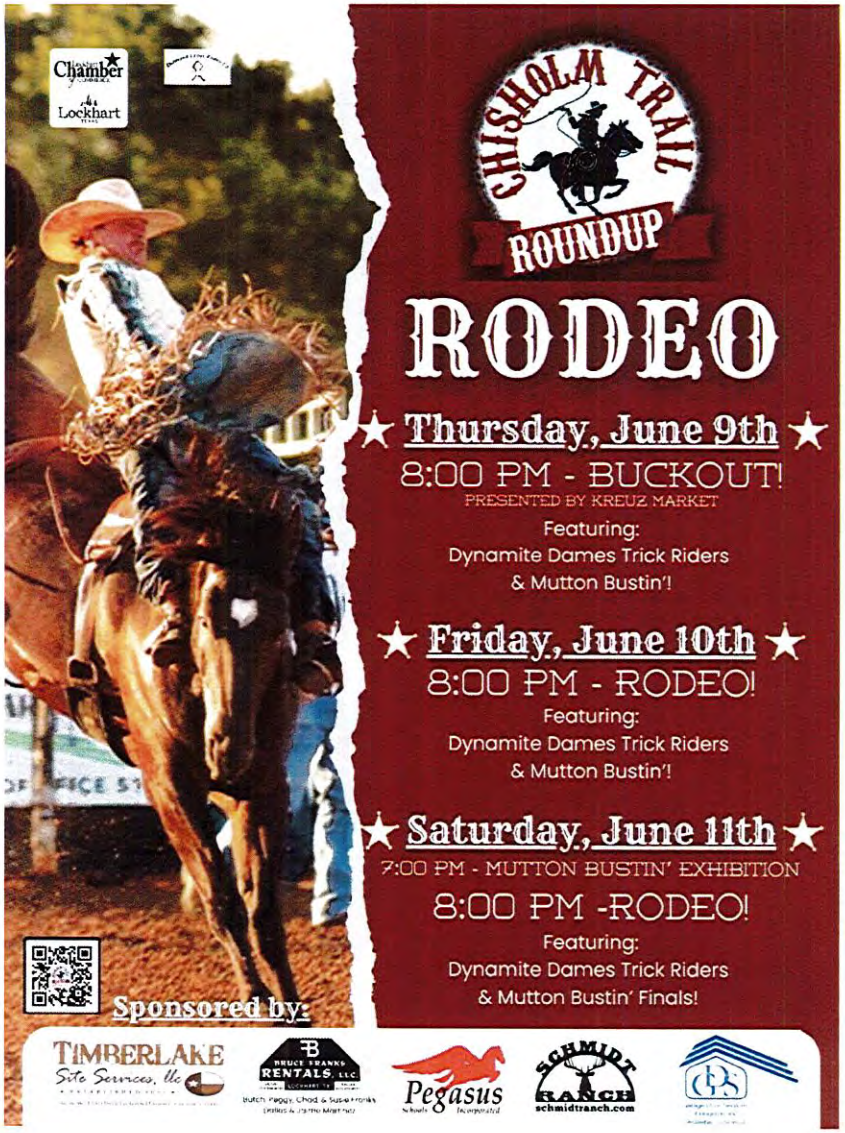
2023 Chisholm Trail Roundup
ACCOMPLISHMENTS

- ✔ Up-and-coming musical entertainment
- ✔ Increased seating capacity in the rodeo – approximately 1,500.
- ✔ Improved park layout to provide better exposure for our food/craft vendors and our up-and-coming musical entertainment
- ✔ Allowing more options and variety in food/craft vendors
- ✔ Honoring our commitment to affordability by providing FREE Kids Zone activities (petting zoo, pony rides, pig races, etc.) and offering advanced sale 3-day passes at a discounted price.
- ✔ Second most successful Chisholm Trail Roundup in event history!

Advertisement Examples

CHISHOLM TRAIL
ROUNDUP
RODEO & MUSIC FESTIVAL

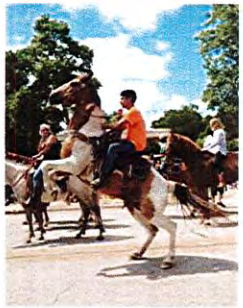
CHISHOLM TRAIL
ROUNDUP
RODEO & MUSIC FESTIVAL
Saturday, June 11th
Triston Marez
11:00 PM
&
William Beckmann
9:15 PM
Thursday, June 9th
Nathan Colt Young
10:30 PM
Friday, June 10th
Matt Castillo
10:30 PM
Rodeo Power Hour Stage
Mark Berry
THURS. 7:00PM
Matthew Ryan
FRI. 7:00PM
Morgan Ashley
SAT. 6:00PM
Chamber
Lockhart
SPONSORED BY:
Pegasus
COUNTYWIDE
Core Culture


Chamber
Lockhart
CHISHOLM TRAIL
ROUNDUP
RODEO
Thursday, June 9th
8:00 PM - BUCKOUT!
PRESENTED BY KREUZ MARKET
Featuring:
Dynamite Dames Trick Riders
& Mutton Bustin'!
Friday, June 10th
8:00 PM - RODEO!
Featuring:
Dynamite Dames Trick Riders
& Mutton Bustin'!
Saturday, June 11th
7:00 PM - MUTTON BUSTIN' EXHIBITION
8:00 PM -RODEO!
Featuring:
Dynamite Dames Trick Riders
& Mutton Bustin' Finals!
Sponsored by:
TIMBERLAKE
Site Services, llc
BRUCE FRANKS
RENTALS, LLC
Pegasus
SCHMIDT
RANCH
schmidtranch.com

GRAND PARADE

PRESENTED BY: FirstLockhart

SATURDAY, JUNE 11TH
10:00 AM



INTERESTED IN ENTERING INTO THE CHISHOLM TRAIL ROUNDUP GRAND PARADE?
ENTRY FORMS ARE AVAILABLE ON OUR WEBSITE OR AT THE LOCKHART CHAMBER OFFICE

702 S. Commerce St., Lockhart, Tx. 78644 www.ChisholmTrailRoundup.com

Lockhart TEXAS

Lockhart Chamber of Commerce

CHISHOLM TRAIL ROUNDUP

RODEO & MUSIC FESTIVAL

June 9th - 11th, 2022

3-Day Wristbands

ON SALE NOW FOR $20!

Enjoy Three Nights of Family Friendly Fun at Chisholm Trail Roundup when you purchase your wristbands NOW. That's three nights of Live Music, Rodeo, and Festival Fun for just $20.

Prices at the Gate: Thursday - $10 | Friday - $20 | Saturday - $20

Carnival rides NOT included

GET YOUR WRISTBANDS FROM A LITTLE MISS, JR MISS, OR MISS CHISHOLM TRAIL CANDIDATE. OR FROM THE CHAMBER OFFICE

SCAN ME

702 S. Commerce St,
Lockhart, Tx. 78644

(512) 398-2818
staff@lockhartchamber.com

P.O. Box 840
Lockhart, Tx. 78644

Texas Highways Magazine Ad

TourTexas.com Banner Ad

2024 Chisholm Trail Roundup
GOALS

- ❑ Return of Friday Tejano Night
- ❑ Bigger name bands with a more significant following
- ❑ Add EVEN MORE seating capacity in the rodeo – approximately 2,500
- ❑ Utilize an updated ticketing platform to provide more accurate attendance numbers and information on where attendees travel.
- ❑ Surprise "Celebrity" appearances TBA
- ❑ Event merchandise used to promote the event year-round (i.e., shirts, hats, stickers, etc.)
- ❑ Honoring our commitment to affordability by expanding our FREE Kids Zone activities (petting zoo, pony rides, pig races, etc.) and offering advanced sale 3-day passes at a discounted price.

CHISHOLM TRAIL ROUNDUP
RODEO & MUSIC FESTIVAL

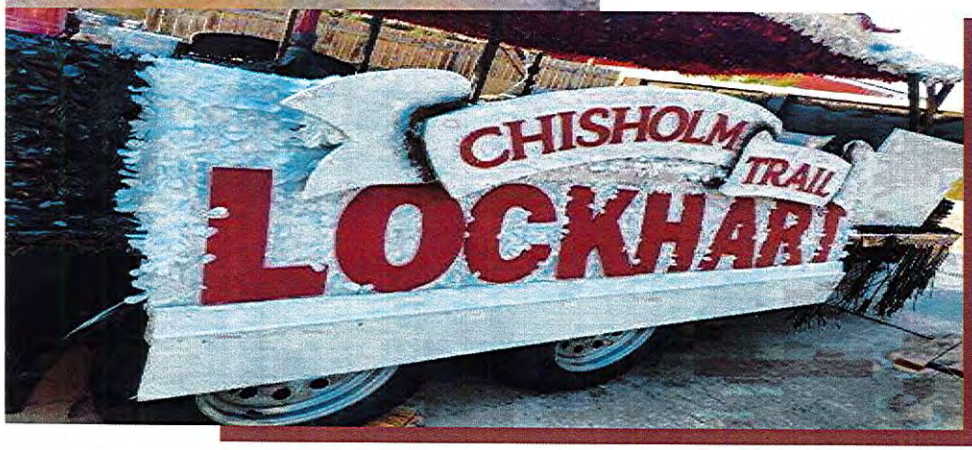
2024 CTR Entertainment Expenses

Entertainment - Main Stage			
Saturday Headliner	Rick Trevino	$	17,000.00
Saturday Opener	James Lann	$	4,000.00
Friday Opener	Conjunto Cats	$	1,500.00
Friday Opener		$	
Friday Headliner	Ram Herrera & Outlaw Bank	$	5,000.00
Thursday Headliner	Nathan Colt Young	$	1,200.00
Thursday Opener	Saltflat Blvd	$	600.00
Total Main Stage		$	29,300.00

Parade Float

•Throughout the year, the Chisholm Trail Roundup Queens Court travels the state to participate in festival parades to promote Chisholm Trail Roundup and the City of Lockhart tourism. While visiting surrounding festivals, the Chisholm Trail Roundup Queen and her court are encouraged to distribute Lockhart and Chisholm Trail Roundup promotional items.

•The Lockhart Chamber of Commerce purchased a new float in 2023. The float proudly markets Lockhart tourism and Chisholm Trail Roundup.



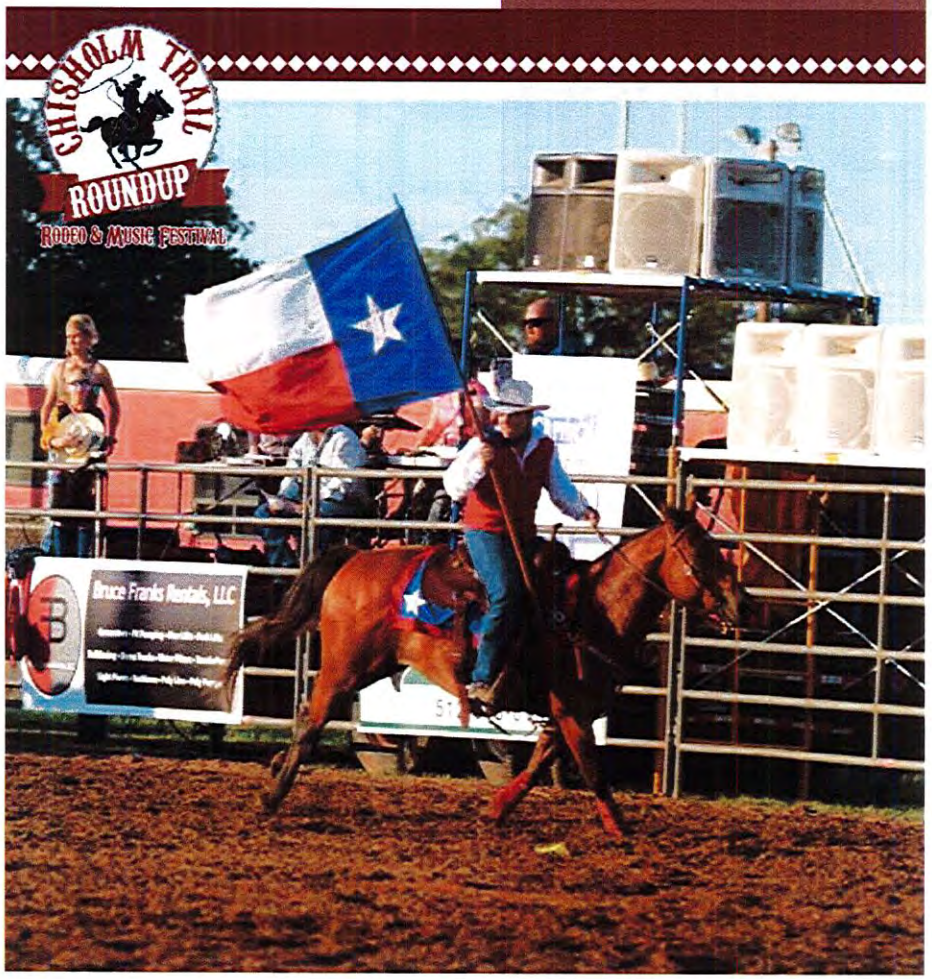
Chisholm Trail Rodeo

Cost: $100,000

The Chisholm Trail Rodeo is the highlight of our festival as it cherishes our history with the traditions of those who pioneered our area!

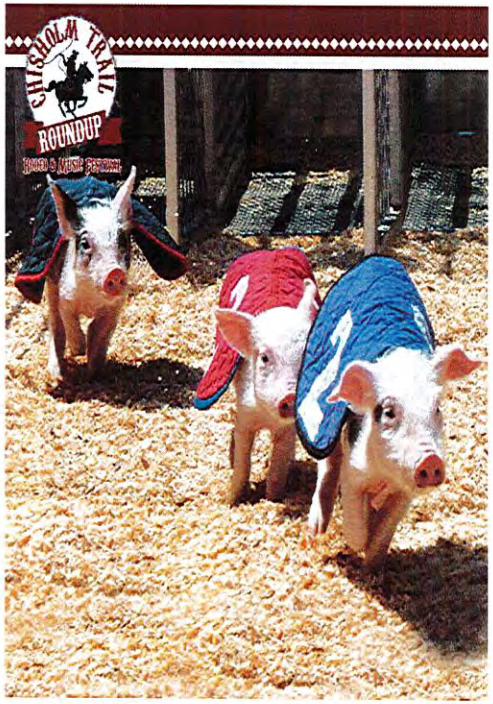
Traditional Events include:

- Bareback Bronc Riding
- Saddle Bronc Riding
- Calf Roping
- Team Roping
- Steer Wrestling
- Bull Riding
- Women's Barrel Racing
- Breakaway Roping
- Ranch Bronc Riding
- Mutton Bustin



Chisholm Trail Free Kids Zone

Swifty Swine Pig Races
Petting Zoo
Barrel Train
Obstacle Course
Mechanical Bull
Rock Wall



WEBSITE

Lockhart Chamber of Commerce and Visitors Center

Visit Historic LOCKHART VisitLockhartTX.com

Chisholm Trail Roundup Rodeo & Music Festival

Chisolm Trail Roundup + KXAN

NIELSEN DMA INFO

AUSTIN MARKET

- Market Rank: 35
- TV Households: 978,520
- Total Cable Penetration: 32%
- Satellite Penetration: 15%
- Over the air 19%

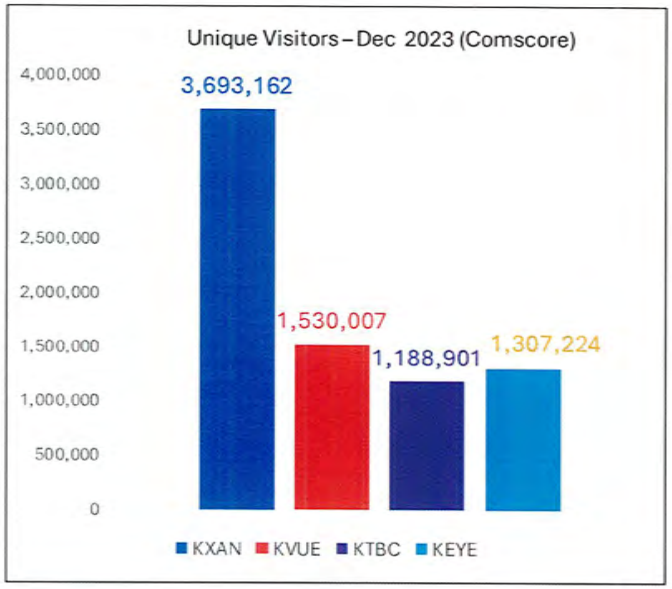
DMA POPULATION ESTIMATES

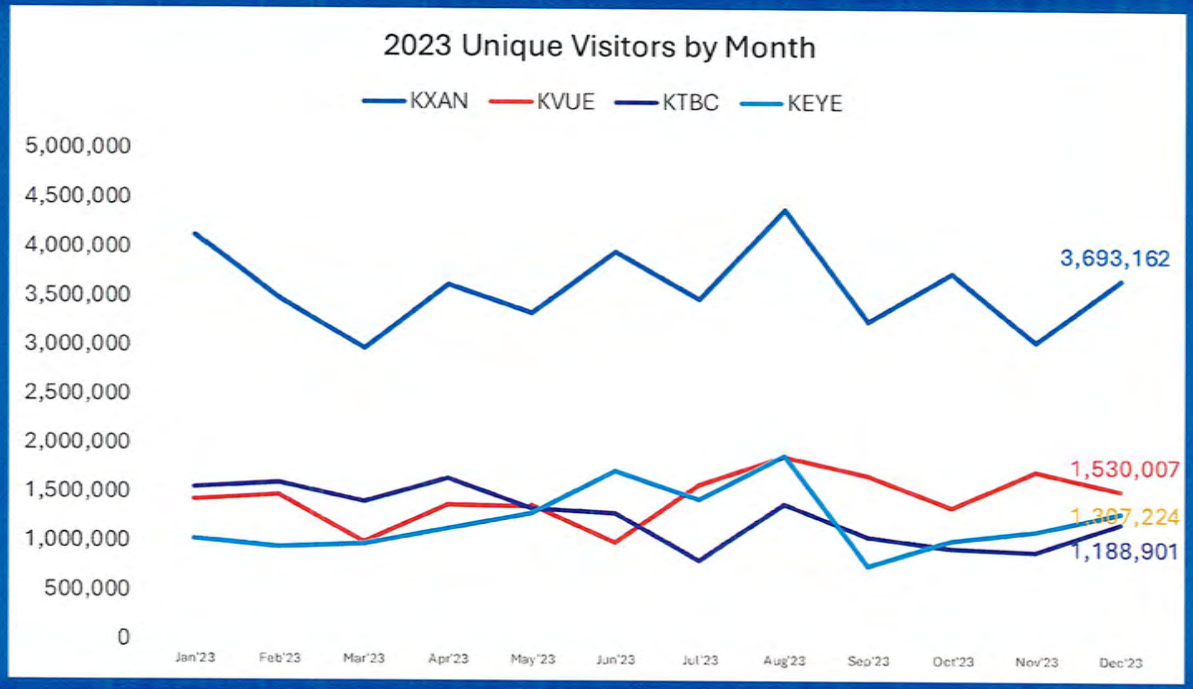
- Population 2+ 2,427,098
- Population 18+ 1,906,910
- Population 18-34 573,986
- Population 25-54 1,020,171
- Hispanic Household 24%
- African-American Household 8%

Source: Nielsen Universe Estimates for 2023 Nielsen Market and Demographic Rankings, October 2022

Comprised of 12 Counties: Bastrop, Blanco, Burnet, Caldwell, Fayette, Gillespie, Hays, Lee, Llano, Mason, Travis, and Williamson.

KXAN.com is Austin's #1 Site for Local News, Weather, and Traffic!





Source: Comscore, Austin Local Media, Key Measures Report Jan'22 – Jun'23

kxan

KXAN is the top choice on air and online in Austin!

Google Analytics Site Stats (2022 Monthly Avg)

Unique Visitors	*4,358,055*
Video Views	*1,978,808*
Page Views	*12,412,826*

2023 Monthly Averages	KXAN	KVUE	KTBC	KEYE	
Unique Users	3,594,000	1,441,000	1,256,000	1,213,000	
Monthly Views		10.8 mil	6.1 mil	3.9 mil	1.7 mil

Source: Comscore, Austin Local Media, Key Measures Report Jan'23 – Dec'23

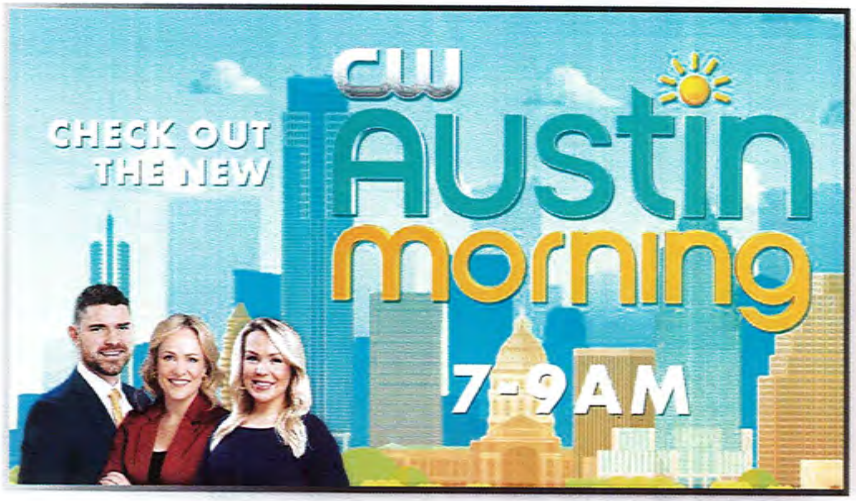
The :30 second spot is an example commercial for your consideration. This spot can be adjusted to :15 as well. Our team can build a custom TV schedule for KXAN/KNVA/KBVO for the months of April, May and June to promote the Chisolm Trail Roundup throughout Central Texas. We can also adjust the commercial with different photos, video, etc as needed.

cw
Austin
BLITZ BONANZA. 100 SPOTS. FOR $1,000.

KNVA

CW AFFILIATE

CW AUSTIN is home to CW Network programming, KXAN's 7-9a Weather and Traffic, KXAN News at 9pm and the broadcast home of Verde Lights, a show produced with Austin FC. Austin's CW features multiple sports programming, like ACC Football and Basketball, Inside the NFL and delivers laughs all day long with shows like Family Feud, The Big Bang Theory, Two and a Half Men, and Mom.



BE EVERYWHERE ON CW AUSTIN

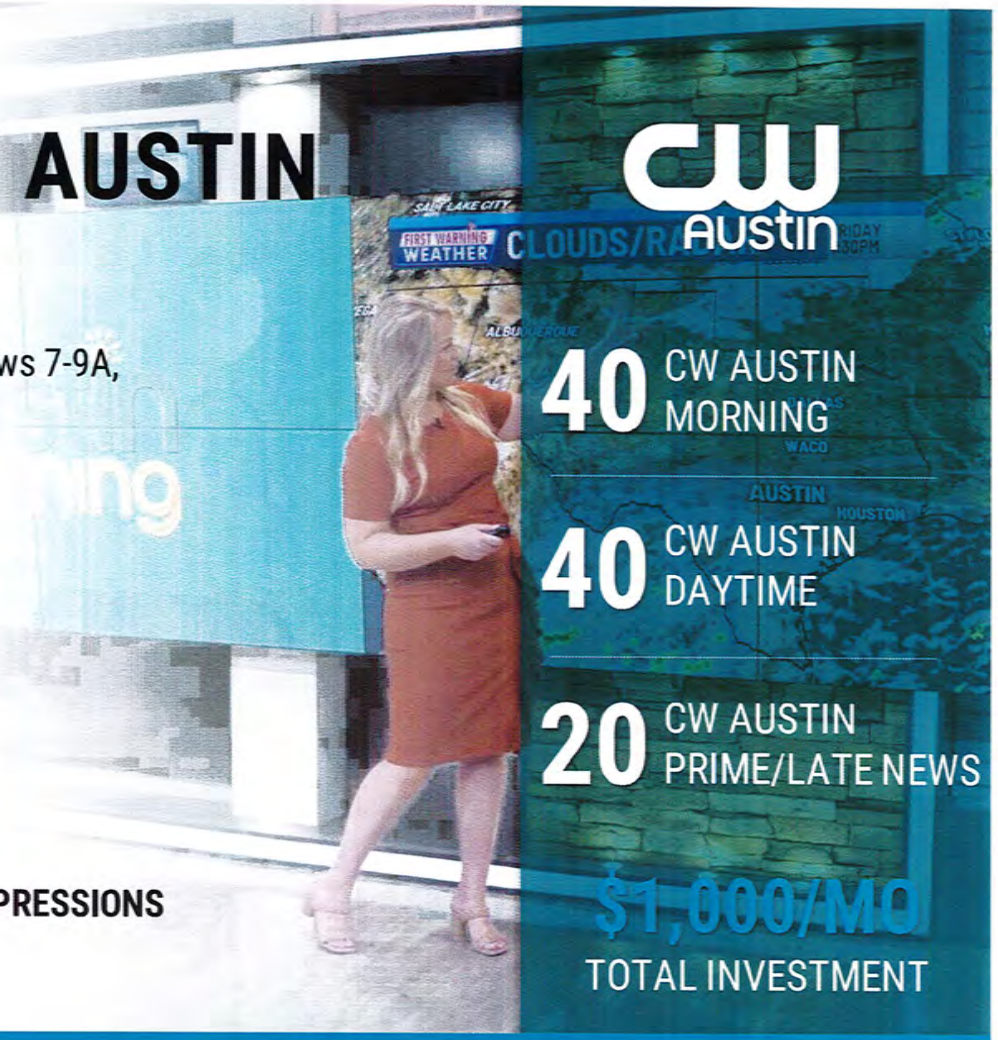
HIGH IMPACT COMMERCIAL SCHEDULE

With this schedule, you'll be featured in programs like KXAN News 7-9A, Family Feud, Friends, Walker, KXAN News at 9P, and more!

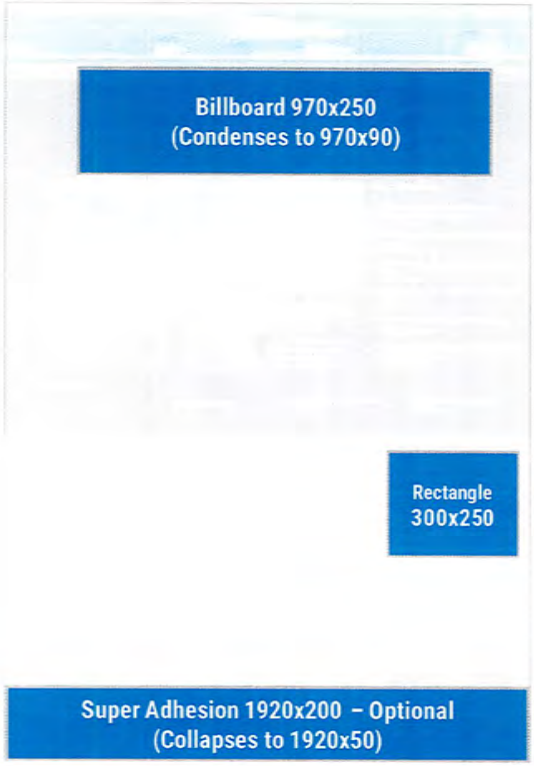
MONTHLY CW AUSTIN SCHEDULE

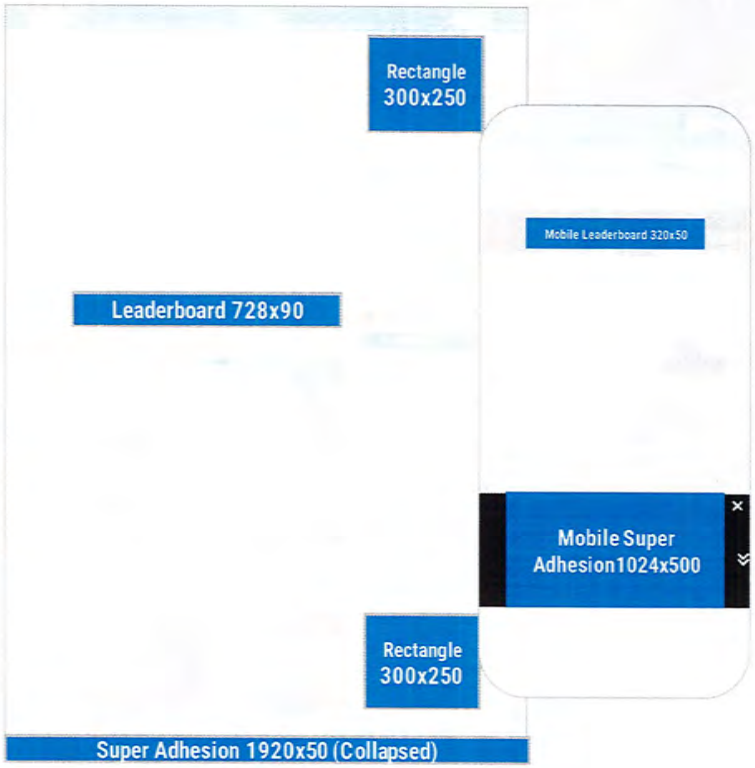
PROGRAMS	SPOTS	IMPS
CW AUSTIN MORNING	40	116,000
CW AUSTIN DAYTIME	40	128,000
CW AUSTIN PRIME/LATE NEWS	20	86,000

100X :30 CLIENT COMMERCIALS **330K HOUSEHOLD IMPRESSIONS**



KXAN'S HOMEPAGE TAKEOVER





kxan

HIGH VISIBILITY & HIGH IMPACT

Ads are highly visible, making a big impact on site visitors.

INCLUDES A NEW FEATURE

The super adhesion billboard – gives ability to add video to the creative

MASSIVE DIGITAL REACH

Capture consumers no matter the device – appears on desktop, mobile & tablet devices

HOMEPAGE TAKEOVERS

Deliver a high-impact experience by showcasing your brand message on the front of KXAN's Desktop, Mobile and News App Homepage for an entire 24-hour period.

kxan

Number of Homepage Takeovers	Cost Per Homepage Takeover	Est. CPM per Homepage Takeover
1x	$3,000	$6.66
3x	$2,500	$5.55
5x	$2,000	$4.44
7+	$1,500	$3.33

STUDIO 512

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers.

KXAN.COM DISPLAY BANNERS

Rich Media, In-Banner Video
and High-Impact Formats

Desktop/Tablet Display

Leaderboard
728 x 90 px

Half Page
300 x 600 px

Medium Rectangle
300 x 250 px

Mobile Display

Medium Rectangle
300 x 250 px

Mobile Banner
320 x 50 px

$7 CPM + $2 for every layer of targeting*

KXAN NEWS APP: APP OPENS

The KXAN News App puts KXAN's Award-Winning News Team right into the palm of your hand!

Our KXAN News App Open Ad Unit is a great way to reach out loyal news audience when they're on-the-go. From Breaking News Livestreams, to High School Football Scores and of course, the investigative journalism that matters most to Central Texans is all available on the new and improved KXAN News App.

KXAN NEWS APP 2022

21,000 Avg Monthly Users

21min Avg Monthly Time Per User

APP OPEN METRICS SEPT 2022

230K Total Impressions

1,567 Total Clicks (0.68% CTR)

$2,500/Month for 20% SOV

KXAN WEATHER APP: INTERSTITIAL

IN-DEPTH
FIRST WARNING WEATHER

The KXAN Weather App puts KXAN's Award-Winning First Warning Weather Team right into the palm of your hand!

Our KXAN Weather App Interstitial Unit is a great way to reach our loyal audience when they're on-the-go. Hourly Updates, 7-Day Forecast, Allergy Reports, Live Radar – and much more! The KXAN Weather App is developed to keep Central Texans knowledgeable and safe both rain and shine.

KXAN WEATHER APP 2022

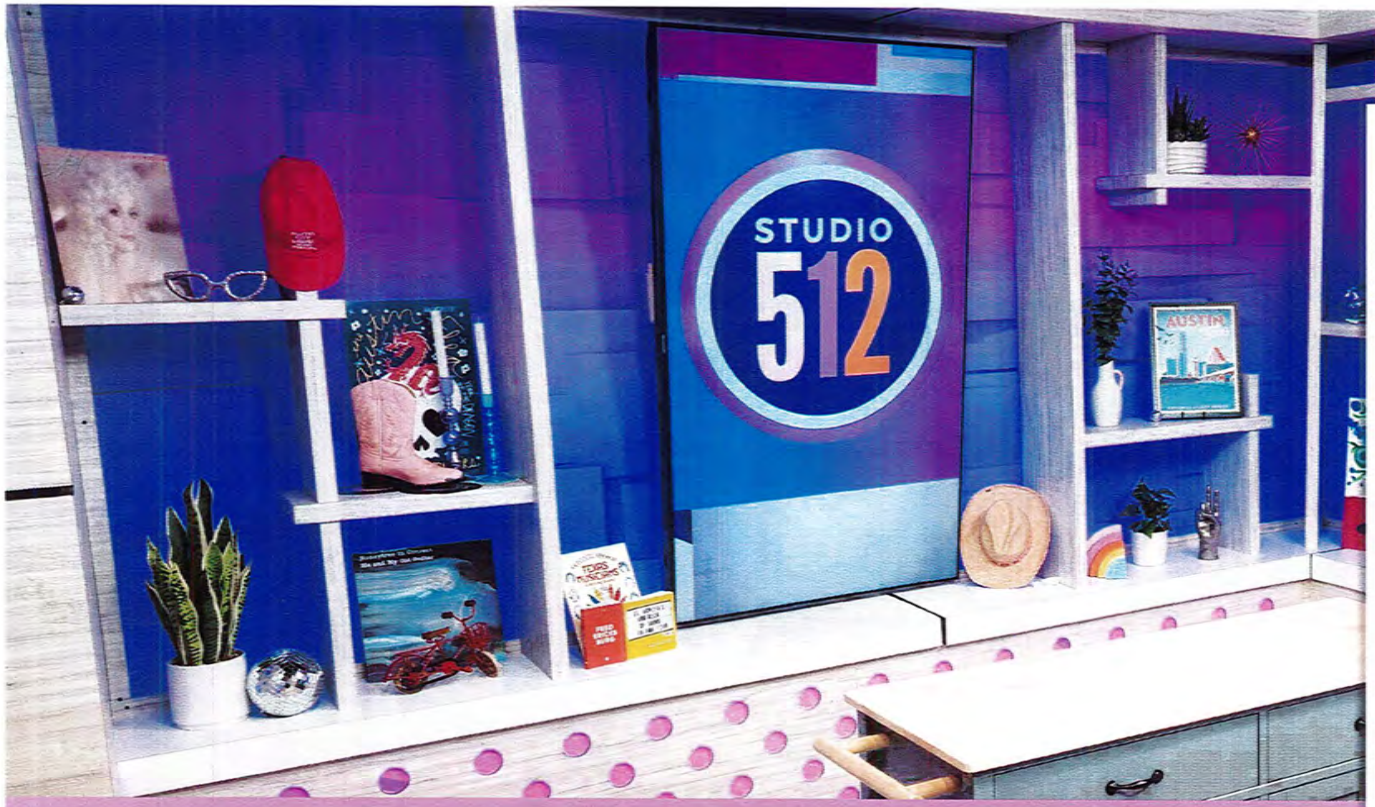
21,000 Avg Monthly Users

3 Min 22 Sec Average Session

INTERSTITAL AD UNIT

Served while users navigate between different sections within the Weather App

$1,750/Month for 20% SOV



THE PACKAGES

The Studio 512 packages offer a monthly opportunity to showcase your business.

$1,500/Mo
The CW Austin Package

$3,750/Mo
The CW Austin & KXAN Package

$5,500/Mo
The CW Austin, KXAN & Commercial Package

HIGH PRODUCTION VALUE

KXAN will produce and edit a high-quality, 3-minute interview segment for your business. Pre-recorded or LIVE segment in Studio or via Skype.

PROMOTE YOUR CONTENT

Promote your segment to your email subscribers, customers, prospects, social followers and on your website.

THE CW AUSTIN PACKAGE

Studio 512 will produce and air a 3-minute interview segment featuring your business on The CW Austin each month.

PACKAGE DETAILS

Your monthly Studio 512 segment will air on the CW Austin and be posted on KXAN.com.

THE CW AUSTIN

1x Per Month – 11a Studio 512

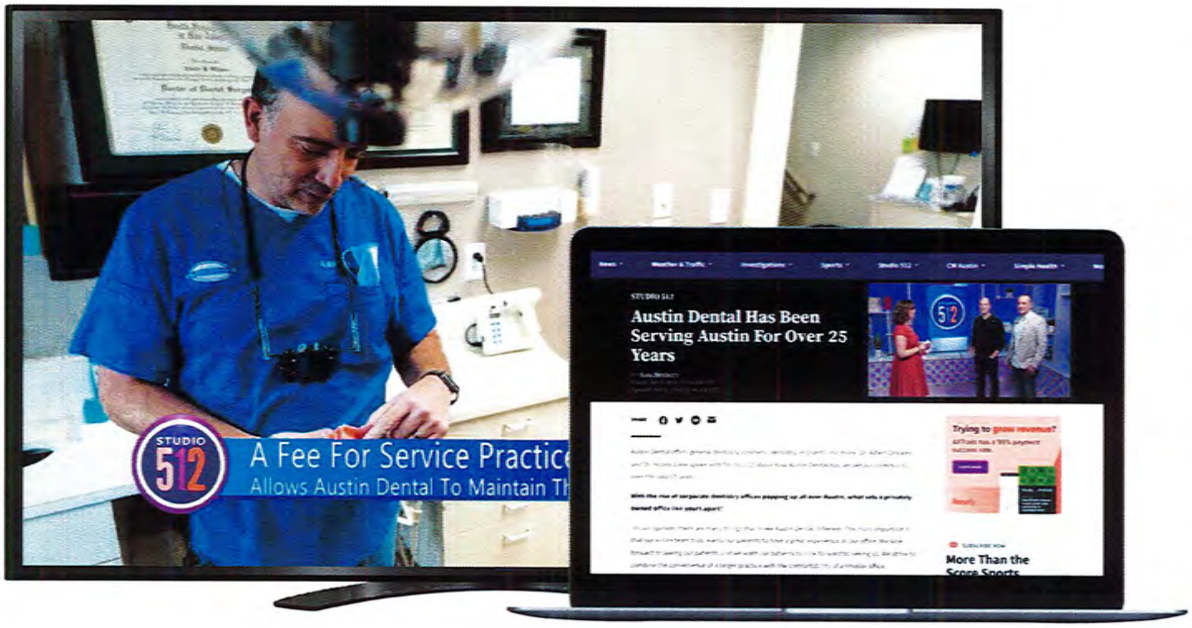
KXAN.COM

Segment posted on KXAN.com/Studio-512

$1,500/MO

THE CW AUSTIN & KXAN PACKAGE

Studio 512 will produce and air a 3-minute interview segment featuring your business on The CW Austin and KXAN each month.



PACKAGE DETAILS

Your monthly Studio 512 segment will air on the CW Austin, KXAN, and posted on KXAN.com

THE CW AUSTIN

1x Per Month – 11a Studio 512 & 9p News

KXAN

1x Per Month – 11a News

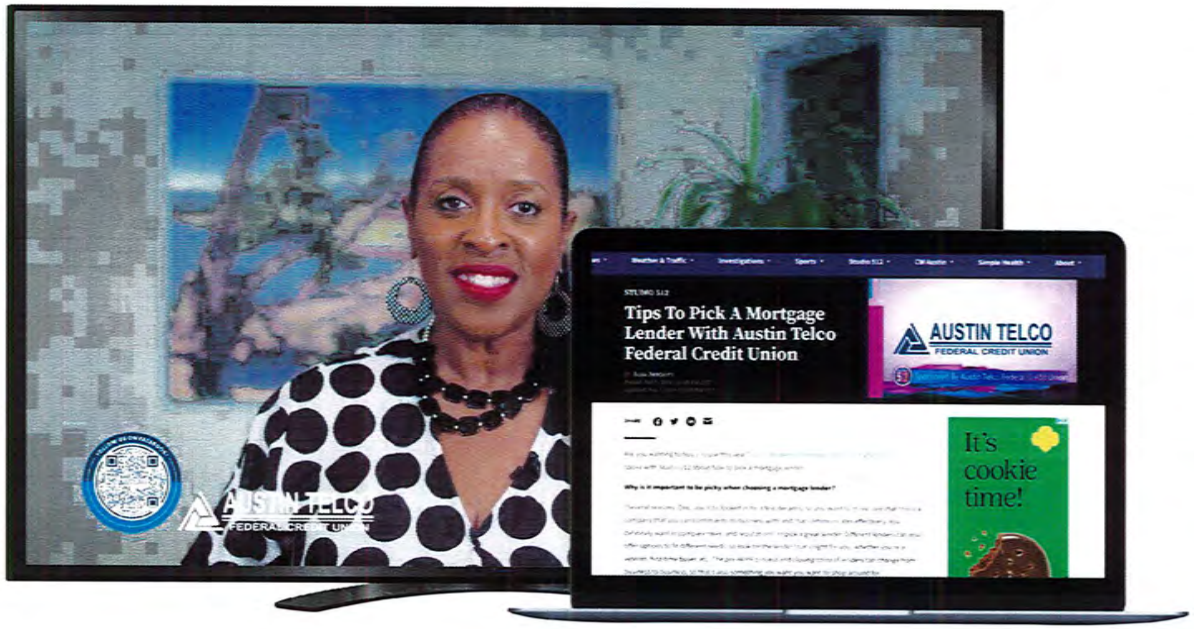
KXAN.COM

Segment posted on KXAN.com/Studio-512

$3,750/MO

THE CW, KXAN & COMMERCIALS

Studio 512 will produce and air a 3-minute interview segment featuring your business on The CW Austin and KXAN each month. Package includes a commercial schedule!



THE CW AUSTIN

SEGMENT

- 1x Per Month – 11a Studio 512 & 9p News

:15 CLIENT COMMERCIAL

- 25x Per Month – 7-9a CW Austin Morning
- 25x Per Month – 9p News

KXAN

SEGMENT

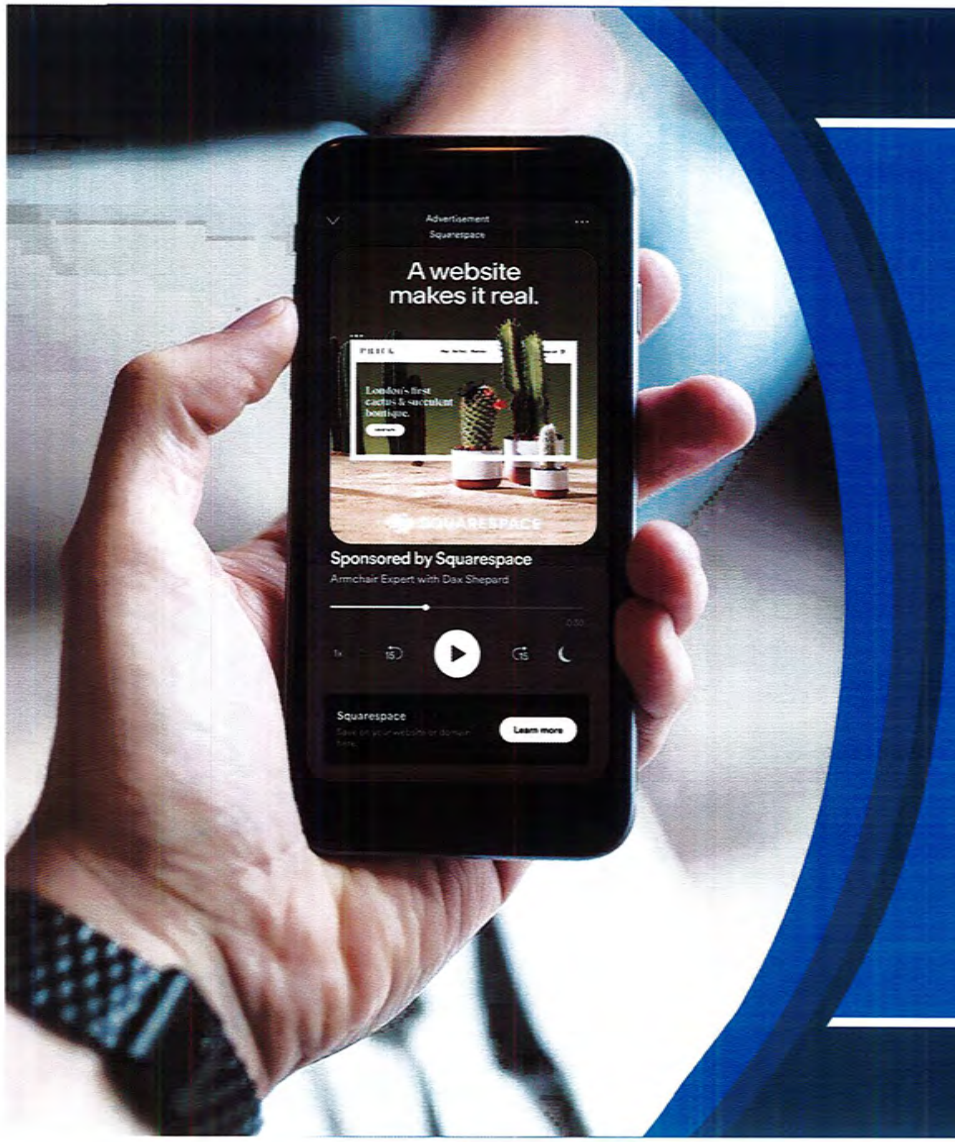
- 1x Per Month – 11a News

:15 CLIENT COMMERCIAL

- 25x Per Month – 11a News on KXAN

Segment will be posted on KXAN.com/Studio-512

$5,500/MO



Streaming Audio has solidified itself as a staple of daily life for millions of people worldwide. In 2022, 74.0% of US internet users, or 222.7 million people, listened to digital audio. The average American spent over 100 minutes listening to Streaming Audio every day!

STREAMING AUDIO PUBLISHERS

Spotify
iHeart RADIO
AUSTIN CITY LIMITS RADIO
SONOS
THE TICKET SPORTSRADIO
CBS NEWS RADIO
Audacy
THE HORN 104.9
FOX NEWS radio
KLBJ NEWS · RADIO
CBS SPORTS RADIO
Bloomberg Radio

STREAMING AUDIO $32 CPM
SPOTIFY AND/OR PANDORA $25

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
CW Bonanza	333,000	$3.03	$1000
TV Schedule KXAN			$10,000
Targeted KXAN.com Display Banners	150,000	$10	$1,500
Studio 512 segments		2	$7,500

You can customize the elements you want!

Studio 512 segment on The CW Austin and KXAN!

$20,000 INVESTMENT

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
CW Bonanza	333,000	$3.03	$1000
TV Schedule KXAN			$5,000
Targeted KXAN.com Display Banners	150,000	$10	$1,500
HPTO(3)/Studio 512	1,351,351	$5.55	$7,500

You can customize the elements you want!

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers

$15,000
INVESTMENT

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
Targeted KXAN.com Display Banners	150,000	$10	$1,500
HPTO(3)/Studio 512	1,351,351	$5.55	$7,500
CW Bonanza	330,000	$3.03	$1,000
WX App Interstitial	6 weeks	-	$2,250

You can customize the elements you want!

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers

$12,250
INVESTMENT

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
Targeted KXAN.com Display Banners	150,000	$10	$1,500
HPTO(3)/Studio 512	1,351,351	$5.55	$7,500
CW Bonanza	330,000	$3.03	$1,000

You can customize the elements you want!

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers

$10,000
INVESTMENT

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

LOCKHART CHAMBER OF COMMERCE

VISITOR'S BUREAU & INFORMATION CENTER

Application

Date: 04/18/2024

Organization Information

Name of Organization: Lockhart Chamber of Commerce

Address: 104 West Market Street / P.O. Box 840

City, State, Zip: Lockhart, TX 78644

Contact Name: BJ Westmoreland Contact Phone Number: 512-376-1507

Web Site Address for Event or Sponsoring Entity www.lockhartchamber.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-0750055

Entity's Creation Date: 1935

Purpose of your organization: The Mission Statement of the Lockhart Chamber of Commerce is to promote a prosperous Business Environment for our Members and Visitors and enhance our Community.

Event Information

Name of Event or Project: Visitor's Bureau and Information Center

Date of Event or Project: On Going Center

Primary Location of Event or Project: Downtown Lockhart, Texas

Amount Requested: $115,000.00

How will the funds be used: Please reference detailed Budget in Addendum. Staff @ $83,000.00 - CEO, OPS Director, Administrator; Rent @ 18,000.00; Utilities and Supplies @ $6,000.00; Digital Media Development and Support @ $8,000.00

Primary Purpose of Funded Activity/Facility:

The Lockhart, Texas Visitor's Bureau and Information will serve it's Guests, Local Businesses - with special emphasis on Lodging and Retail - Sponsors and Advertisers, Stakeholders, Lockhart Families and Friends, Individuals interested in Detailed Information for Tourism, Vacation Planning, Sporting Events, Potential Business and Residential Relocation, and actively promoting Tours, Destinations, Attractions, Activities, the Arts, Crafts, and Entertainment.. Fund advertising, digital media, maps, brochures, staff time, and printing.

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

50.0% Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

25.0% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 20-25% %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☑ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $ 48,000.00

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $ 29,500.00

☑ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition ofthese major art forms : $ 25,000.00

☑ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 12,500.00

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $_____

How many individuals are expected to participate in the sporting relatedevent? _____

How many of the participants at the sporting related event are expected to be from anothercity or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 69
2. Expected Attendance: See Addendum
3. How many people attending the Event or Project will use City of Lockhart hotels? 15-20%

   Number of the people many nights will they stay: 540
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: If funded at the requested levels, the Lockhart Chamber can anticipate perpetually reserving 2 rooms with local hoteliers and lodgers
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? In 2024 the LCOC will institute an in-person and online booking system with Lockhart Hotels, Motels, and other forms of Lodging in order to track both reservations and completed stays. The LCOC will also repeatedly survey Hoteliers.
7. Please list other organization, government entities, and grants that have offered financial support to your project: None, other than the Chamber, and it's Corporate and Individual Sponsors.

_____

_____

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

_____

_____

_____

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

10. Will you include a link to local hotels on your website for booking during this event?
Each local hotel and lodging site will be featured on the Lockhart Chamber Website with photos, features, and benefits.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?
The LCOC will work proactively with Local Hoteliers and Lodgers on all Events and Seasonal promotions to increase stays

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

See Addendum for more details. The LCOC has developed a Comprehensive Visitor's Bureau and Information Center Campaign, which includes new offerings, Target Audiences, those who are not comfortable with overnighting in Austin or Travis County, Sporting and Competitive Events, and Businesses and Families interested in relocating to Lockhart.

13. What geographic areas does your advertising and promotion reach: Texas, Central Texas, Austin, San Antonio, Hill Country, Houston Metro, Texas Legislature, Energy, Technology, and Defense Sectors.

14. How many individuals will your proposed marketing reach who are located in another city or county? 50,000+

15. If the funding requested is related to a permanent facility (e.g. museum,visitor center):

    Expected Attendance Monthly/Annually: 2,400 Annually

    Percentage of those in attendance that are staying at area hotels/lodging facilities: 35.0 %

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

ADDENDUM TO THE HOT FUNDS APPLICATION BY THE LOCKHART CHAMBER OF COMMERCE

REPURPOSING: THE LOCKHART VISITOR'S BUREAU AND INFORMATION CENTER IN 2024-2025

Upon considerable research and detailed discussion, the Executive Board of the Lockhart Chamber of Commerce "LCOC" is interested in elevating and enhancing both the **Services** and **Deliverables** associated with the Visitor's Bureau and Information Center. This is being done in order to markedly improve the overall experience, consistent access, quality of information and available resources, follow-up communication to measure levels of satisfaction and build relationships, and ultimately provide a sense of Lockhart Hospitality, which should set the community apart from its peers.

- **The Initial Scope**

  The LCOC has begun a survey of other Best of Class Visitor Bureaus and Information Centers in the State of Texas to determine philosophies and formulas for:

  - Strategic Planning which emphasizes the "***Rewarding Experiences of Lockhart***"
  - Tourism Target Markets – High Yield Visitors and Niche Segments – encouraging ***Exploration***!
  - Identifying Organizations, Groups, Leaders, and Individuals
  - Serving our Hotel/Motel/Vacation Rental Properties
  - Serving our Downtown and Regional Businesses
  - Positioning Lockhart as a Safe, Affordable, Convenient, and Fun place to stay when visiting Austin
  - Assessing the potential for conferences and conventions in Lockhart as a precursor for development
  - Advocating calendars for our Civic Groups and their Events
  - Promoting Tours, Destinations, Attractions, Activities, the Arts and Entertainment
  - Surveys administered in a variety of formats and media

  This learning will be carefully documented, scored, and then put to work in the following phases of development.

- **The Importance of Location and Presence**

  There are a number of interesting and viable Downtown Lockhart locations to be evaluated:

  - High foot traffic
  - Available parking
  - Hours of Operation: 9:00 AM to 5:00 PM MON-FRI; SAT 10:00 AM to 6:00 PM; SUN Noon to 4:00PM
  - A warm and personal reception area
  - Room for small meetings of 2-8, with multimedia capabilities
  - Produce and show 3-minute Video tours to introduce destinations and activities
  - Display areas for posters, maps, brochures, pamphlets/flyers, coupons, and other promotions
  - A dedicated Reservation Terminal and cell phone Charging Station

  These features will provide for an inviting and friendly environment, where visitors can address and act on their plans and schedules with confidence.

- **Exploring Lockhart**

  Through a dedicated outreach, develop Experience and Destination content from the following:

  - History and Culture
  - Food and Culinary Art – Examples: Tolbert Chili Championship, BBQ Capitol of Texas Championship
  - Parks and Outdoor Recreation – Also including Sports Contests and Tournaments
  - Road and Trail Cycling, Walking Tours, Water based activities
  - Architecture of Stately Homes, Public Buildings, and Churches
  - Local Industries, Beer, Wine, Crafts, and Art
  - Chisholm Trail, Roundup, Rodeo, and BBQ
  - Cinco de Mayo
  - Diez y Seis
  - Holidays and Seasons - A Christmas to Remember, Independence Day, Harvest Festival

  This will be a LCOC led phased development with the City of Lockhart oversight.

- **Embrace Digital Services and Social Media**

  As part of the LCOC New Website and Social Media Presence, the Visitor's Bureau and Information Center will have:

  - Manage online review and location based listings
  - Reservation and Booking Engines
  - Active and Responsible Social Media
  - Online Messaging and Chat during Monday-Friday business hours
  - Updated Brochures and Factsheets
  - Website presence and automatic updates – utilize Outlook Calendars for Subscribers

  This will be a LCOC led phased development with the City of Lockhart oversight.

- **Residents, Retail, and Service Provider Outreach and Engagement**

  This aspect of the Visitor's Bureau and Information Center has been lacking and the voids have prevented our complete success. The resources requested in this Application will help to:

  - Education Plan. Educate service providers, such as retail stores, service stations, restaurants, caterers they are all part of local visitor economy.
  - Visiting Friends and Relatives "VFR" Plan. is a major market which drives significant visitation to the Lockhart Destination. Examples could be Family Reunions, Class Reunions, Corporate picnic gatherings. They can encourage and enable residents to become advocates of their region by distributing visitor guides to residents, and even by developing specific campaigns.
  - Communication Plan. They can engage local media and local government communication teams to share good news visitor servicing happenings/events in their region. They also seek out relevant community Facebook Groups and add value where possible, such as sharing info about upcoming events.
  - Community Group Engagement. The Staff will be present at City Hall meetings as requested, LCOC Luncheons to provide monthly reports and available to the Hotel/Motel/Vacation Rental Group for progress updates.

  This will be a LCOC led phased development with the City of Lockhart oversight.

- **Intelligent Collection and Use of Metrics**

  It is commonly said that an Organization Values What It Measures. Together, we will excel at this opportunity with the requested resources contained in this Application.

  - Traditional reach metrics can include:
    - # Visitors to the Bureau and Center
    - # Brochures Distributed
    - # Social Media Followers
    - # Website Visitors
    - # Survey Respondents

    While these metrics are good indicators of the success of visitor servicing activities, it doesn't tell the full picture of visitor engagement with their activities or if they've turned any visitors into word-of-mouth advocacy for Lockhart.

    Other metrics they can monitor that will better measure the impact they are having in their region include (but not limited to):

    Visitor Centre Visitors

    - Capture rate of the Center
    - Dwell time in Visitor's Bureau and Information Center
    - Visitor Sentiment of Visitor's Bureau and Information Center
    - Visitor Advocacy of the Visitor's Bureau and Information Center
    - Over Counter Retail Sales
    - In Person Product Bookings

Online Engage Engagement Metrics

- Download + engagement with digital visitor guides/maps/fact sheets
- Online Bookings and/or Retail Sales
- Engagement metrics of online platforms they have influence over (eg Facebook Engagement, Instagram Engagement, Website Engagement)

Local Community/Industry/ Events Engagement

- Events attended
- Growth in database of local residents
- Engage/Conversion metrics with eNews
- Local engagement on FB posts in community groups etc

This will be a LCOC led phased development with the City of Lockhart oversight and integration into the New LCOC Website functionality and pages.

- **Financially Sustainable**

The LCOC is interested in evaluating the possibility of developing multiple streams of income, to augment the support from HOT Funds and direct support from the City of Lockhart. These conventional resources are valued and deeply appreciated, but it would be advantageous for all if the Visitor's Bureau and Information could become more self-sufficient and market-driven in the future. It would essentially validate the relevance and usefulness to its Stakeholders and Communities. Our challenge will always be to maintain our reputation for offering up-to-the-minute yet independent information and advice.

Additional income streams could include:

- **Industry Contributions**. Fees for Brochure Advertising when traffic and reservations warrant. Where resources are available, they also provide fee-for-service support, such as helping with Website listing set up, Google My Business and TripAdvisor Training.
- **Booking Commission**. Via Online Bookings, Face to Face Bookings, Event Tickets, Owned Product Packaging + Distribution
- **Retails Sales + Gift Packages.** Sold either offline or online via their Website.
- **Own Product Sales.** Entrance Fees, Own Tour Products such as Guiding Service (groups), Hire, Transport, Walking Tours
- **Advertising Opportunities.** In Center - Posters, Window Projections, Touchscreen, Print.
- **Multiple Venue Hire**. If they have venue space, hire it out for local events.

- **Strong Leadership and Management**

The LCOC recognizes and is fully aware that the success of the proposed Visitor's Bureau and Information Center, both in their physical and digital forms will depend on will depend on a strong team and support of multiple organizations. This plan and overview are examples of the thought leadership which the LCOC is prepared to deliver, followed up by the leadership and management required.

Our Recommended Organizational Structure:

• LCOC CEO and President (Part-Time)	15 Hours Per Month
• LCOC Operations Director (Part-Time)	25 Hours Per Month
• Visitor Bureau and Information Center Administrator (Full-Time)	176 Hours Per Month
• LCOC Board Members and Volunteers	AS REQUIRED

Outline of Duties and Responsibilities:

- LCOC CEO and President (Part-Time) SUPERVISOR

  The CEO will be responsible for the Standards of Performance and the Financial Integrity of the operations. They will adhere to the LCOC Approved Business Plan and Associated Funding Schema and oversee all procurement and time allowances and expenses. The CEO will be required to ensure that each and every audience has been address and served to the highest degree possible. They will confirm that both the physical Center and the Online/Social Media presence is consistent, accurate, and timely. The CEO will also be responsible of reporting status to the City of Lockhart, the Lockhart EDC, and the LCOC Chamber Board.

- LCOC Operations Director (Part-Time) MANAGER

  The OPS Director will be responsible for setting the direction, specific tasks, and schedules for the Center and the Online Media. They will make sure that each of the elements of the LCOC Approved Business Plan and Associated Funding Schema are receiving full attention and are providing services and deliverables as promised. The OPS Director will be required to report on participation and satisfaction levels of the audiences served. The prescribed Metrics will be reported on a Monthly, Quarterly, and Annual basis. The OPS Director will make sure that the Center is staffed according to its published hours, drawing on their own time, as well as a pool of trained volunteers.

- Visitor Bureau and Information Center Administrator (Full-Time) ADMINSTRATOR

  The Administrator of the Center will be responsible for the daily functions of the Center and assisting Visitors in the planning, scheduling, and confirming their Lockhart experiences and visits. Attention to detail and service excellence will be required. The Administrator will demonstrate friendliness, local knowledge, and willingness to respond to reasonable inquiries in a timely manner. The Center will be judged by Visitors according to the value, relevance, and applicability of the information delivered. The Administrator will be skilled in written and verbal communications, capable of maintaining established web pages, have an appreciation for describing and presenting marketing materials, and a genuine enthusiasm for Lockhart, Texas as a place to Explore.

- LCOC Board Members and Volunteers TEMPORARY TASKS AND SPECIFIC PROJECTS

- **Requested Budget for the Lockhart Visitor's Bureau and Information Center**

The LCOC presents the following for consideration:

• STAFFING	$83,000.00
• RENT @ $1,500/MONTH	$18,000.00
• UTILITIES AND SUPPLIES @ $500/MONTH	$6,000.00
• DIGITAL MEDIA DEVELOPMENT AND SUPPORT	$8,000.00
Total Request for 2024-2025	$115,000.00

- **Expected Attendance with Lockhart Visitor's Bureau and Information Center**

With the recommended enhancements to the Facility, plus the correct staffing and promotion, the LCOC expects the following:

- 2,400 Annual Visitors who register, which translates into an AVG of 200/month
- A minimum of 30 Visitors per month will stay 1-2 nights in local lodging or approximately 540 night stays

- **A Schedule of Activities or Events Relating to the Visitor's Bureau and Information Center**

  Depending on the realized date of funding and hiring the proposed Staff, the LCOC represents:

  - 45 days to validate the Hotel and Lodger Referral System with a Reservation/Booking system initiated by our Visitors/Guests
  - 60 days from funding to publish and obtain approval from the LCOC and the Chamber for a Marketing Plan which supports existing and new Activities and Events
  - 75 days to launch the New Website and Social media campaigns
  - 90 days to integrate the LCOC Ambassadors and Leadership Lockhart programs into the Visitor's Bureau and Information Center
  - 100 days to develop plans with the new Lockhart EDC Director to host bus tours and overnight stays for Relocation specialists, Business Park Developers/Investors, Residential Developers/Investors/Marketers
  - Six months, be fully functional with all of the referenced Services, Deliverables, and Benefits of the New Visitor's Bureau and Information Center
  - Delivering data, surveys, and comprehensive Reports to our Stakeholders, both on a scheduled and on-demand basis, with YTY comparisons

Lockhart Chamber of COMMERCE and Visitors Center

Hotel Occupancy Tax Presentation 2024

Mission

To promote a prosperous business environment for our members and enhance our community.

Visit Historic

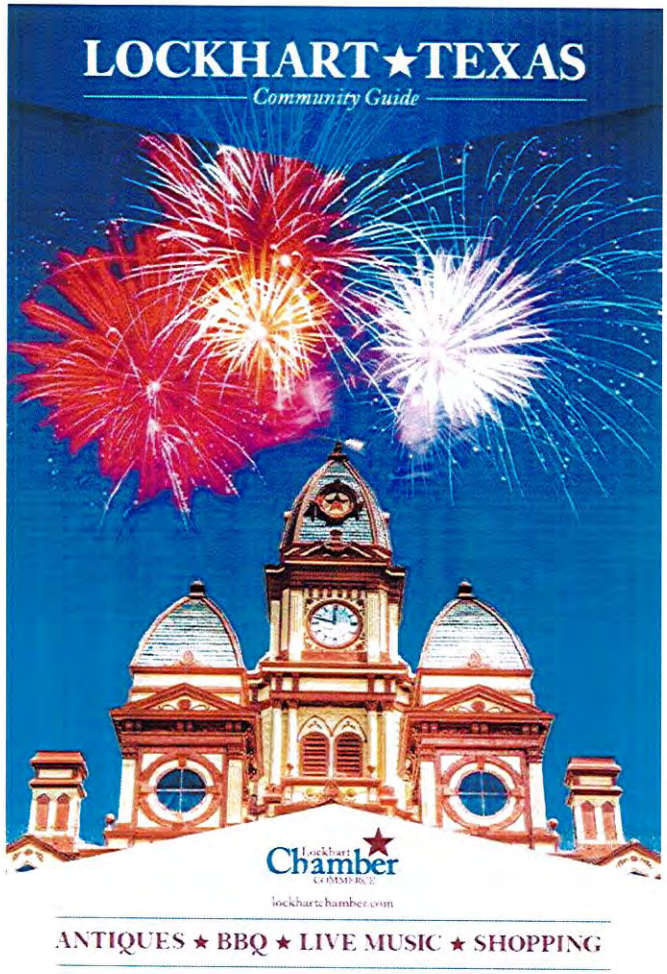
LOCKHART

VisitLockhartTX.com

The Official Visitors Center of Lockhart, Texas

- ***NOW DOWNTOWN!! 104 W. Market St.***
- State of Texas Designated
- Member of the Texas Hotel and Lodging Association (THLA)
- Social Media Connection
  - Websites
  - Facebook
- Printed Promotional Materials
  - Information Guide
  - Maps
  - Postcards
  - Keychains
  - Magnets
  - Pens
  - Notepads
- 2 Full-Time Staff
- Mon-Fri 8 am – 5 pm, occasional Saturdays.

Updated Community Guide



*A Combo Visitors Guide and Business Directory.

Currently in production.

Goal:

To be released Summer 2023

Better sizing, updated images and information

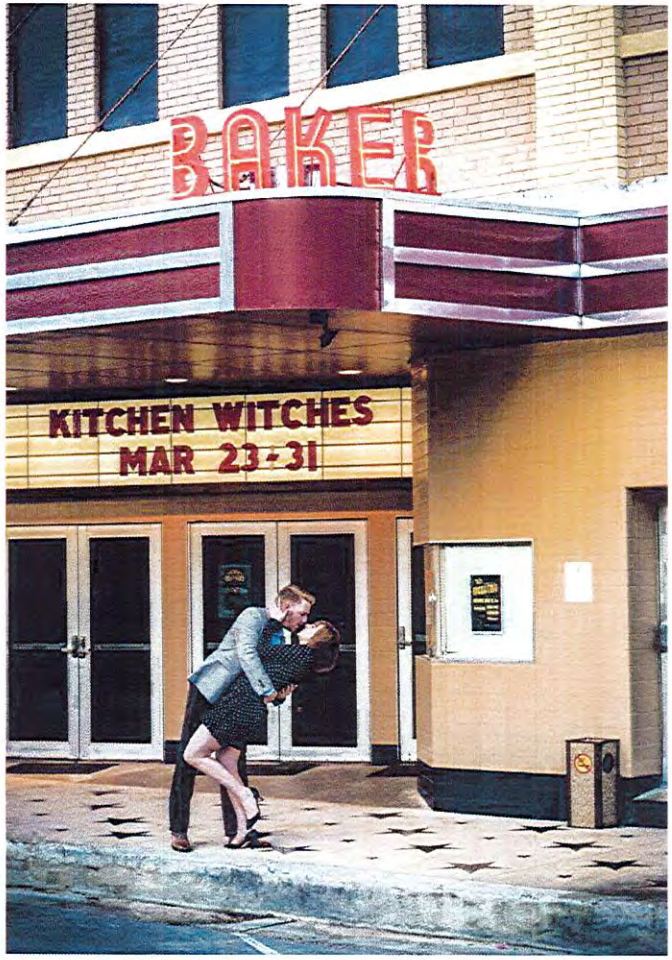
Cost to Chamber for production: $19,500 (print and digital components included)

Ad sales to chamber members to help cover some or all of costs.

Updated Community Guide

Contents include:

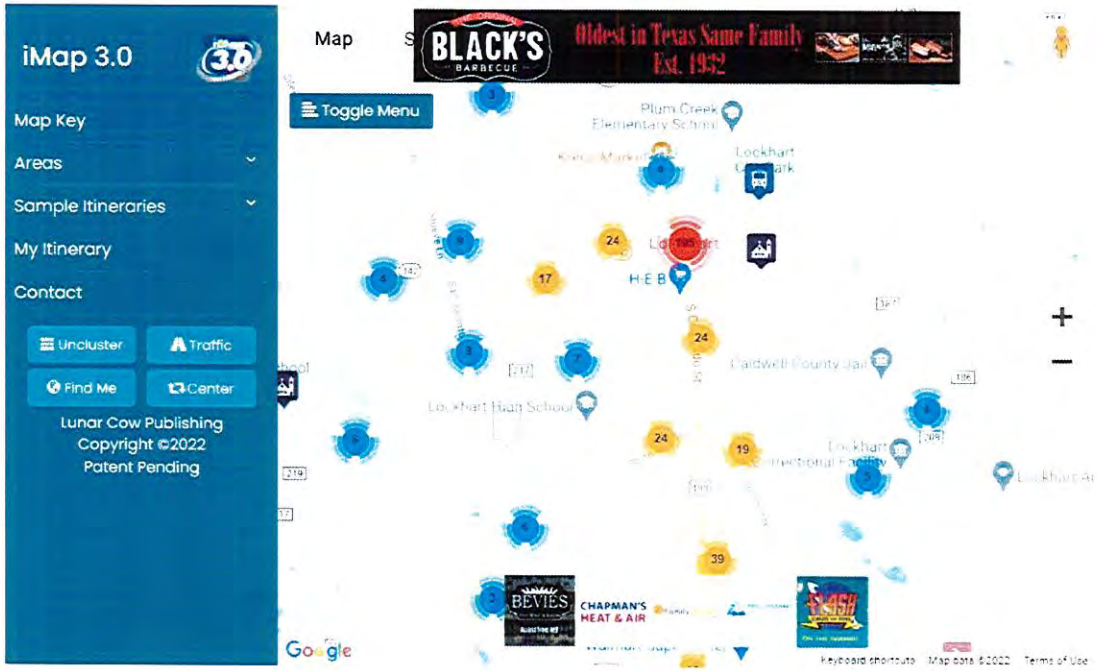
- Welcome
- History of Lockhart
- Education in our community
- Community Events
- Parks & Recreation
- Arts & Culture
- Where to Shop, Eat, Play, & Sleep
- Chisholm Trail Roundup
- Business Directory
- Advertisements
- City Map of Lockhart



Updated Community Guide

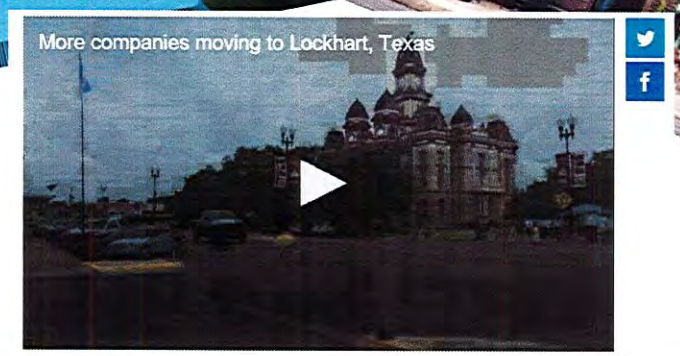
iMap

- An interactive map that can highlight specific areas in town (i.e., historic district).
- Users can create their own itinerary by selecting various points of interest that they intend to visit.
- Host (the Chamber) can create "Sample Itineraries" for users (i.e., BBQ Tour, First Friday)



Lockhart Featured In:

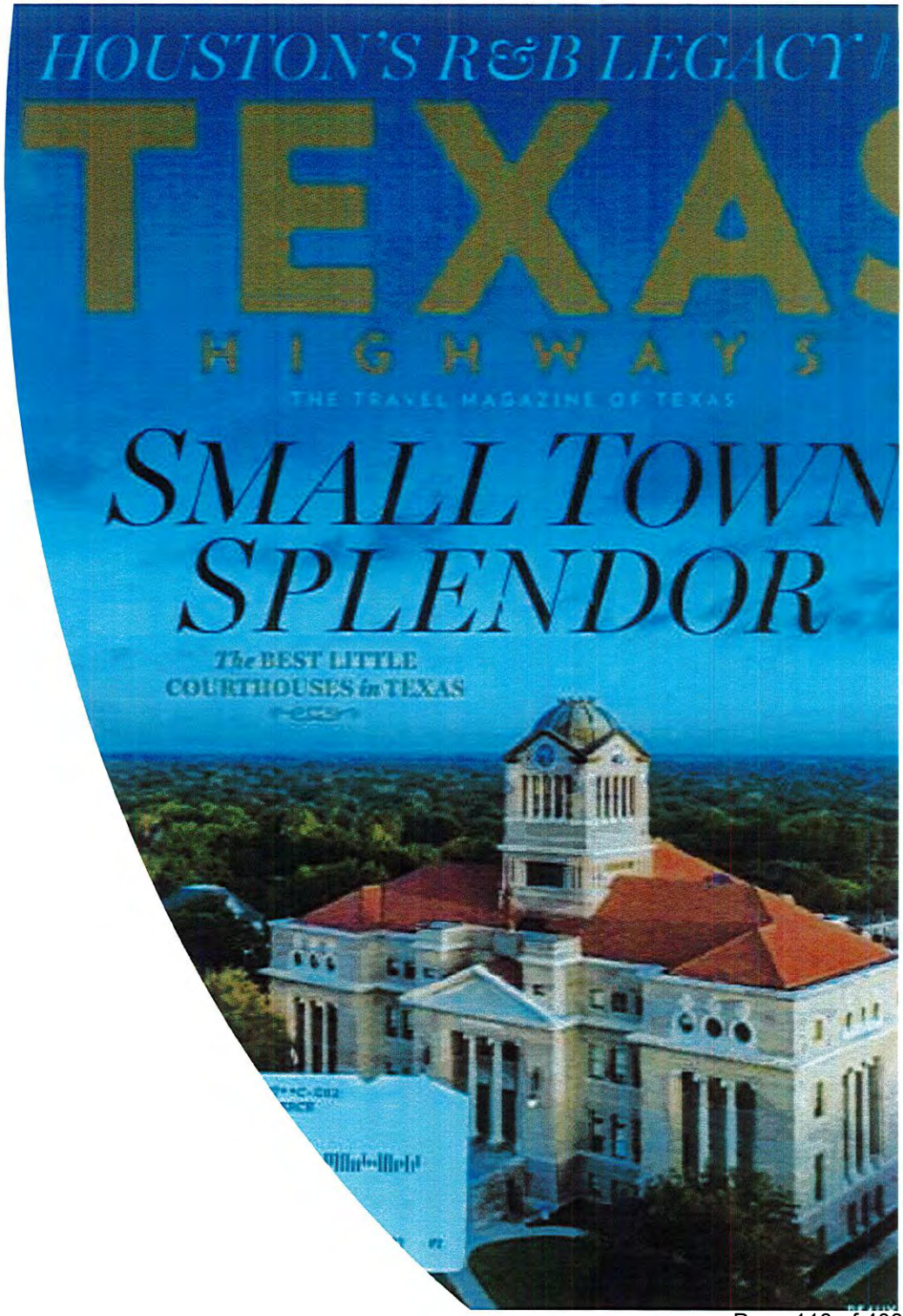
- Lockhart Post Register
- Community Impact
- SH 130 Blog
- Texas Monthly
- Texas Highways
- Texas Lifestyle Magazine
- Festivals of Texas
- Extreme Team News
- KASE 101
- KOKE FM
- KXTN FM
- KAJA FM
- KASE FM
- KVUE News
- Austin Business Journal
- Austin American Statesman



Lockhart sees rise in people, businesses moving to the city

Lockhart expects 10,000 more to move there in the next five years.

*Many marketing leads initiate with the Lockhart Chamber of Commerce.


HOUSTON'S R&B LEGACY
TEXAS
HIGHWAYS
THE TRAVEL MAGAZINE OF TEXAS
SMALL TOWN
SPLENDOR
The BEST LITTLE
COURTHOUSES in TEXAS

2023 Visitors Center
Accomplishments

- ✔ Continue the search for office space in the downtown area
  - ✔ *New home at 104 W. Market St!*
  - ✔ *Open on Saturdays for certain events*
- ✔ Updates and improvements to the Visitor Center website
  - ✔ *Added information in English and Spanish*
  - ✔ *Listed hotels, restaurants, specialty shops, and attractions.*
- ✔ Updated Visitor Information Brochure
  - ✔ *Printed in English and Spanish*
- ✔ Begin to offer "promo" items to be given away to visitors, mailed with visitor packets, or used in giveaways to promote the City of Lockhart and the Visitors Center
  - ✔ *Stickers, magnets, pens, postcards, key chains, etc.*

2023 Visitors Center
Goals

- Hire a part-time *Tourism Director* to manage the Visitors Center on Saturdays and First Fridays, beginning March 2023.
  - *Approximately $8,000/year.*
- Complete the updated Community Guide and Membership Directory with Lunar Cow Publishing
- Increase social media following and engagement.
- Improve the design and decorations of the Visitors Center to ensure a welcoming and inviting environment.
  - *This would include brochure displays, photos of Lockhart, historical information, and a comfortable sitting area with refreshments upon request.*
- Procure weather-resistant displays and/or digital information kiosks to expand our outreach.

Visit Historic

LOCKHART

VisitLockhartTX.com

SCAN ME

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

RACH & RHODES PRESENTS

COURTHOUSE NIGHTS

Application

Date: 4/18/24

Organization Information

Name of Organization: Rach & Rhodes Presents/Courthouse Nights

Address: 610 S. Main St.

City, State, Zip: Lockhart, TX 78644

Contact Name: Rachel Lingvai Contact Phone Number: 512-689-2726

Web Site Address for Event or Sponsoring Entity www.rachandrhodespresents.com

Non-Profit or For-Profit status: *profit Tax ID #: 86-3636621

Entity's Creation Date: 5/3/21

Purpose of your organization: To bring music to Lockhart! Rach & Rhodes is a for-profit company but Courthouse Nights is 100% funded by sponsorships. We do not gain a profit or use sponsorship money as payment to ourselves.

Event Information

Name of Event or Project: Courthouse Nights

Date of Event or Project: Once/Month April-August

Primary Location of Event or Project: Lockhart Square/County Courthouse Lawn

Amount Requested: $20k - it costs 5k/month to put this on for the community x 5 months

How will the funds be used: To help with production. To hire staff. We need help in order to continue.

Primary Purpose of Funded Activity/Facility:

To celebrate community through music.

Percentage of Hotel Tax Support of Related Costs

50 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

25 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

25 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☒ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and soundrecording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $ 20,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 3 years
2. Expected Attendance: 2,000+ (roughly 400/month)
3. How many people attending the Event or Project will use City of Lockhart hotels? 1/2

   Number of the people many nights will they stay: 1
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used: N/A

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? survey of hoteliers, airbnb owners, etc.
7. Please list other organization, government entities, and grants that have offered financial support to your project: Live Music Fund from the City of Austin 2023

Every year we have financial sponsors in order for this to happen. We have a list of present and past sponsors I can provide - both private and commercial.

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
It is a free event for the community. We do not net a profit.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $3500 (Austin Chronicle In-Kind Top-Tier Sponsorship)
Radio: $_____
TV: $_____
Other Paid Advertising: $4000 (banners, posters, graphics, graphic artist contracted out, poster art contracted out
Number of Press Releases to Media 5 to media, not including social media
Number Direct Mailings to out-of-town recipients N/A

Other Promotions Continuous social media posts, etc. during the months of event.

10. Will you include a link to local hotels on your website for booking during this event?
Yes.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?
That will be up to hotelier/owner.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

Post in the Austin Chronicle to reach a broader audience, possible radio promo, social media ads, possible contests.

13. What geographic areas does your advertising and promotion reach: Central Texas/Houston

14. How many individuals will your proposed marketing reach who are located in another city or county? 30k

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

Courthouse Nights

LOCKHART TEXAS

LOCKHART TEXAS

BYOB • FREE EVENT • BYOB • FREE EVENT

STAGE SPONSORED BY

BLACK'S

CHRONICLE

WELLA

PHOX15, llc

APRIL 19 DALE WATSON

MAY 17 EZ BAND

JUNE 21 DEADEYE

JULY 19 RATTLESNAKE MILK

AUG 23 SIMON SAYS

3RD FRIDAYS • 7-10PM

SOUTH SIDE OF THE COURTHOUSE LAWN

SPONSORED BY

Agility Heating & Air

JERRY & JULIA HAUG

GREG & JUDY DROTT

NIGHTHAWK

TANKTOWN

LockeARTHOUSE

Courthouse Nights Marketing Plan

Application Name:	Rach & Rhodes Presents		
Project Name:	**Courthouse Nights**	**Contact:**	Rachel Lingvai
Project Location:	**Lockhart, TX - Downtown Square**	**Contact Cell:**	512-689-2726
Project Date:	**once.month April - August**	**Contact E-mail:**	rachel@rachandrhodespres
BUDGET AMOUNT	$[redacted] 9,300		

ONLINE CAMPAIGNS

Vendor	Target Market	Local Audiences or Tourists?	Online Campaign Type	Qty	Online Run Dates	Online Rate / CPM	Total Cost
Content Creator - Contractor		**Both**					$ 2,000.00
							$ -
							$ -
							$ -
							$ -
							$ -
						Total Online Campaigns	**$ 2,000.00**

PRINT ADS - *If Applicable*

Vendor	Target Market	Local Audiences or Tourists?	Print Placement Size	Qty	Print Run Dates	Rate	Total Cost
Austin Chronicle		**Both**	1/4 ad	3			$ 3,000.00
Lockhart Post Register		**Local**	1/4 ad	5			$ 800.00
							$ -
						Total Prin	**$ 3,800.00**

RADIO ADS - *If Applicable*

Station	Target Market	Local Audiences or Tourists?	Radio Spot Length (:15 or :30)	Qty	Radio Spot Time of Day	Rate	Total Cost
							$ -
							$ -
							$ -
						Total Radi	**$ -**

PRODUCTION OF MARKETING ASSETS

Production Element	Vendor	Qty	Rate	Total Cost
Banners / Billboards / Signage	Printing Solutions			$ 1,500.00
Contractors - Design (Admat, Poster, Stickers, etc)				$ 1,500.00
Contractors - Publicist				$ -
Contractors - Website				$ 500.00
Contractors - Street Teams				$ -
Event Merch Item-1				
Event Merch Item-2				$ -
Printing				$ -
			Total Production Costs	**$ 3,500.00**

	Total Costs	**In-Kind & Unpaid Outreach Plan: $3000**

Courthouse Nights Marketing Plan

ONLINE	$2,000.00	Social Media Share by Event Artists:	
PRINT	$3,800.00	Social Media Share by Event Organizer Networks:	
RADIO	$ -	Social Media Share by Event Venue:	
PROD/MISC	$3,500.00	Event Detail Web Listing by Event Venue & Ticketing Platform:	
TOTAL COSTS	$9,300.00	Event Detail Share via Organizational E-Blasts:	
MARKETING BUDGET	-	Radio PSAs:	
DIFFERENCE +/-	(9,300.00)	Press Release & Press Interviews:	
		Visit Austin Event Listings:	
		Community Event Listings:	

	A	B	C	D	E	F
1	MARKETING PLAN TEMPLATE DEFINITIONS					
2	Vendor:	The business or contractor you are paying for marketing placement.				
3	Market:	Where are you targeting this ad? Austin; Central Texas; Texas Region (specify where); U.S.A Region (specify where); Outside U.S.A. (specify where)				
4	Local Audiences or Tourists:	Choose Local Audiences or Tourists based on your Target Market.				
5	Online Campaign Type:	What kind of online placement is this spend? Examples include Social Media Boosted Posts; Social Media Boosted Ads; Google Targeted Ads; E-Newsletters; Dedicated E-Blasts; Website Ad Placements, etc.				
6	Online Run Date:	What dates will your online placements happen?				
7	Rate / CPM:	The rate is the individual cost per placement. CPM is the cost per 1,000 impressions				
8	Print Placement Size:	What are the dimensions of your print ad ?				
9	Radio Spot Length:	Will your paid radio spot be 15 seconds or 30 seconds in length?				
10	Radio Spot Time of Day:	What time of day will your radio ad run? Options include Peak Time; Morning; Afternoon; Evening; Late night, etc.				
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

TROUBADOR IMAGE + SOUND

78644 PODCAST

Application

Date: 4/18/24

Organization Information

Name of Organization: Troubadour Image + Sound

Address: 416 South Church Street

City, State, Zip: Lockhart, Texas 78644

Contact Name: Kate Collins Contact Phone Number: 512-796-5406

Web Site Address for Event or Sponsoring Entity 78644podcast.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: TKTKTKKT

Entity's Creation Date: 10/20/2022

Purpose of your organization:

To celebrate, support, and promote music, art and culture in the Lockhart area.

Event Information

Name of Event or Project: 78644 Podcast

Date of Event or Project: 1 episode per month

Primary Location of Event or Project: Available online where ever you listen to podcasts.

Amount Requested: $ 5,000

How will the funds be used:

The funds will be used to help advertise and promote the podcast outside of the 78644 area through the forms of digital billboards, online advertising (Facebook, Instagram, and Spotify), and direct mailers.

Primary Purpose of Funded Activity/Facility:

The main aim of seeking funds is to finance advertising efforts aimed at promoting the podcast beyond the Lockhart area. The goal is to attract more tourists to our region, thereby bolstering support for local music and art. Tourism revenue has the potential to significantly boost our creative community, ensuring its sustainability

Percentage of Hotel Tax Support of Related Costs

10% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

■ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and soundrecording,

and other arts related to the presentation, performance, execution, and exhibition ofthese major art forms : $ 5,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from anothercity or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1.5 years

2. Expected Attendance: We have had 7,261downloads to date, roughly 6000 outside of the Lockhart, Austin area

3. How many people attending the Event or Project will use City of Lockhart hotels? TBD

   Number of the people many nights will they stay: 2 nights

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

   No, but we are proposing a discount code/perk offered through the podcast to help drive traffic.

5. List other years (over the last three years) that you have hosted your Event or Projectwith amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
N/A		

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____

   We will be able to track the success through the use of the code.

7. Please list other organization, government entities, and grants that have offered financial support to your project: N/A

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

No

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $5,000

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients 1,000

Other Promotions _____

10. Will you include a link to local hotels on your website for booking during this event?

Yes

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

Online advertising, digital billboards, direct mailers

13. What geographic areas does your advertising and promotion reach: _____

Texas

14. How many individuals will your proposed marketing reach who are located in another city or county? Texas

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:

City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

78644

LOCKHART + MUSIC

A Podcast for Everything Happenin' in Lockhart

78644
LOCKHART MUSIC

HOWDY!

I hope this letter finds you well. I am writing to you on behalf of the vibrant creative community here in Lockhart, Texas, with a proposal that I believe aligns with the city's goals of fostering cultural growth and economic development.

As you are aware, Lockhart is undergoing a remarkable period of growth, and our music and art scene have flourished as a result. With the emergence of five music venues hosting events four to five times a week, a theater showcasing high-quality productions monthly, and numerous art galleries featuring both established and emerging artists, Lockhart has transcended its reputation solely as a barbecue destination and has become a bona fide cultural hub.

The 78644 podcast, which I oversee, serves as both a celebration of Lockhart and a promotional tool to attract tourists to our vibrant community. Our listenership extends far beyond Lockhart, demonstrating the podcast's effectiveness as an educational and promotional platform. Through strategic regional advertising campaigns employing online ads, digital billboards, and direct mail marketing, we aim to capitalize on this momentum and draw visitors to Lockhart, thereby bolstering the local economy.

In light of the aforementioned objectives, I humbly request consideration for financial support from the Hotel Tax Fund. With your assistance, we can expand our outreach efforts, enhance our production quality, and amplify our impact on both locals and tourists.

Furthermore, I am pleased to inform you that our podcast is fiscally sponsored by the Austin Creative Alliance, rendering any donations made to us 100% tax deductible.

By investing in our creative endeavors, you not only contribute to the cultural enrichment of Lockhart but also help establish the city as a beacon of support for the arts. Together, we can nurture and sustain our burgeoning artistic community, fostering a legacy of creativity and innovation for generations to come.

Thank you for your time and consideration. Should you require any further information or clarification, please do not hesitate to contact me directly. I eagerly anticipate the opportunity to discuss this proposal with you in greater detail.

Warm Regards,

Kate Collins

Kate Collins
PRODUCER

78644
LOCKHART MUSIC

MARKETING OBJECTIVES:

- Increase awareness of Lockhart as a tourist destination.
- Drive website traffic and engagement with Lockhart's creative attractions.
- Increase visitor footfall to Lockhart's local businesses, including venues, galleries, and historical locations.
- Enhance Lockhart's reputation as a cultural and hub within Texas.

TARGET AUDIENCE:

Families: Seeking weekend getaways or day trips.
Music Fans: Interested in Lockhart's growing music scene.
Art Buffs: Interested in the multiple galleries exploring variety of mediums
Quarky Small Town Charm: Through our humor and first person accounts of "mostly true" Lockhart history and its charachters.

MARKETING CHANNELS AND STRATEGIES:

1. Online Digital Ads:

- Utilize platforms like Google Ads, Facebook Ads, and Instagram Ads.
- Craft visually appealing ads showcasing Lockhart's attractions, such as its historic downtown, music venues, galleries, other cultural points of interest.
- Target audiences based on interests, demographics, and location (e.g., Texas residents, nearby cities).
- Implement retargeting campaigns to re-engage users who have shown interest in Lockhart but haven't completed a booking or visit.

2. Digital Billboards:

- Place digital billboards in strategic locations across Texas, targeting high-traffic areas and routes leading to Lockhart.
- Design captivating visuals highlighting Lockhart's unique selling points, such as its historic downtown, music venues, galleries, other cultural points of interest.
- Rotate ad creatives to maintain audience interest and ensure exposure to a diverse range of messaging.
- Incorporate interactive elements where possible, such as QR codes linking to Lockhart's tourism website and lodging options for more information.

3. Direct Mailers:

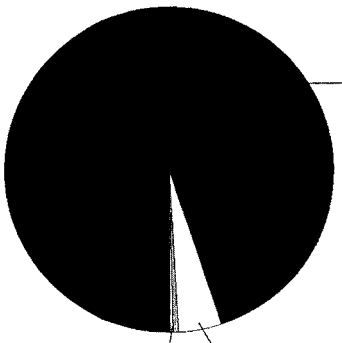
- Develop visually appealing direct mailers showcasing Lockhart's attractions, including high-quality images and engaging copy.
- Segment mailing lists based on geographic proximity, interests, and previous interactions with Lockhart's tourism materials.
- Include promotional offers or discounts for local businesses, encouraging recipients to visit Lockhart and redeem special deals.

Incorporate QR codes or unique URLs for tracking response rates and measuring the effectiveness of the direct mail campaign.

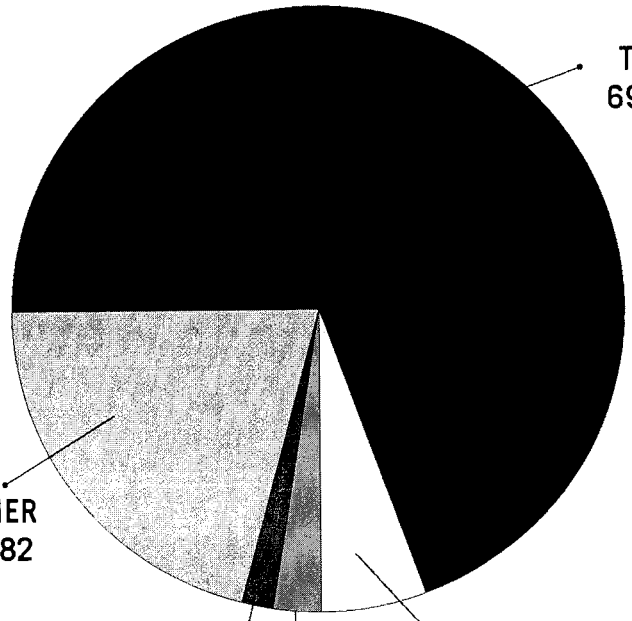
GEO LOCATION PERFORMANCE

7,277 DOWNLOADS FROM SEASON1-TODAY

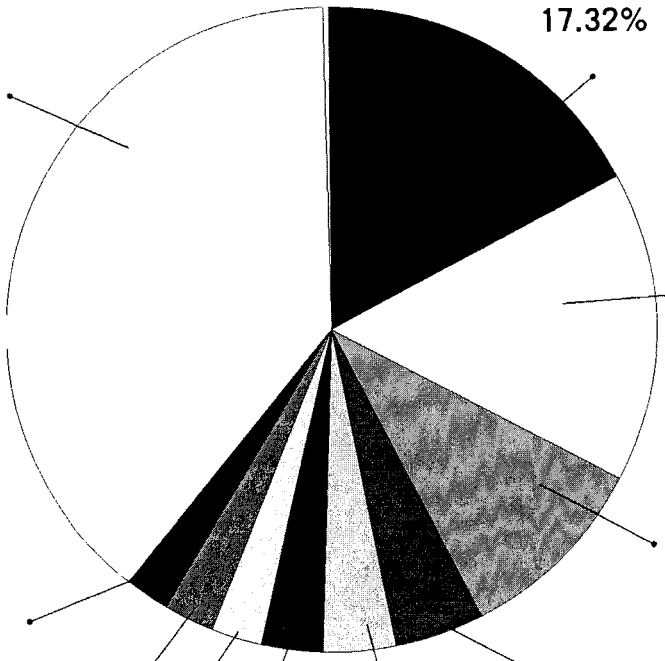
CONTINENT



REGION



CITY



GEO LOCATION DATA CONTINENT, COUNTRY, REGION

7,277 DOWNLOADS FROM SEASON1-TODAY

REGION,downloads,Percent_of_Total
Tx,2160,69.59
Ca,174,5.61
Wa,74,2.38
Co,52,1.68
Ok,49,1.58
Sk,48,1.55
Ny,40,1.29
Ma,37,1.19
Mi,31,1
Va,25,0.81
Pa,25,0.81
Ct,24,0.77
La,21,0.68
Ky,21,0.68
Fl,19,0.61
Wi,18,0.58
Or,18,0.58
Mb,16,0.52
Occ,15,0.48
Md,15,0.48
Mo,13,0.42
Eng,13,0.42
Il,13,0.42
L,13,0.42
Ga,12,0.39
Tn,11,0.35
Nd,8,0.26
Sc,7,0.23
Ar,6,0.19
Nj,6,0.19
Az,6,0.19
Ia,6,0.19
25,5,0.16
Oh,4,0.13
Naq,4,0.13
Ks,4,0.13
Mn,4,0.13
Ab,4,0.13
84,3,0.1
Mt,3,0.1
Nc,3,0.1
Qc,3,0.1
Nm,3,0.1
Ut,3,0.1
Nsw,3,0.1
On,3,0.1
Mex,3,0.1
Wv,3,0.1
Kkc,3,0.1
13,2,0.06
65,2,0.06
Nh,2,0.06
Idf,2,0.06
Wls,2,0.06
Nv,2,0.06
Wgn,2,0.06
01,2,0.06
Ms,2,0.06
B,2,0.06
Wy,2,0.06
Gt,2,0.06
Tom,2,0.06
Wc,2,0.06
14,1,0.03
20,1,0.03
33,1,0.03
45,1,0.03
De,1,0.03
Ri,1,0.03
Chp,1,0.03
Vt,1,0.03
In,1,0.03
M,1,0.03
Vic,1,0.03
Sd,1,0.03
Al,1,0.03
Id,1,0.03
Sin,1,0.03
Auk,1,0.03
Dc,1,0.03
Kl,1,0.03
Ne,1,0.03
Jal,1,0.03
Vlg,1,0.03
Zh,1,0.03

CONTINENT,downloads,Percent_of_Total
North America,6592,94.94
Europe,300,4.32
Asia,30,0.43
Australia,12,0.17
Africa,7,0.1

COUNTRY,downloads,Percent_of_Total
United States,6463,93.09
Germany,78,1.12
Canada,74,1.07
United Kingdom,56,0.81
France,55,0.79
Dominican Republic,42,0.6
Spain,32,0.46
Ireland,25,0.36
India,14,0.2
Mexico,10,0.14
Netherlands,9,0.13
Australia,8,0.12
Switzerland,7,0.1
Ukraine,6,0.09
Japan,6,0.09
Denmark,6,0.09
Italy,5,0.07
Belgium,5,0.07
South Africa,5,0.07
Hong Kong,4,0.06
Norway,4,0.06
New Zealand,4,0.06
Turkey,3,0.04
Russian Federation,3,0.04
China,2,0.03
Portugal,2,0.03
Bosnia And Herzegovina,2,0.03
Aruba,2,0.03
Argentina,2,0.03
Finland,2,0.03
Czech Republic,1,0.01
Greece,1,0.01
Luxembourg,1,0.01
Kenya,1,0.01
Antigua And Barbuda,1,0.01
Indonesia,1,0.01
Uganda,1,0.01

GEO LOCATION DATA CITIES

7,277 DOWNLOADS FROM SEASON1-TODAY

CITY,downloads,Percent_of_Total
Lockhart,532,17.32
Austin,481,15.66
Houston,293,9.54
Harlingen,136,4.43
Dallas,116,3.78
San Antonio,91,2.96
Mountain View,81,2.64
San Marcos,73,2.38
Seattle,69,2.25
Foam Lake,48,1.56
Bristow,42,1.37
Midland,37,1.2
Andover,32,1.04
Kyle,27,0.88
Fairfield,24,0.78
Rochester,23,0.75
Cupertino,23,0.75
Giddings,21,0.68
Louisville,20,0.65
Sterling,19,0.62
Flower Mound,19,0.62
Denver,16,0.52
Ann Arbor,16,0.52
Winnipeg,16,0.52
Pflugerville,15,0.49
Del Valle,15,0.49
Blue Bell,15,0.49
Humble,14,0.46
San Francisco,14,0.46
Wimberley,14,0.46
Eustace,14,0.46
Sun Prairie,13,0.42
Cedar Park,13,0.42
Atlanta,12,0.39
New York,12,0.39
Belding,12,0.39
Brenham,11,0.36
Fort Collins,11,0.36
Salem,10,0.33
Dublin,10,0.33
San Angelo,10,0.33
Cedar Creek,9,0.29
Kingsbury,9,0.29
Baltimore,9,0.29
Redwood City,9,0.29
Copperas Cove,8,0.26
Bastrop,8,0.26
Dripping Springs,8,0.26
Mission,8,0.26
Littleton,8,0.26
Boerne,7,0.23
Leander,7,0.23
Vidor,7,0.23
New Orleans,7,0.23
Los Angeles,7,0.23
New Braunfels,7,0.23
Alvarado,7,0.23
Hazen,7,0.23
Orlando,6,0.2
Burnet,6,0.2
St Louis,6,0.2
Rock Island,6,0.2
Rockport,5,0.16
San Jose,5,0.16
Frisco,5,0.16
Portland,5,0.16
Torrance,5,0.16
Tyler,5,0.16
Elgin,5,0.16
Warfordsburg,5,0.16
Saint-sulpice-sur-leze,4,0.13
Chicago,4,0.13
Lewisville,4,0.13
Lafayette,4,0.13
El Paso,4,0.13
Boydton,4,0.13
Chattanooga,4,0.13
Calgary,4,0.13
Concord,4,0.13
Kansas City,3,0.1
Nashville,3,0.1
Salado,3,0.1
Avignonet-lauragais,3,0.1
Seguin,3,0.1
College Station,3,0.1
Renton,3,0.1
Miami,3,0.1
Burlington,3,0.1
Aiken,3,0.1
Martindale,3,0.1
Sedalia,3,0.1
Richmond,3,0.1
Salt Lake City,3,0.1
Mandeville,3,0.1
Toronto,3,0.1
Boca Raton,3,0.1
Copenhagen,3,0.1
Fort Worth,3,0.1
Santiago De Los Caballeros,3,0.1
Cambridge,3,0.1
Grinnell,3,0.1
Bartlesville,3,0.1
Inver Grove Heights,3,0.1
Wayne,3,0.1
Huntington Park,3,0.1
Sunset Beach,3,0.1
Kowloon,3,0.1
Cypress,2,0.07
Star City,2,0.07
Valley Village,2,0.07
Haarlem,2,0.07
Spring Branch,2,0.07
Irving,2,0.07
Labruyere-dorsa,2,0.07
Laurens,2,0.07
Columbus,2,0.07
Phoenix,2,0.07
Tulsa,2,0.07
Belle Chasse,2,0.07
Calmont,2,0.07
Champigny-sur-marne,2,0.07
Eaunes,2,0.07
Oregon City,2,0.07
Plano,2,0.07
Bryan,2,0.07
Mount Olive,2,0.07
Navan,2,0.07
Schertz,2,0.07
Gais,2,0.07
Winter Garden,2,0.07
Georgetown,2,0.07
Laval,2,0.07
Round Rock,2,0.07
Southampton,2,0.07
Alba,2,0.07
Bridgend,2,0.07
Davenport,2,0.07
Indian Head,2,0.07
Las Vegas,2,0.07
Victoria,2,0.07
Brighton,2,0.07
Nacogdoches,2,0.07
Pasadena,2,0.07
Pescara,2,0.07
Villa Bisono,2,0.07
Steamboat Springs,2,0.07
Lower Hutt,2,0.07
Thiensville,2,0.07
Drudas,2,0.07
Galveston,2,0.07
Saint-amant-de-montmoreau,2,0.07
Germantown,2,0.07
Santo Domingo,2,0.07
Cobleskill,2,0.07
Starkville,2,0.07
Oranjestad,2,0.07
Wichita Falls,2,0.07
Corpus Christi,2,0.07
North Bergen,2,0.07
Banfield,2,0.07
Gillette,2,0.07
Athens,2,0.07
Estes Park,2,0.07
Greenville,2,0.07

GEO LOCATION DATA

7,277 DOWNLOADS FROM SEASON1-TODAY

Morgantown,2,0.07
Johannesburg,2,0.07
Nevada,2,0.07
Alamogordo,2,0.07
Tultitlan,2,0.07
Edinburg,2,0.07
Hutto,2,0.07
Cape Town,2,0.07
Tomsk,2,0.07
Colorado Springs,1,0.03
Dale,1,0.03
Graham,1,0.03
Lake Charles,1,0.03
Secaucus,1,0.03
Waco,1,0.03
Webster,1,0.03
Cleveland,1,0.03
Joshua,1,0.03
Sandy,1,0.03
West Hollywood,1,0.03
Hampton,1,0.03
Oceanside,1,0.03
Oxford,1,0.03
Poitiers,1,0.03
Smithville,1,0.03
Helena,1,0.03
Kirkland,1,0.03
Lexington,1,0.03
Longmont,1,0.03
Newark,1,0.03
Providence,1,0.03
Stratford-up-on-avon,1,0.03
Sugar Land,1,0.03
Westminster,1,0.03
Wilmington,1,0.03
Albuquerque,1,0.03
Baton Rouge,1,0.03
Gatineau,1,0.03
Mersin,1,0.03
Norco,1,0.03
Tokyo,1,0.03
Tuxtla Guti√©rrez,1,0.03
Weatherford,1,0.03
Bel Air,1,0.03
Cabinteely,1,0.03
Cameron,1,0.03
Carbondale,1,0.03
Castroville,1,0.03
Cork,1,0.03
Floresville,1,0.03
Leesville,1,0.03
Melbourne,1,0.03
Midlothian,1,0.03
Multyfarnham,1,0.03
Odessa,1,0.03
Owings Mills,1,0.03
Regents Park,1,0.03
Rustburg,1,0.03
San Pablo,1,0.03
Show Low,1,0.03
Tallahassee,1,0.03
Temple,1,0.03
Walker,1,0.03
Westlake Village,1,0.03
Allen Park,1,0.03
Berryville,1,0.03
Bjornevatn,1,0.03
Bozeman,1,0.03
Brandon,1,0.03
Dayton,1,0.03
Halifax,1,0.03
Huntsville,1,0.03
Jacksonville,1,0.03
Katy,1,0.03
Lindale,1,0.03
Mullica Hill,1,0.03
Sioux Falls,1,0.03
Spicewood,1,0.03
Tomah,1,0.03
West Hurley,1,0.03
Arlington,1,0.03
Manor,1,0.03
Spring,1,0.03
Toluca,1,0.03
Akron,1,0.03
Alva,1,0.03
Arroyo Salado,1,0.03
Edmonds,1,0.03
Minneapolis,1,0.03
Missouri City,1,0.03
Tarentum,1,0.03
Arnaudville,1,0.03
Durham,1,0.03
Fultondale,1,0.03
Garland,1,0.03
Kingswinford,1,0.03
Malvern,1,0.03
Monmouth Junction,1,0.03
Muskegon,1,0.03
San Juan Capistrano,1,0.03
Sarasota,1,0.03
Streatham,1,0.03
Wisconsin Dells,1,0.03
Aurora,1,0.03
Bismarck,1,0.03
Bridgeport,1,0.03
Brooklyn,1,0.03
Champdeniers-saint-denis,1,0.03
Chennai,1,0.03
Eagle,1,0.03
Eagle Pass,1,0.03
Ida,1,0.03
Martinez,1,0.03
Oakwood,1,0.03
Santa Rosa Beach,1,0.03
Science Hill,1,0.03
Shell Knob,1,0.03
Smyrna,1,0.03
Watertown,1,0.03
Castel San Pietro Terme,1,0.03
Champaign,1,0.03
Covent Garden,1,0.03
Leawood,1,0.03
Los Mochis,1,0.03
San Leandro,1,0.03
Addison,1,0.03
London,1,0.03
Moorebank,1,0.03
Scottsdale,1,0.03
Sydney,1,0.03
Wellington,1,0.03
Arvada,1,0.03
Auckland,1,0.03
Figueiro,1,0.03
Iowa City,1,0.03
Keller,1,0.03
Lincoln,1,0.03
Quincy,1,0.03
Sparta,1,0.03
Utica,1,0.03
Washington,1,0.03
Barnet,1,0.03
Belgrade,1,0.03
Corona,1,0.03
Fort Walton Beach,1,0.03
Lometa,1,0.03
Mcallen,1,0.03
Rockwall,1,0.03
Sylmar,1,0.03
Assent,1,0.03
Berkeley,1,0.03
Guadalajara,1,0.03
Hayward,1,0.03
Lake Oswego,1,0.03
Laredo,1,0.03
San Lorenzo,1,0.03
Tempe,1,0.03
Valencia,1,0.03
Zurich,1,0.03
Alpine,1,0.03
Congress,1,0.03
Jay,1,0.03
Wichita,1,0.03

EVERY TOWN HAS A STORY.

THIS ONE IS OURS.

DRAFT

REGULAR MEETING
LOCKHART CITY COUNCIL JULY 18, 2023 6:30 P.M.

CLARK LIBRARY ANNEX-COUNCIL CHAMBERS, 217 SOUTH MAIN STREET, 3RD FLOOR, LOCKHART, TEXAS

Council present:
Mayor Lew White
Councilmember John Castillo
Councilmember Brad Westmoreland
Councilmember Juan Mendoza
Councilmember Kara McGregor
Councilmember Jeffry Michelson
Mayor Pro-Tem Angie Gonzales-Sanchez

Staff present:
Steve Lewis, City Manager
Monte Akers, City Attorney
Sean Kelley, Public Works Director
Julie Bowermon, Civil Service/HR Director
Pam Larison, Finance Director
Travis Hughes, Parks Director
Gary Williamson, Police Chief
Joseph Resendez, Assistant City Manager
Victoria Burns, Public Information Officer

Citizens/Visitors Addressing the Council: Kimberly Clifton of the Lockhart Chamber of Commerce; Dave Marsh and Dana Platt of CARTS; Eli Fadora of Part Time Ambulance Inc.

Work Session 6:30 p.m.
Mayor White opened the work session and advised the Council, staff and the audience that staff would provide information and explanations about the following items:

DISCUSSION ONLY

A. PRESENTATION BY THE LOCKHART CHAMBER OF COMMERCE REGARDING AN UPDATE ON TOURISM AND VISITOR CENTER ACTIVITIES.

Kimberly Clifton of the Lockhart Chamber of Commerce stated that during the current fiscal year, the Lockhart Chamber of Commerce entered into an agreement with the City to maintain the operation of the Lockhart Visitors Center at 104 W. Market Street. The Chamber provides paid and volunteer staffing and is open to the public from 8 a.m. - 5 p.m., Monday - Friday, excluding holidays. The Visitor Information Center also provides tourism materials, visitor guides, local hotel information, points of interest, brochures, etc. The Chamber also conducts a continuing program of advertising and promotions for attracting visitors and tourists to the area. Finally, the Chamber recently managed the Chisholm Trail Roundup - 50th Anniversary which included promotional activities and musical entertainment. The purpose of the agenda item is to receive a presentation from Chamber representatives relative to their efforts in attracting and promoting tourism. There was discussion.

B. PRESENTATION AND DISCUSSION REGARDING THE INTERLOCAL AGREEMENT REQUEST FROM CAPITAL AREA RURAL TRANSPORTATION SYSTEM (CARTS).

Ms. Larison stated that on April 21st, General Manager, Dave Marsh from CARTS contacted Mr. Lewis to request that for the fiscal year 2023-2024 funding be by way of an interlocal agreement. Historically, CARTS has received funding from the City Council through the Non-Profit and Human Services Organizational line item in the General Fund. In 2022, CARTS introduced their CARTS Now service. The added costs for this type of service necessitates a new and higher level of funding. CARTS is requesting $40,000 to be approved by City Council for the upcoming fiscal year to continue providing safe, reliable transportation in the city.

Dave Marsh and Dana Plat of CARTS provided information about the additional services that CARTS provides to the community of Lockhart which includes the CARTS NOW service, Country Bus service, and the Interurban/Coach Express service. There was discussion.

C. DISCUSS FUNDING ALLOCATIONS FOR NON-PROFIT ORGANIZATIONS REQUESTING FUNDING FOR FISCAL YEAR 2023-2024.

Ms. Larison stated that on June 20, 2023, the following Non-Profit Organizations presented their funding requests to the City Council for the fiscal year of 2023-2024:

1. Hays-Caldwell Women's Center
2. Combined Community Action - Senior Nutrition
3. Lockhart Area Senior Citizens Center
4. CASA of Central Texas
5. Caldwell County Food Bank

After the presentations, it was the desire of the City Council to consider the allocation of funding during this meeting.

After discussion, the consensus of the Council was to allocate the amount that was awarded last year in addition to a five percent increase plus redistributing the $2,000 amongst nonprofits that was not awarded to Cenikor.

D. DISCUSS WORK AUTHORIZATION #4 FOR HALFF ASSOCIATES UNDER THE MASTER GENERAL SERVICES AGREEMENT TO PROVIDE AQUATIC CONSULTING & VISIONING AND FEASIBILITY STUDY FOR BUILDING A NEW AQUATICS FACILITY.

Mr. Hughes stated that this is the 4th Work Authorization for Halff Associates under the Master General Services Agreement approved by Council in February. It has been the general consensus for some time that the City Park Pool is nearing the end of its service life (built 1973). The pool has settled (and continues to settle) unevenly over the years and has developed leaks in the suction lines and skimmer/drain connections below the pool deck. We have made repairs that are allowing us to continue to operate, but these types of repairs will continue to be an issue annually. In January 2023 we determined to form an Aquatics Committee to explore our options for building a new Aquatics Facility. This committee consists of members from Lockhart ISD, Caldwell County Commission, and the Lockhart Parks Board. The group is charged with identifying potential facility sites, types of activities supported by the facility, funding sources, and possible collaborations between the city, school district, and county. The Aquatics Committee is at the stage of the process that requires professional services to provide consulting & visioning, as well as program development, and feasibility/operations study. This will allow the Aquatics Committee and City Council to make a judicious decision moving forward with real-world data and pricing. There was discussion.

E. DISCUSS RESOLUTION NO. 2023-12 GRANTING CONSENT TO THE CREATION OF CALDWELL COUNTY EMERGENCY SERVICES DISTRICT NO. 5.

Mr. Akers stated that Caldwell County has been petitioned for the creation of an emergency services district to provide EMS services in the county. The City Council of Lockhart must consent to its creation in writing in order for the City and its extraterritorial jurisdiction (ETJ) to be included in the new district. A public hearing on the creation has been scheduled by Caldwell County for July 25, 2023, Mayor White anticipates attending.

F. DISCUSS A LEGISLATIVE UPDATE BY THE CITY ATTORNEY'S OFFICE REGARDING THE 2023 TEXAS LEGISLATIVE REGULAR SESSION.

Mr. Akers stated that the 2023 (88th) regular legislative session concluded on May 29, 2023, and the governor's vetoes were finished by June 18. 8344 bills were filed, 1238 were enacted, and 77 were vetoed. TML tracked 1880 bills as potentially affecting cities, of which 230 were enacted and 10 were vetoed. A summary of city-related bills most likely to affect Lockhart will be discussed by the City Attorney. A summary of all city-related bills from the regular session is available on the TML website's "Legislative Update" for June 9, 2023, and a list of the city-related bills that were vetoed is in the Update for June 23, 2023. Mr. Akers provided information regarding several bills that affect cities. There was discussion.

G. DISCUSS RESOLUTION 2023-11 OF THE CITY OF LOCKHART, TEXAS ADOPTING A TARGET INDUSTRY STRATEGY (TIS) REPORT REFRESH; PROVIDING AN EFFECTIVE DATE.

Mr. Lewis stated that in 2020, LEDC contracted with Garner Economics to develop a 5-year economic development strategy. This plan was prepared for the City and LEDC to guide the City's economic development programs, policies, and allocation of resources for the next 5 yrs. Jay Garner and his team spent 5 months interviewing residents and collecting data to provide a Target Industry Strategy (TIS) which was adopted by both the LEDC and City Council in 2020. LEDC has been operating from this plan for the last 3 years. Given the accelerated pace of development in Lockhart, staff recommended, and the Board approved, an expenditure in the FY 2022-23 LEDC budget to complete an update of the strategy. Lockhart has seen an incredible increase in housing starts over the past 2 years to levels never before seen. The emergence of new housing units, including multifamily, is due, in part, to Tesla locating 25 miles north of Lockhart as well as the affordability and desirability of Lockhart. Garner Economics began its work on the revisions in February 2023 and Mr. Garner presented those changes to City Council on June 20, 2023. Items in the original strategy such as an industrial park have been completed and the emergence of a viable megasite nearby have all occurred since 2020. Two new targets are being recommended for implementation over the next 3 years to evolve the strategy with the real world economic shifts occurring in Lockhart's immediate area.

H. DISCUSSION OF CITY ORDINANCE SEC. 56-280 THROUGH SEC. 56-286, OPERATING GOLF CARTS ON CITY STREETS.

Chief Williamson stated that in 2011, the City adopted Ordinance No. 2011-03 allowing the permitting and operation of golf carts on city streets. Currently, the ordinance requires a golf cart permit through the police department with an annual renewal. Golf cart drivers must be licensed to operate a motor vehicle, carry a valid driver's license and maintain financial responsibility. Drivers must abide by all traffic regulations. Required equipment on the golf cart includes: operational headlamps and tail lamps; side reflectors, an operational parking brake, rearview mirrors, operational turn signals, an operational electric automobile horn, properly operational brakes, operational brake lights, seatbelts for the operator and all passengers and a slow moving vehicle sign. Golf carts may only operate on streets with a speed limit of 30 miles per hour or less. A golf cart may cross a street at an intersection where the road or street has a speed limit of more than 30 miles per hour. Penalties for violations are outlined in the ordinance. The Lockhart Police Department has been working with the Public Information Officer in creating a dedicated webpage addressing golf carts, which will contain our current policy regarding these vehicles—including links to City ordinance, state law, a diagram illustrating the required safety equipment, and information on how people can register their vehicles and with whom. This page will be easily accessible through the Lockhart Police Department's section in the City of Lockhart's website and will be updated accordingly, also dependent on any Council direction. There was discussion.

RECESS: Mayor White announced that the Council would recess for a break at 8:10 p.m.

REGULAR MEETING

ITEM 1. CALL TO ORDER,
Mayor Lew White called the meeting to order at 8:25 p.m.

ITEM 2. INVOCATION, PLEDGE OF ALLEGIANCE.
Councilmember McGregor gave the Invocation and led the Pledge of Allegiance to the United States and Texas flags.

ITEM 3. PUBLIC COMMENT.
Mayor White requested citizens to address the Council.

Eli Fadora of Part Time Ambulance Inc stated that the company would like to provide emergency medical services to the community. He provided information about the medical services that the company provides. He stated that the service would begin at a fee of $75 for the patient with no cost to the city. The drivers would use their personal vehicle to provide transportation to the hospital.

ITEM 4-A. DISCUSSION AND/OR ACTION REGARDING THE PRESENTATION AND INTERLOCAL AGREEMENT REQUEST FROM CAPITAL AREA RURAL TRANSPORTATION SYSTEM (CARTS).
Mayor White recommended that staff evaluate the proposed interlocal agreement and return it to Council at a future meeting with a proposed amount to fund.

Mayor White made a motion to table the item. Councilmember Mendoza seconded. The motion passed by a vote of 7-0.

ITEM 4-B. DISCUSSION AND/OR ACTION REGARDING FUNDING ALLOCATIONS FOR NON-PROFIT ORGANIZATIONS REQUESTING FUNDING FOR FISCAL YEAR 2023-2024.
Mayor Pro-Tem Sanchez made a motion to allocate the amount funded last year, divide $2,000 (amount not funded to Cenikor) amongst all, and to add a 5% increase to each non-profit organization receiving funding. Councilmember McGregor seconded. The motion passed by a vote of 7-0.

ITEM 4-C. DISCUSSION AND/OR ACTION TO CONSIDER WORK AUTHORIZATION #4 FOR HALFF ASSOCIATES UNDER THE MASTER GENERAL SERVICES AGREEMENT TO PROVIDE AQUATIC CONSULTING & VISIONING AND FEASIBILITY STUDY FOR BUILDING A NEW AQUATICS FACILITY.
Councilmember Michelson made a motion to approve the work authorization #4 for Halff Associates, as presented. Councilmember Westmoreland seconded. The motion passed by a vote of 7-0.

ITEM 4-D. CONSIDERATION AND ACTION ON ADOPTING RESOLUTION NO. 2023-12 GRANTING CONSENT TO THE CREATION OF CALDWELL COUNTY EMERGENCY SERVICES DISTRICT NO. 5.

Councilmember Westmoreland made a motion to approve Resolution 2023-12, as presented. Councilmember McGregor seconded. The motion passed by a vote of 7-0.

ITEM 4-E. DISCUSSION AND/OR ACTION TO CONSIDER A LEGISLATIVE UPDATE BY THE CITY ATTORNEY'S OFFICE REGARDING THE 2023 TEXAS LEGISLATIVE REGULAR SESSION.

There was no action.

ITEM 4-F. DISCUSSION AND/OR ACTION REGARDING RESOLUTION 2023-11 OF THE CITY OF LOCKHART, TEXAS ADOPTING A TARGET INDUSTRY STRATEGY (TIS) REPORT REFRESH; PROVIDING AN EFFECTIVE DATE.

Councilmember Michelson made a motion to approve Resolution 2023-11, as presented. Councilmember McGregor seconded. The motion passed by a vote of 7-0.

ITEM 4-G. DISCUSSION OF CITY ORDINANCE SEC. 56-280 THROUGH SEC. 56-286, OPERATING GOLF CARTS ON CITY STREETS.

There was no action.

ITEM 5. CITY MANAGER'S REPORT, PRESENTATION AND POSSIBLE ACTION

- Courthouse Nights will be held July 21, 2023.
- Public opinion survey for the Parks Master Plan Update opened in early July.
- The City has been awarded the maximum grant amount of $25,000 from CAPCOG for the purchase of a replacement baler for the Lockhart Recycling Center.
- Update regarding a SH 142 corridor study for future roadway improvements.
- Update regarding the City water conservation requirements.

ITEM 6. COUNCIL AND STAFF COMMENTS - ITEMS OF COMMUNITY INTEREST

Councilmember Mendoza stated that he offered the City of Lockhart to host a TMLRegion 10 meeting on September 14th.

Mayor Pro-Tem Sanchez expressed condolences to families that have lost a loved one. She thanked all involved with the successful 4th of July event.

Councilmember McGregor thanked the Parks Department for getting the city pool operational again. She encouraged everyone to stay cool. She invited all to attend Courthouse Nights.

Councilmember Castillo thanked staff for their work. He welcomed Mr. Resendez to the community, and he encouraged everyone to stay safe.

Councilmember Michelson reminded the community that there is a new splash pad on Maple Street. He welcomed the new Assistant City Manager to Lockhart.

Mayor White also thanked staff for the new splash pad on Maple Street. He wished St. Mary's Catholic Church a successful Jamaica this weekend. He thanked all involved with the successful Fireworks

Extravaganza. He encouraged everyone to follow the watering restrictions and golf cart owners to follow the city's regulations.

ITEM 7. ADJOURNMENT

Mayor Pro-Tem Sanchez made a motion to adjourn the meeting. Councilmember Mendoza seconded. The motion passed by a vote of 7-0. The meeting was adjourned at 8:54 p.m.

PASSED and APPROVED this the 7th day of May, 2024.

CITY OF LOCKHART

_____

Lew White, Mayor

ATTEST:

_____

Julie Bowermon
City Secretary

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discuss selection of Connolly Architects & Consultants as the best qualified Architectural Services company to assist the City with upgrades at the Lockhart Animal Shelter, approving a professional services agreement, and appointing the City Manager to sign the agreement.

ORIGINATING DEPARTMENT AND CONTACT: Police - Gary Williamson

ACTION REQUESTED: Agreement

BACKGROUND/SUMMARY/DISCUSSION: Advertisements for qualified architectural services for animal shelter upgrades were completed in compliance with requirements. Proposals were received from two (2) companies which were ranked using qualification criteria and scored by City Engineer Will Wachel, P.E., Public Works Director Sean Kelley, and Police Chief Gary Williamson. The company submitting the best proposal was Austin, Texas based Connolly Architects & Consulting. Connolly's national practice includes more than 100 projects in 30 states.

The Professional Services Agreement with Connolly Architects for the amount of $39,000 is attached.

Connolly Architects & Consultants have done prior work for the Lockhart Animal Shelter.

PROJECT SCHEDULE (if applicable):

1. Kickoff – Month 1
2. Documents – Facility Upgrades – Months 2 & 3
3. Bidding – Months 4 & 5
4. Construction – Months 7 & 8

AMOUNT & SOURCE OF FUNDING:
Funds Required:
Account Number:
Funds Available:
Account Name:

FISCAL NOTE (if applicable): $39,000.

PREVIOUS COUNCIL ACTION: Approval of $350,000 for Animal Shelter upgrades provided in the FY 23-24 adopted Budget.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COMMITTEE/BOARD/COMMISSION ACTION:

STAFF RECOMMENDATION/REQUESTED MOTION: Staff recommends awarding a contract to Connolly Architects & Consultants for Architectural Services for upgrades to the Lockhart Animal Shelter.

LIST OF SUPPORTING DOCUMENTS: RFQ Lockhart Animal Shelter Upgrades, Connolly Architects Introductory Letter, Agreement for Architectural Services for Animal Shelter Upgrades

REQUEST FOR QUALIFICATIONS
for
Animal Shelter Upgrades
City of Lockhart

The City of Lockhart seeks Statements of Qualifications from highly qualified firms for the services related to the ***Animal Shelter Upgrades*** for the City of Lockhart.

The purpose of this Request for Qualifications is to solicit highly qualified architectural firms to provide professional services for the renovation of, and addition to, the existing Lockhart Animal Shelter. This includes, but may not be limited to, improvements to increase the functionality of the operations and maintenance of the following:

Outdoor Kennels

Main Indoor Animal Kennels

Animal Intake Area

Isolation Area

The Consultant selected from the RFQ will be engaged after competitive evaluation based on the "Selection Criteria" set forth in this request.

This request invites architectural consultants to submit proposals for accomplishment of the items of work specified below under Scope of Work and detailed further within this RFQ. Proposals should be prepared and submitted in accordance with the guidelines and requirements set forth in this request.

Sealed proposals: Consultant will deliver three (3) hard copies to the following address:

City of Lockhart
City Hall
308 W. San Antonio St.
Lockhart, Texas 78644
Attention: Animal Shelter Upgrades

The envelope must be clearly marked “SEALED RFQ”. The name of the Consultant and contact person must be listed on the outside of the envelope. Any restrictions on the use of data within proposals must be clearly stated in the proposal itself. Non-disclosure cannot be guaranteed after the selection stage of this procurement due to public record laws.

Proposal Deadline: 11:00 AM Thursday, April 19, 2024.

Proposals received after the proposal deadline will be considered late and will not be accepted. Proposals may be withdrawn and/or modified in writing prior to the submission deadline. Requests for withdrawal must be in writing by the contact person named on the outside of the envelope. Proposals that are resubmitted must be sealed and received prior to the submission deadline. Each Consultant may submit only one proposal.

Scope of Work

The Lockhart Animal Shelter was constructed in 2012 and improvements are required to increase the functionality of the operations and maintenance.

Expected elements of Lockhart Animal Shelter Upgrades will include:

1) Updating the outdoor kennels with the addition of concrete flooring and drainage for the kennels
2) Removing the chain link divider walls in the Main Indoor Animal Kennel and replacing with cinderblock divider walls.
3) Updating the animal intake by improving functionality and keeping existing drainage operable.
4) Updating the isolation area by adding new concrete flooring and new kennels

Consultant selected will coordinate its efforts with TRC Engineers. Civil and Structural components will be performed by TRC Engineers.

Proposal Submittal Requirements
The Consultant shall provide a detailed statement of work for the product/services believed to be appropriate for City of Lockhart, addressing the Scope of Work detailed in this RFQ.

The detailed statement should indicate the following, at a minimum:

- Consultant name, address, and names of primary contacts.
- Identify project manager. List the project manager's relevant experience and similar work including references.
- Restatement of services required (three pages maximum) including the following:
    - A statement of the Consultant's understanding of the project that demonstrates knowledge of the project requirements.
    - Proposed project approach, including timelines and description of the Consultant's technical approach to the project, including an outline of the sequence of tasks, major benchmarks, and milestone dates.
- Outline personnel skills and services that distinguish the Consultant, incorporating appropriate staff profiles and a description of specific staff that will comprise the project team for this assignment. The staff profile should describe the Consultant's experience in providing services to the public sector, jobs of similar size(s) and provide applicable certifications for staff members involved in the process.
- Samples of related/comparable past projects that would serve as examples of experience and expertise necessary for this work. This does not include generalized promotional material, resumes, statement of experience, qualifications, or capabilities, or other material that is irrelevant to the proposed agreement.
- Proposed services to be sub-contracted if any, anticipated subcontractors.
- Three (3) references are to be included with the proposal.

Submittal Process and Details
All proposals must be submitted as detailed in the manner described herein. Exceptions nor extensions to established deadlines will not be granted.

City of Lockhart will not meet individually in person or via other means with potential Consultant.

City of Lockhart will be accepting questions until 11:00 AM on April 9, 2024, regarding this RFQ. Please submit questions via email to Gary Williamson, Chief of Police, at gwilliamson@ps.lockhart-tx.org. Written responses will be published on the City's website www.lockhart-tx.org and distributed to those who submitted questions no later than 3:00 PM on April 12, 2024.

Any site visit requested by respective proposers should be sent to submit questions via email to Gary Williamson, Chief of Police, at gwilliamson@ps.lockhart-tx.org.

Estimated Timeline
The Animal Shelter Upgrades Process is expected to take no longer than 1.5 years, with funding allocated over the 2024 fiscal year.

The above dates are subject to change at the discretion of the City of Lockhart.

The City of Lockhart City Council reserves the right to accept or reject any and all responses, in part or in whole, and to accept responses, which in its sole discretion and opinion appear to be responsive, responsible, and in the best interests of the City. The City further reserves the right to waive any formalities or informalities or to amend the schedule as necessary.

Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days. Failure of the successful Consultant to accept the obligation of the bid may result in the cancellation of any award. A service contract will be executed between the City of Lockhart and the awarded Consultant.

The selected Consultant may not subcontract any of the work specified in this RFQ without prior written consent of the City of Lockhart.

Consultant Selection Procedures

City of Lockhart will analyze and evaluate all properly submitted proposals in response to this request using the "Evaluation Criteria" listed in this RFQ to rank all Consultants. Proposals will be ranked in order of the highest numerical score first. The City may select as many of the top ranked Consultants as it deems necessary for inclusion within the negotiating list.

Evaluation Criteria

1. Experience with Animal Shelter design.
2. Consultant's understanding and technical approach to the project.
3. Availability and experience of the project team.
4. Ability to complete the project in a timely manner.

Work Product and Deliverables

The selected Consultant will be expected to provide the following products to the City:

1) Plans and specifications including the expected elements to the Lockhart Animal Shelter Upgrades.
2) Assistance during bidding process to answer questions and addenda.
3) Limited construction phase services to include answering Requests For Information (RFI), submittals and shop drawings.

Insurance

Consultant shall take out and maintain during service to the City under a contract such public liability and property damage insurance as shall protect Consultant, its subcontractors, and the County from claims for damages for personal injury, including accidental death, as well as for claims for property damage, which might arise from operations under its contract with the County, whether such operations be by Consultant or its subcontractor, or by anyone directly or indirectly employed by either of them. All insurance policies shall be issued by responsible companies who are acceptable to the City. The Consultant shall not cause any insurance to be canceled nor permit any insurance to lapse during the life of the contract with the City.
Consultant shall indemnify and hold City harmless from any damages, cost, claims or expenses

which may arise as a result of any failure on the part of the Consultant to provide accurate and/or complete data and information to the City as outlined and required by the terms and conditions of its contract with the City.

CONNOLLY
ARCHITECTS & CONSULTANTS
2414 Exposition Boulevard, Suite A-2 Austin, Texas 78703
512 480 9611 www.connollyaia.com

April 17, 2024

City of Lockhart
City Hall
308 West San Antonio Street
Lockhart, Texas 78644
Attention: Animal Shelter Upgrades

Re: REQUEST FOR QUALIFICATIONS
Animal Shelter Upgrades
City of Lockhart

City of Lockhart,

Thank you for the opportunity to present our architectural qualifications for the Lockhart Animal Shelter Upgrades. I had the opportunity this week to meet Nikole Lockart, the Animal Shelter Supervisor, and get a tour of the facility and an insight into the details of the Animal Shelter Upgrades.

Our firm has been dedicated to serving the animal welfare community in Texas through meaningful design and thoughtful planning services. Throughout our corporate history we have been known for our collaborative approach with stakeholders and resourcefulness for each animal shelter project regardless of size or budget. We look forward to working with TRC Engineers for the project's civil and structural components – they will complete our proposed design team.

We are excited at the opportunity to strengthen and further Lockhart's mission to maintain overall efficient and financial management of city resources and provide services desired by the people of Lockhart and Caldwell County and mandated by state and federal laws.

We have experience with animal shelter projects like yours in more than sixty counties, municipalities, and non-profits in the State of Texas. Projects like the Animal Shelter Upgrades that create a positive impact on the community are what drives our company's core mission and passion that coupled with our proximity makes us an ideal fit for this project.

Please do not hesitate to contact me directly at 512 771 4383 or via email at larry@connollyaia.com should you have any questions or concerns. Thank you for your consideration. We look forward to hearing from you soon.

Respectfully,

Larry Connolly

Larry Connolly, FAIA
Principal

ARCHITECT SERVICES AGREEMENT

DATE: May 1, 2024

CLIENT: Steve Lewis, City Manager
City of Lockhart
308 West San Antonio Street
Lockhart, Texas 78644

PROJECT: Animal Shelter Upgrades
547 Old McMahan Trail
Lockhart, Texas 78644

Dear Mr. Lewis:

Connolly Architects & Consultants appreciate the opportunity to submit this proposal for professional services for the Animal Shelter Upgrades project. The following is a proposed scope of work:

A.	As-built drawings	$7,000.
	1. Existing kennel building (have originals)	
	2. Animal Intake Area (survey only)	
	3. Isolation Area (survey only)	
B.	Existing Animal Intake and Isolation Areas Remodeling Feasibility Assessment – on site with city staff to ensure consensus	$1,300.
C.	Shelter Master Plan (if necessary)	$5,700.
	1. Existing Administration/Cat and Kennel Building	
	2. New 51 Covered Kennels	
	3. New Intake Building (may be combined with new Isolation Building)	
	4. New Isolation Building	
D.	51 New Covered Kennels - 3,060 total sf (base bid)	$13,000.
	1. 6’ x 10’ concrete floor kennels	
	2. Kennel floors slope to trench drains	
	3. Robust wire mesh fencing and gates	
	4. Weatherproof canopies (add alternate)	
E.	Bidding & Negotiation	$3,000.
	1. Addenda	
	2. Answer Bidder questions	
F.	Contract Administration	$9,000.
	1. Three on-site visits	
	2. Four virtual progress meetings	
	3. Requests for Information	
	4. Cut Sheets	
	5. Submittals	
	6. Shop Drawings	
	TOTAL ARCHITECT FEE	$39,000.

NOT INCLUDED IN THE SCOPE OF WORK

A. Engineering
   1. Civil
   2. Structural
   3. Mechanical, Electrical & Plumbing
B. Site Survey update
C. Geotechnical Report
D. Contract Administration
   1. Applications for Payment review
   2. Certificates for Payment

The Scope of Work outlined above is based on the March 7, 2024, City of Lockhart Request for Qualifications *Animal Shelter Upgrades*, our April 17, 2024, response to the RFQ, conversations on site with Nikole Lockhard, the Shelter Supervisor on April 14, 2024, and a few teleconferences with Police Chief Gary Williamson. The project includes the required submittal and approval by the Texas State Department of Health Services. The benefit of the Master Plan is to locate the new Intake and Isolation areas so that utilities can be stubbed to those locations.

If the scope of work of the study clearly changes, work will not proceed without a change order to be executed by City of Lockhart based on the attached hourly rate. Billing statements will be issued at the end of the month according to the completed work based on the terms in this agreement

If these terms are acceptable, please sign in the space provided below and email one of them to us. Thank you again for the opportunity to work with you on this much-needed project.

Sincerely,

Larry Connolly, FAIA
President
Connolly Architects & Consultants

Steve Lewis
City Manager
City of Lockhart

RATE SCHEDULE

The following rate schedule will became effective January 1, 2024.

PRINCIPAL	$230.00/Hour
ARCHITECT 1	$200.00/Hour
ARCHITECT 2	$160.00/Hour
INTERN 1	$135.00/Hour
INTERN 2	$100.00/Hour

Reimbursable Expenses - Are in addition to the hourly rates above and include expenses incurred by the Architect and his employees and consultants in the interest of the Project, as identified in the following unless addressed in a flat fee:

Office photocopy reproduction 20 cents per sheet
Vehicle mileage per IRS guideline

Other reimbursables
Cost plus 10%
Consultants
Travel expenses
Postage
Freight
Commercial Reproduction
Model Making Materials
Purchases of equipment
Purchases of materials

Payments are due upon receipt. Amounts that are unpaid thirty (30) days after the invoice date shall bear interest at the rate of twelve percent (12%) per annum or one percent (1%) per month.

SUPPLEMENTAL CONDITIONS

Connelly Architects & Consultants ("Connelly") and the City of Lockhart ("Lockhart") (collectively "Parties") agree to these Supplemental Conditions to the Scope of Work as fully integrated terms of the agreement. The term of the Supplemental Conditions are as follows:

Indemnification. CONNELLY SHALL INDEMNIFY AND HOLD HARMLESS LOCKHART, AND/OR THEIR OFFICERS, AGENTS, EMPLOYEES, REPRESENTATIVES, CONTRACTORS, ASSIGNEES, AND/OR DESIGNEES FROM ANY AND ALL LIABILITY, ACTIONS, CLAIMS, DEMANDS, OR SUITS, AND ALL RELATED DAMAGES, COSTS, ATTORNEY FEES, AND EXPENSES TO THE EXTENT CAUSED BY, ARISING OUT OF, OR RESULTING FROM ANY ACTS OF NEGLIGENCE, INTENTIONAL TORTS, WILLFUL MISCONDUCT, PERSONAL INJURY OR DAMAGE TO PROPERTY, AND/OR OTHERWISE RELATED TO CONNELLY'S PERFORMANCE, AND/OR FAILURES TO PAY A SUBCONTRACTOR OR SUPPLIER BY CONNELLY OR ITS AGENTS, EMPLOYEES, SUBCONTRACTORS, ORDER FULFILLERS, CONSULTANTS UNDER CONTRACT TO CONNELLY, OR ANY OTHER ENTITY OVER WHICH CONNELLY EXERCISES CONTROL, OR SUPPLIERS OF SUBCONTRACTORS IN THE EXECUTION OR PERFORMANCE OF THE CONTRACT. CONNELLY AND LOCKHART AGREE TO FURNISH TIMELY WRITTEN NOTICE TO EACH OTHER OF ANY SUCH CLAIM.

Standard of Care. Pursuant to Section 2254.0031 of the Texas Government Code, which incorporates by reference Section 271.904(d) of the Texas Local Government Code, Connelly Architects & Consultants shall perform services (1) with professional skill and care ordinarily provided by competent engineers or architects practicing under the same or similar circumstances and professional license, and (2) as expeditiously as is prudent considering the ordinary professional skill and care of a competent engineer or architect.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discuss proposal to assign a recently-annexed area to a City Council district and discuss Ordinance 2024-11, adopting revised City Council boundaries.

ORIGINATING DEPARTMENT AND CONTACT: Development Services - David Fowler

ACTION REQUESTED: Ordinance

BACKGROUND/SUMMARY/DISCUSSION: The subject property, approximately 53 acres located on the south and west frontages of FM 2001 north of SH 130, was annexed on January 18, 2024. This area has not yet been incorporated into one of the single member City Council districts. As the area is contiguous with Council District 2, that would be the most sensible Council district in which to place the property. As the parcel is the site of an industrial planned development district, no voters are expected to reside on the property, thereby leaving the population balance of the single member Council districts unchanged.

PROJECT SCHEDULE (if applicable): None.

FISCAL NOTE (if applicable): None

PREVIOUS COUNCIL ACTION: City Council annexed 53 acres located at 1925 FM 2001 on January 18, 2024.

COMMITTEE/BOARD/COMMISSION ACTION: none

STAFF RECOMMENDATION/REQUESTED MOTION: Approval of Ordinance 2024-11, assigning 53 acres located at 1925 FM 2001 to City Council District 2.

LIST OF SUPPORTING DOCUMENTS: Ord. 2024-11 Redistricting after annexation, Appendix A --Voting District Map updated 04-26-2024

ORDINANCE 2024-11

AN ORDINANCE OF THE CITY OF LOCKHART, TEXAS, APPROVING THE REDISTRICTING OF THE CITY'S SINGLE-MEMBER CITY COUNCIL DISTRICTS TO INCORPORATE A NEWLY ANNEXED AREA AND ESTABLISHING NEW DISTRICT BOUNDARY LINES FOR LOCKHART CITY ELECTIONS

WHEREAS, on January 18, 2024, the City of Lockhart added a new territory to its full-service jurisdiction through annexation, and,

WHEREAS, the newly annexed territory has not been assigned to a city council district; and,

WHEREAS, the City Council has considered the proposed redistricting plan at a City Council meeting and has allowed for public comments,

WHEREAS, the City Council finds that the attached city council district redistricting plan incorporates the newly-annexed area in the most practical manner possible, to create contiguous City Council districts,

WHEREAS, the City Council finds the attached City Council redistricting plan is in the best interest of the citizens of the City, complies with the adopted redistricting criteria and is believed to comply with all federal and state requirements, and

WHEREAS**,** the City's city limits are changed by the addition of the annexed area, including changing the exterior boundaries of City Council District 2, the boundaries of the City's single-member City Council districts need to be amended as necessary to incorporate the annexed area into the City and into the respective single-member city council district to which it is assigned;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS, THAT:

I. The foregoing recitals are approved and adopted herein for all purposes.

II. The existing single-member City Council district boundary lines for the City of Lockhart are hereby amended and the new districting plan depicted on the Redistricting Plan Map attached hereto as Exhibit A, defining new districts, is hereby adopted and designated to define the City's four single-member City Council districts from and after the Effective Date; and that the Redistricting Plan Map is incorporated by reference in and made a part of this Ordinance and shall be kept on file in the City Secretary's office.

III. The four single-member City Council districts shall consist of those Caldwell County voting precincts and are within the city limits, and the district boundaries are hereby amended and adopted as the new single-member City Council district boundaries as set out on the attached Redistricting Plan Map.

IV Assignment of annexed areas: The 53-acre property annexed January 18, 2024 is hereby assigned to District 2.

V. Repealer: That all other ordinances, sections, or parts of ordinances heretofore adopted by the City of Lockhart in conflict with the provisions set out above in this ordinance are hereby repealed or amended as indicated.

VI. Publication: That the City Secretary is directed to cause this ordinance caption to be published in a newspaper of general circulation according to law.

VII. Effective Date: That this ordinance shall become effective and be in full force immediately upon and from the date of its passage.

PASSED, APPROVED, AND ADOPTED AT A REGULAR MEETING OF THE LOCKHART CITY COUNCIL ON THIS THE 7th DAY OF MAY, 2024

CITY OF LOCKHART

_____

Lew White, Mayor

ATTEST:

_____

Julie Bowermon, City Secretary

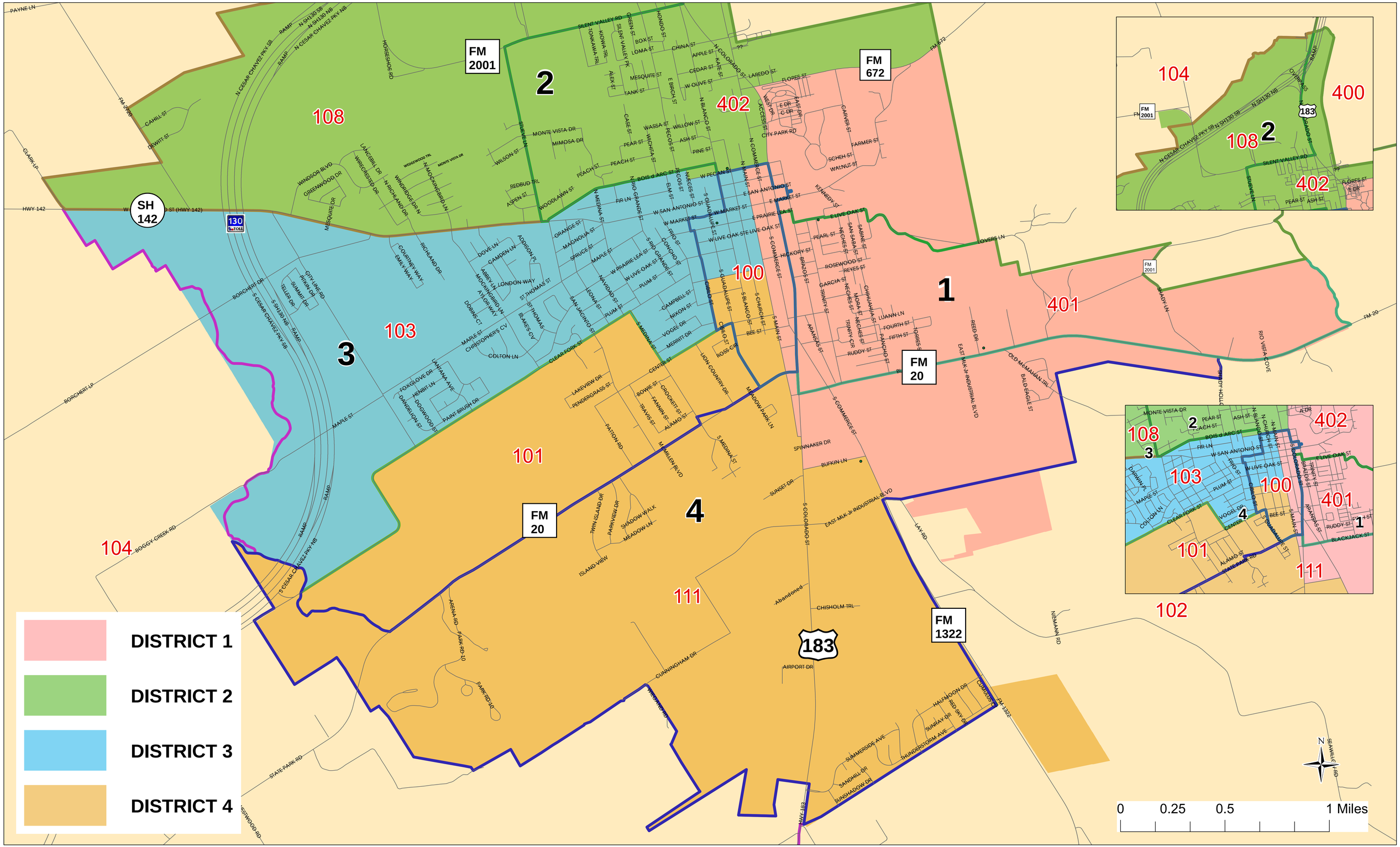
APPROVED AS TO FORM:

_____

Brad Bullock, City Attorney

APPENDIX A

REDISTRICTING PLAN MAP



CITY OF Lockhart TEXAS

VOTING DISTRICTS WITHIN CITY LIMITS

SOURCE: CALDWELL COUNTY APPRAISAL DISTRICT AND THE CITY OF LOCKHART

Updated February 21, 2023

This product is for informational purposes only and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the ground survey, and represents only the approximate relative location of property boundaries.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discuss conducting a Feasibility Study regarding the implementation of a Railroad Quiet Zone in the city limits by TRC, Inc., approving a professional services agreement with TRC, Inc., and authorizing the City Manager to sign the agreement if approved.

ORIGINATING DEPARTMENT AND CONTACT: Public Works - Sean Kelley

ACTION REQUESTED: Award of Contract

BACKGROUND/SUMMARY/DISCUSSION: On April 16, staff presented information regarding the process of establishing railroad quiet zones, which locomotive horns are not required to routinely sound through-gate crossings, and the considerations needed to establish those zones. Staff was directed to bring back a proposal for a feasibility study that would investigate the existing condition of the six railroad crossings in town and determine necessary safety measures for the crossings that may be necessary to establish a railroad quiet zone.

The Railroad Quiet Zone Feasibility study will cover the following scope of work:

- Traffic Count Data Collection at the six railroad crossings
- Federal Railroad Administration coordination
- Produce conceptual exhibits of each crossing depicting improvements that will be presented to implement the quiet zone
- Analyze and determine the Quiet Zone Risk Index (QZRI) calculator based on newly collected data
- Develop a Opinion of Probable Construction Cost for safety improvements that would be necessary to implement a quiet zone

Upon completion of the Railroad Quiet Zone Feasibility Study, the City Engineer will present the findings from the report to City Council.

PROJECT SCHEDULE (if applicable): Four Months to Conduct the Feasibility Study

AMOUNT & SOURCE OF FUNDING:
Funds Required: $38,664.00
Account Number: 100-5633-903-00
Funds Available:
Account Name: Architectural & Engineering

FISCAL NOTE (if applicable):

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

PREVIOUS COUNCIL ACTION:

COMMITTEE/BOARD/COMMISSION ACTION:

STAFF RECOMMENDATION/REQUESTED MOTION: Staff recommends approval of the feasibility study proposal.

LIST OF SUPPORTING DOCUMENTS: Proposal-RRQZ-Final, Quiet Zone

TRC

505 East Huntland Dr
Suite 250
Austin, Texas 78752

T 512.454.8716
TRCcompanies.com
T.B.P.E. #F-8632

May 2, 2024

Mr. Steven Lewis, City Manager
City of Lockhart
P.O. Box 239
Lockhart, TX 78644

RE: Feasibility Study – Railroad Quiet Zones
Engineering Services Proposal

Dear Mr. Lewis:

At the City's request, TRC Engineers, Inc. (TRC) has prepared this proposal and scope of services for a Feasibility Study for the implementation of Railroad Quiet Zones (RRQZ). These services will be performed under the terms and conditions of our previously executed Master Services Agreement with the City of Lockhart.

TRC will perform the following Scope of Work:

SCOPE OF WORK

1) Traffic Count Data Collection

   Traffic count data updates will be needed as part of the implementation process of RRQZ. The following traffic count data will be collected: Bi-Directional Volume Counts (Average Daily Traffic) at each crossing for three (3) days (Tuesday, Wednesday, and Thursday). Crossing locations are as follows:

   - FM 2720 – northbound/southbound.
   - Stueve Lane – northbound/southbound.
   - N. Pecos – northbound/southbound.
   - N. Blanco – northbound/southbound.
   - N. Commerce – northbound/southbound.
   - E. Market – westbound/eastbound.

2) Feasibility Study Coordination and Supplemental Documentation

   - Agency Coordination: TRC will coordinate with Union Pacific Railroad (UPRR) and Federal Railroad Administration (FRA) representatives throughout the duration of the project to identify potential improvements required to establish RRQZ for the following locations:

     a) FM 2720 – northbound/southbound.

b) Stueve Lane - northbound/southbound.

c) N. Pecos - northbound/southbound.

d) N. Blanco - northbound/southbound.

e) N. Commerce - northbound/southbound.

f) E. Market – westbound/eastbound.

- Pre-Diagnostic Review Meeting (Virtual)

  TRC will prepare conceptual level exhibits for each crossing depicting the existing improvements that will be presented to implement the quiet zone. TRC will assist the City in scheduling the virtual Pre-Diagnostic review meeting with UPRR and Federal Railroad Administration (FRA) and submit the conceptual level exhibits to the Diagnostic Review Team (DRT) prior to the meeting.

  TRC will attend the virtual Pre-Diagnostic review meeting and take notes. TRC will distribute the notes to the DRT for review and incorporate comments received from the DRT.

- Diagnostic Review Meeting

  TRC will assist the City in scheduling the Diagnostic Review Meeting with UPRR and FRA. Up to two (2) TRC staff members will attend the in-field Diagnostic Review Meeting. The meeting is anticipated to take 1-day or less.

  TRC will prepare a sign-in sheet for the meeting and take notes. Notes will be compiled from DRT members and sent out in draft format for review. TRC will incorporate any edits to the notes received by the DRT and finalize and distribute the notes.

- Quite Zone Risk Index (QZRI) Analysis:

  Analyze and determine the QZRI calculator based on newly collected traffic data and implementation of planned improvements based on the Diagnostic Team's review to establish a quiet zone corridor that is below Risk Index with Horns (RIWH), including railroad inventory review.

- Conceptual Opinion of Probable Construction Cost (OPCC):

  Develop a conceptual OPCC based on diagnostic review meeting results and sketches developed for planned improvements to help assist the City with project funding planning.

DELIVERABLES

TRC will provide the following:

1) Feasibility study in the form of a report submitted electronically to the City summarizing TRC's findings.

2) Sketches for diagnostic team.

3) DRT meeting notes disseminated electronically to all parties requested.

4) Conceptual railroad crossing(s) exhibit(s).

5) Conceptual OPCC.

ASSUMPTIONS / EXCLUSIONS

TRC's price is subject to the schedule, assumptions, limitations, and exclusions specified below. Any changes to the scope, schedule, or assumptions could result in a change to the estimated price, which would be negotiated with and approved by the City prior to adjustment.

- No surveying will be performed for this project.
- No geotechnical investigation will be performed for the project.
- Environmental, cultural or historical studies are not included.
- Traffic study other than traffic collection as described above is not included.
- One (1) meeting will be held in a virtual setting with DRT.
- One (1) meeting will be held at the City with DRT.
- One (1) presentation of TRC's findings to City Council.
- This scope of work does not include design plans and/or construction phase administration.
- TRC does not control the cost of labor, materials, equipment or services furnished by others, methods of determining prices, or competitive bidding or market conditions, any opinions rendered as to costs, including but not limited to opinions as to the costs of construction and materials, shall be made on the basis of its experience and represent its judgment as an experienced and qualified professional, familiar with the industry.
- TRC cannot and does not guarantee that proposals, bids, or actual costs will not vary from its opinions of cost.
- It is anticipated that these services will take approximately four (4) months to complete after authorization by the City.

COMPENSATION FOR SERVICES

TRC Engineers, Inc. will provide the professional engineering services as outlined in the Scope of Work on a lump sum fee as follows:

Traffic Count Data Collection	$	5,940.00
Feasibility Study Coordination and Supplemental Documentation	$	32,724.00
Total (Lump Sum):	**$**	**38,664.00**

This lump sum fee includes labor and material costs associated with the Scope of Work identified above. TRC's lump sum fee above is based on a continuous flow of work. Any delays or restrictions beyond TRC's reasonable control, caused by customer not providing required information or not providing them in a timely manner may cause delays to the agreed upon schedule above.

Fees for services quoted in this proposal are valid for a period of time not to exceed 60 days from the date of this letter.

We appreciate the opportunity to assist with this project and are available to proceed immediately with your written approval. Please review this proposal and, upon acceptance, sign in the space provided below.

Sincerely,

William Wachel, PE, Vice President
Design Management Services – Central

05/02/2024
Date

Steven Lewis, City Manager
City of Lockhart

Date

Railroad Quiet Zone (RRQZ)

- What is a Railroad Quiet Zone?
- Railroad History
- Federal Railroad Administration
- Quiet Zone Establishment Process
- Examples of Supplementary Safety Measures
- Railroad Crossing Inventory within Lockhart City Limits
- Cost Considerations
- Potential Funding Opportunities
- Legal Considerations

What is a Railroad Quite Zone?

-A quiet zone is a section of the rail line that contains one or more consecutive public crossings in which locomotive horns are not routinely sounded.

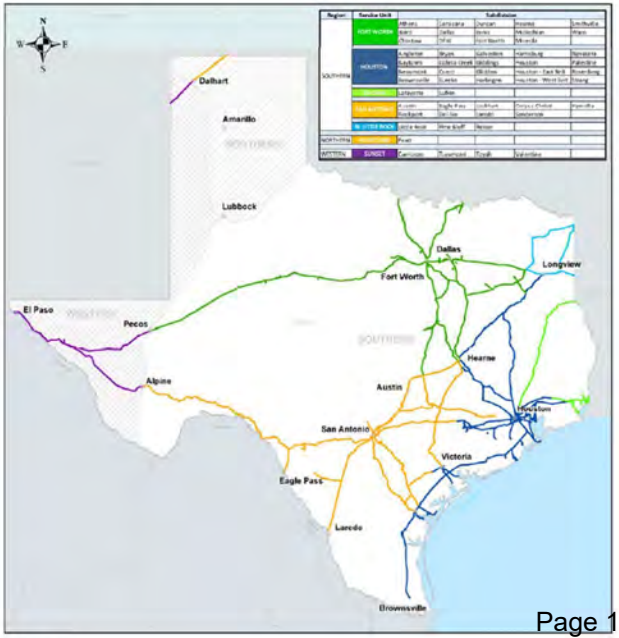
-A quiet zone must be least ½ mile long.

-There must be no other crossings within 1/4 mile of the beginning and end of the quiet zone.

-Communities have the option to establish partial quiet zones restricting locomotive horn sounding during overnight hour's between 10:00 P.M. and 7:00 A.M.

Union Pacific Railroad Network in Texas

Figure A-3: UP Network and Subdivisions in Texas



Source: UP and HDR

Subdivision	Lockhart
Division	San Antonio
Owner	Union Pacific Railroad
Operator	Union Pacific Railroad
Subdivision Route / Mileage	Total 51.9 miles
FRA Track Class	Class 3
Track Configuration	Single main track with one passing siding
Maximum Authorized Speed Freight	40 mph
Maximum Authorized Speed Passenger	N/A
Wayside Signals	Automatic Block Signal System (ABS)
Method of Operation	ABS Track Warrant Control (TWC)
Maximum Allowable Gross Weight	286,000 lbs.
Clearances	Can accommodate double-stack intermodal equipment
Current Line Density (2017) in Annual Gross Tons per Mile (in Millions)	18-22 MGT
Average Number of Trains per Day	Unknown
Industrial Leads	N/A

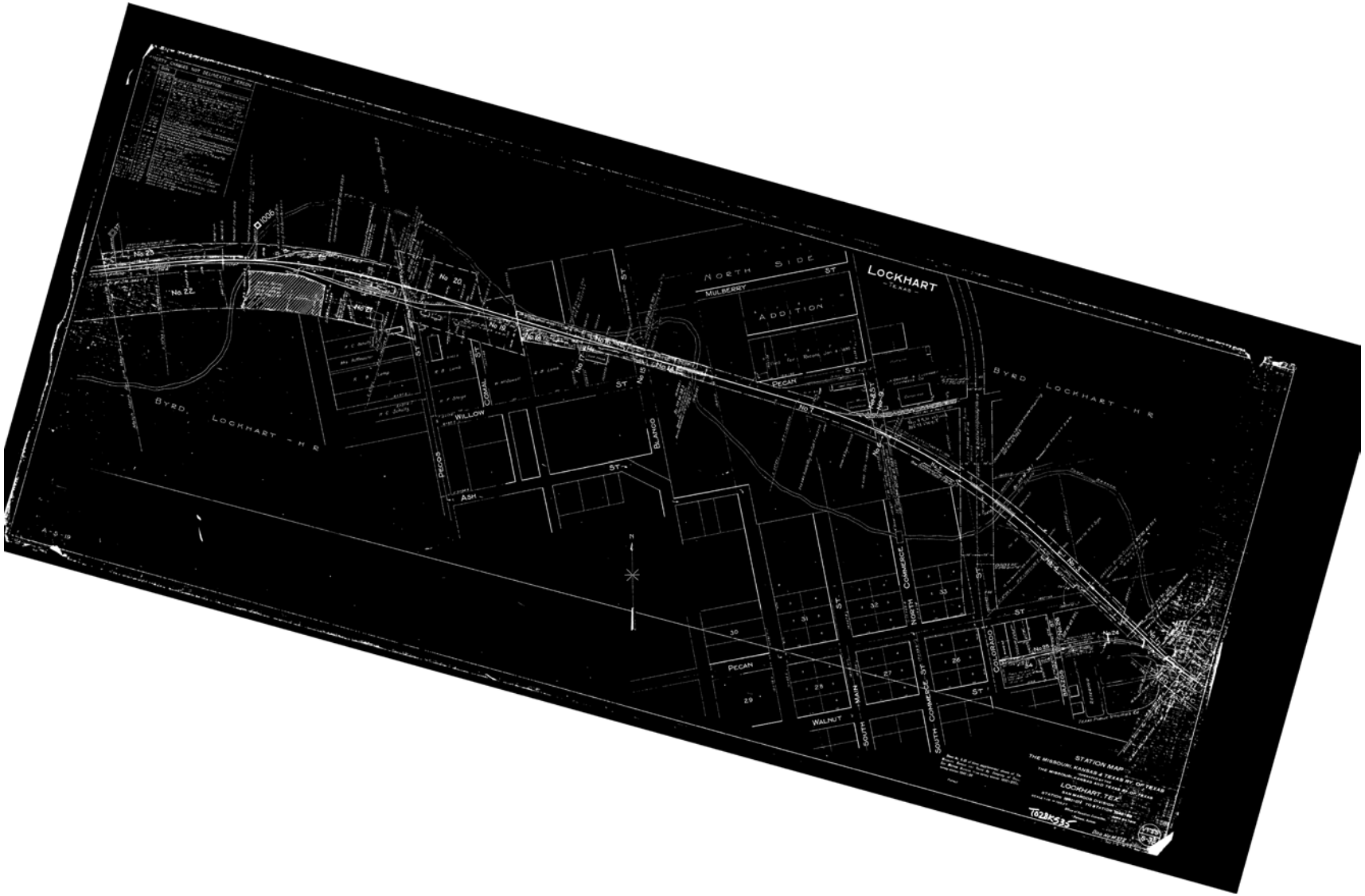
History

-The railroad has a long-standing history in the City of Lockhart. Some deeds dating back to 1887 or earlier.

- Union Pacific Railroad has ownership rights to the railroad in the City of Lockhart.

- Union Pacific has transportation routes spanning 31,900 miles.

-The railroad in Lockhart stretches from Katy to San Marcos down to San Antonio.



History (Cont.)

-Texas has 181 registered quiet zones across various railroads.

-The railroad in Lockhart traffic movements is an east-to-west direction only.

-The railroad through Lockhart see on average 5-10 trains in a 24-hour period and varies throughout the year (Luling averages 30+ trains/day).

-Top speed for locomotives in Lockhart is 40 mph .

Federal Railroad Administration

The Federal Railroad Administration (FRA) is committed to reducing the number of collisions at rail grade crossings.

The Train Horn Rule became effective on June 24, 2005, setting a national standard for sounding train horns at public highway-grade crossings to time based. The rule also established the criteria for establishing quiet zones.

Federal regulations require that locomotive horns begin sounding 15-20 seconds before entering public highway-rail grade crossings, no more than ¼ mile in advance.

Only public authorities, the governmental entity are responsible for traffic control or law-enforcement at the crossings, is permitted to create quite zones.

Quiet Zone Establishment Process

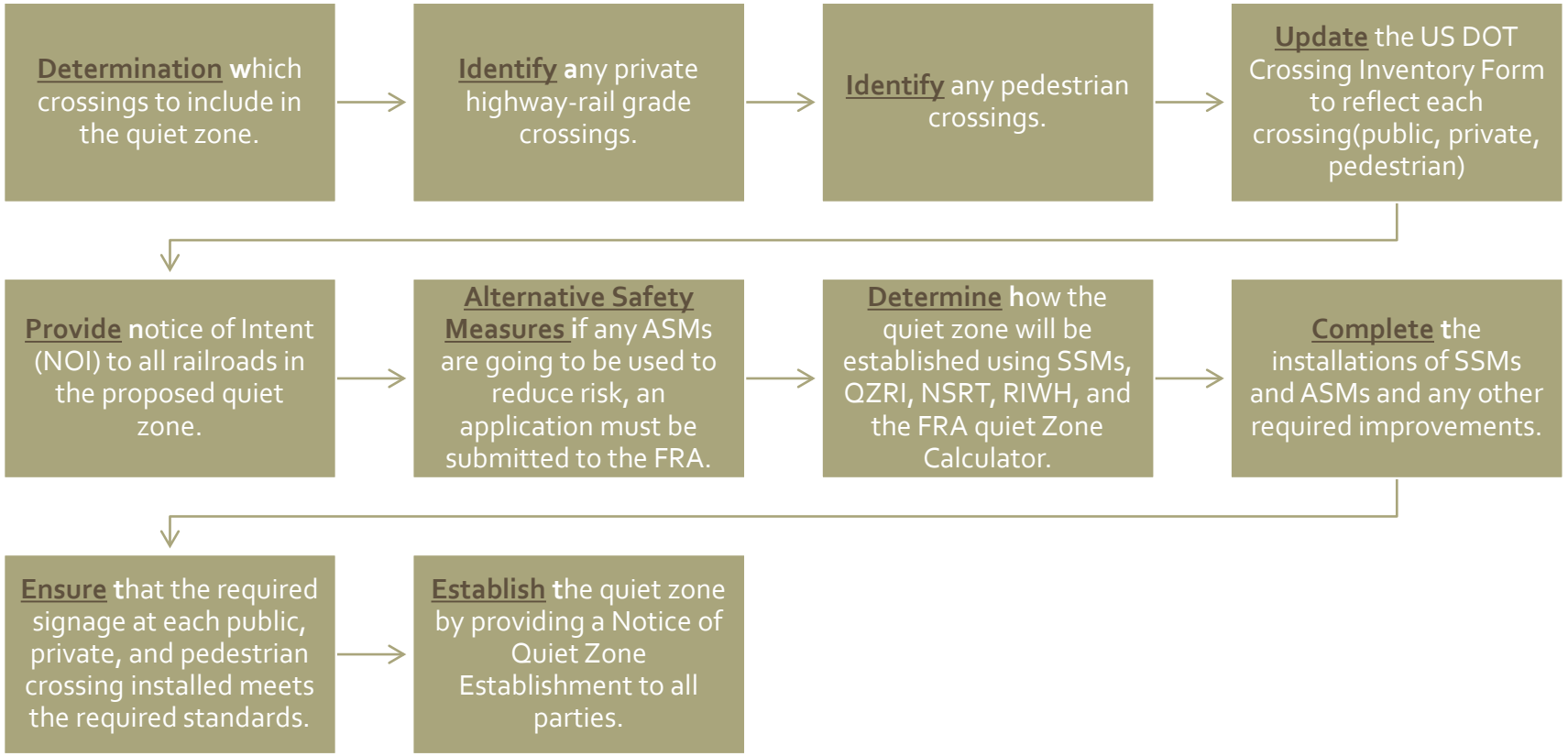
- Because the absence of routine horn sounding increases the risk of a collision, a public authority that desires to establish a quiet zone will be required to mitigate this additional risk.
- At a minimum, each public highway-crossing within a quiet zones must be equipped with active warning devices: flashing lights, gates, constant warning time devices and power out indicators.
- In a quiet zone engineers have no legal duty to sound the horn, but may exercise discretion during emergency situations (i.e. the presence of a vehicle or a person on the track).
- Under federal regulations, engineers must sound the horn to warn railroad maintenance employees or contractors working on the tracks.
- Horns are also blown at any upstream or downstream crossing that are not within the quiet zone.

Quiet Zone Establishment Process (Cont.)

- In order to create quiet zones, one of the following conditions must be met:
  - The Quiet Zones Risk Index (QZRI) is less than or equal to the National Significant Risk Threshold (NSRT) with or without additional safety measures such as Supplementary Safety Measures (SSMs) or Alternative Safety Measures (ASMs).
  - The QZRI is less than or equal to the Risk index with Horns (RIWH) with additional safety measures.
  - Install SSMs at every public-highway crossing. This is the best method to reduce risk in a proposed quiet zone and enhance safety.

Quiet Zone Establishment Process (Cont.)

Example of Steps taken to establish Quiet Zones



Examples of Supplementary Safety Measures (SSMs)

Crossing Closures

Gates with Channelization Devices

Four Quadrants Gate System

Gates with Medians

Alternative to Quiet Zones "Wayside Horns"

-Communities may choose to silence locomotive horns through the installation of wayside horns at each crossing as one substitute for train horns.

-Wayside horns are train-activated stationary acoustical devices directed at highway traffic.

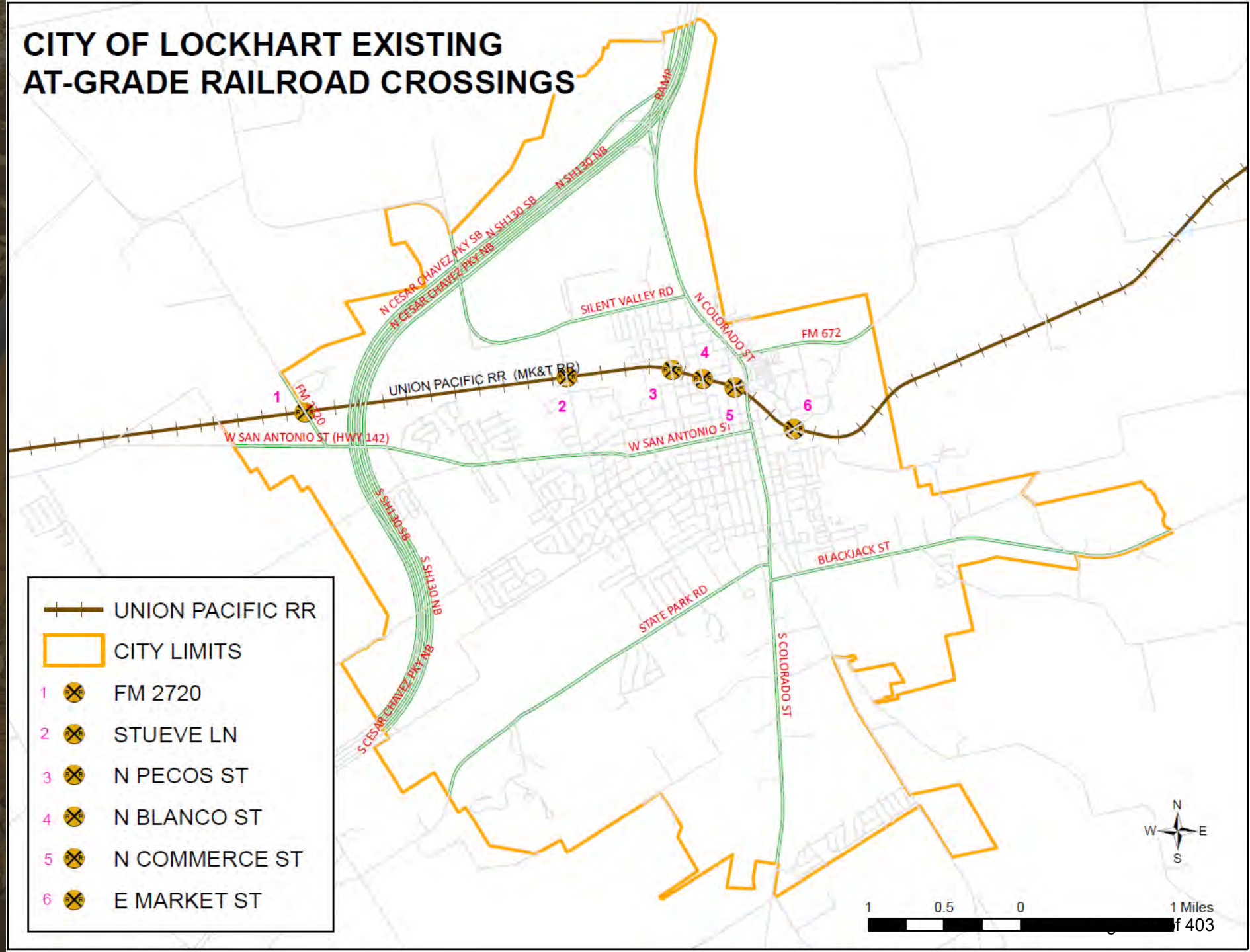
-The wayside horn is positioned at the crossing and will sound when the warning devices are activated.

-The sound is directed down the roadway, which greatly reduces the noise footprint of the audible warning.

-A wayside horn may be installed at highway-rail grade crossings that have flashing lights, gates, constant warning time devices (except in rare circumstances), and power out indicators.

-Use of wayside horns is not the same as establishing a quiet zone although they may be used within quiet zones.

Union Pacific Railroad within the City of Lockhart and Crossing Locations



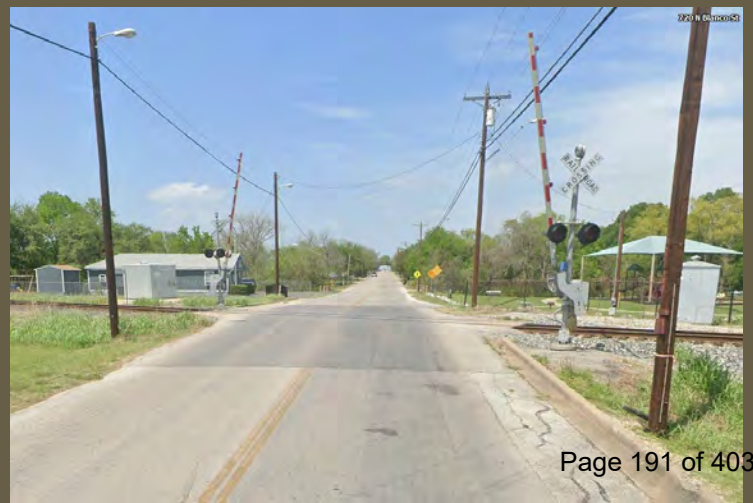
Public Railroad Crossings

-FM 2027- Two Gate System

-Stueve Lane- Two Gate System

-N. Pecos- Four Gate System with additional Railroad Spur

-N. Blanco- Two Gate System



Public Railroad Crossings (Cont.)

-N. Commerce- Two Gate System and Pedestrian Crossing

-E. Market- Three Gate System with Larrimore

-US183 – Overpass over the Railroad

Cost Considerations

- The enabling Federal statute did not provide funding for the establishment of quiet zones.
- Public authorities seeking to establish quiet zones should be prepared to finance the installation of SSMs and ASMs used. Costs can vary from $30,000 per crossing to more than $1 million depending on the number of crossings and the types of safety improvements required.

Potential Funding Opportunities

- Staff reviewed potential funding opportunities for Quiet Zones with a grant administrator.
- The **Consolidated Rail Infrastructure and Safety Improvements (CRISI) Program** appears to be the most viable option for future grant funding.
- The purpose of the program is to fund projects that improve the safety, efficiency, and/or reliability of intercity passenger and freight rail systems.
- Staff will continue to review the potential scope of a Quiet Zone project in consideration of the requirements for this grant funding opportunity.

Legal Considerations

- The courts will ultimately determine who will be held liable if a collision occurs at a grade crossing located within a quiet zone, based upon the facts of each case, as a collision may have been caused by factors other than the absence of an audible warning.
- FRA's rule is intended to remove failure to sound the horn as a cause of action in lawsuits involving collisions that have occurred at grade crossings within duly established quiet zones.

Comments

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discuss Ordinance 2024-12 amending portions of the personnel policy Section 4-7, to add Juneteenth as holiday for City employees.

ORIGINATING DEPARTMENT AND CONTACT: Administration - Steven Lewis

ACTION REQUESTED: Ordinance

BACKGROUND/SUMMARY/DISCUSSION: In 2021, Juneteenth became a federal holiday in the United States - the first to be approved since Martin Luther King Jr. Day in 1983. Junteenth, officially Juneteenth National Independence Day, is celebrated annually on June 19 to commemorate the ending of slavery.

Since the official federal holiday designation in 2021, several local and county governments have designated Juneteenth as a holiday within their organization. Of 73 Texas cities recently surveyed, 54 now observe Juneteenth as a holiday. The cities of Bastrop, Elgin, San Marcos and Kyle, as well as Caldwell County, have all designated Juneteenth as a holiday and close non-emergency business operations on June 19th each year. Over the past 3 years following the federal holiday designation, there has also been a growing interest among some City of Lockhart employees to also observe the new federal holiday.

Further, during the Evergreen 2020 City of Lockhart Classification and Compensation Study, Evergreen concluded that, at that time, the number of holidays Lockhart observed was similar to other peer cities. However, that study was completed prior to the 2021 designation of Juneteenth. Consequently, Lockhart now lags many surrounding peers that now observe Juneteenth.

If approved by City Council, City Offices would be closed on June 19th each year to provide employees with the opportunity to observe the federal holiday.

PROJECT SCHEDULE (if applicable): N/A

FISCAL NOTE (if applicable):

PREVIOUS COUNCIL ACTION: N/A

COMMITTEE/BOARD/COMMISSION ACTION: N/A

STAFF RECOMMENDATION/REQUESTED MOTION: Discretion of the Council.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

LIST OF SUPPORTING DOCUMENTS: ORD 2024-12 Juneteenth holiday, 2024 City Holiday Schedule

ORDINANCE 2024-12

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS AMENDING PORTIONS OF THE PERSONNEL POLICY SECTION 4-7, HOLIDAYS AND HOLIDAY PAY; PROVIDING A REPEALER; PROVIDING A SEVERABILITY CLAUSE; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, in 2021 Juneteenth was recognized as a federal holiday, when President Joe Biden signed the Juneteenth National Independence Day Act into law; and

WHEREAS, a review of the existing personnel policies demonstrates a need to update and amend specific sections to reflect events and circumstances.

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS, THAT:

I. Policy 4-7, Holidays and Holiday Pay, paragraph 1 is hereby amended to add:

June 19 – Juneteenth

II. Severability: If any provision, section, clause, sentence, or phrase of this ordinance is for any reason held to be unconstitutional, void, invalid, or un-enforced, the validity of the remainder of this ordinance or its application shall not be affected, it being the intent of the City Council in adopting and of the Mayor in approving this ordinance that no portion, provision, or regulation contained herein shall become inoperative or fail by way of reasons of any unconstitutionality or invalidity of any other portion, provision, or regulation.

III. Repealer: All other ordinances, section, or parts of ordinances heretofore adopted by the City of Lockhart in conflict with the provisions set out above in this ordinance are hereby repealed or amended as indicated.

IV. Publication: The City Secretary is directed to cause the caption of this ordinance to be published in a newspaper of general circulation according to law.

V. It is hereby officially found and determined that the meeting at which this ordinance was passed was open to the public as required by law.

VI. Effective Date: This ordinance shall become effective and be in full force upon passage.

PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS, ON THIS THE 7th DAY OF MAY, 2024.

CITY OF LOCKHART

_____
Lew White, Mayor

ATTEST:

_____
Julie Bowermon, City Secretary

APPROVED AS TO FORM:

_____
Brad Bullock, City Attorney

CITY OF
Lockhart
TEXAS

Holiday Schedule
Year 2024

Date	Day	Holiday Observed
January 1, 2024	Monday	New Year's Day
January 15, 2024	Monday	Martin Luther King Jr. Day
February 19 2024	Monday	President's Day
March 29, 2024	Friday	Good Friday
May 27, 2024	Monday	Memorial Day
July 4, 2024	Thursday	Independence Day
September 2, 2024	Monday	Labor Day
November 11, 2024	Monday	Veterans Day
November 28, 2024	Thursday	Thanksgiving Day
November 29, 2024	Friday	Day after Thanksgiving
December 24, 2024	Tuesday	Christmas Eve
December 25, 2024	Wednesday	Christmas Day

Personal Holiday Designated by Employee
(Must be used by 12/20/24)

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discussion and/or action regarding Hotel Occupancy Tax (HOT) allocations as recommended by the HOT Advisory Board for the 2024 funding year.

ORIGINATING DEPARTMENT AND CONTACT: Finance - Joseph Resendez

ACTION REQUESTED: Direction

BACKGROUND/SUMMARY/DISCUSSION: On May 3, 2024, the Hotel Occupancy Tax (HOT) Advisory Board met to review and discuss Hotel Tax funding applications for FYE 2024. The City of Lockhart collects a 7% Hotel Occupancy Tax from hotels, bed & breakfasts, and other lodging facilities. The revenue from the HOT fund may be used only to directly promote tourism and the hotel and convention industry. The Funding Application Form provides applicants the specific eligible uses of HOT funds under state law requirements, outlines city policy, and provides guidance on the priority uses for Hotel Tax funds. A copy of this form is attached for reference.

This funding cycle, the City received eight applications from six organizations. The total amount requested was $285,000. This is an increase of $120,000 over the amount requested in FYE 2023. Applicants were recommended to make presentations to the Board. The following five organizations made formal presentations: Caldwell County Jail Museum, Gaslight-Baker Theatre, Greater Caldwell County Hispanic Chamber of Commerce, Lockhart Chamber of Commerce, and Troubador Image + Sound.

After discussion and consideration, the HOT Advisory Board submits a proposed funding allocation of $222,500 for FYE 2024 to Council for review and final approval. The Board funding proposal presents a balanced allocation that provides funding for two new applicants, Rach & Rhodes Presents and Troubador Image + Sound, while providing continued financial support to existing events and ongoing historical restoration and preservation projects.

Also attached are the FYE 2024 Application Funding Chart providing the HOT Advisory Board's detailed funding recommendations and the previous year's allocation history, and the submitted Funding Applications for review.

PROJECT SCHEDULE (if applicable):

AMOUNT & SOURCE OF FUNDING:
Funds Required: $222,500
Account Number: 220-5199-2XX-00
Funds Available: $190,323
Account Name: HOTEL/MOTEL EXPENDITURES

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

FISCAL NOTE (if applicable): Two quarters of revenue collections remain in FYE 2024.

PREVIOUS COUNCIL ACTION:

COMMITTEE/BOARD/COMMISSION ACTION:

STAFF RECOMMENDATION/REQUESTED MOTION: Staff request direction from the Council for the allocation of HOT funds.

LIST OF SUPPORTING DOCUMENTS: FYE 2024 - HOT Use Application Form, FYE 2024 - HOT Board Approved - Application Funding Chart, FYE 2024 - HOT Funding Applications

FUNDING APPLICATION FORM

HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW

State Law: By law of the State of Texas, the City of Lockhart collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;

b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:

1. the commercial center of the city;
2. a convention center in the city;

3. other hotels in or near the city; or
4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

City Policy: The City of Lockhart accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted by the official application**.** The application will be reviewed by the City of Lockhart's HOT Advisory Board at a regularly scheduled meeting. The applicant may choose to be present at the meeting to answer any questions regarding the application.

Based on the application, the City of Lockhart's HOT Advisory Board will make a recommendation to the City Council. The City Council will make the final decision on your request.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to the City of Lockhart. Events can prove this potential to generate overnight visitors by:

a) **historic information on the number of room nights used during previous years of the same events**;

b) **current information on the size of a room block that has been reserved at area hotels** to accommodate anticipated overnight guests attending the funded event;

c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources**; and/or

d) **examples of the planned marketing of the programs and activities that will likelygenerate overnight visitors** to local lodging properties from this event.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

HOTEL OCCUPANCY TAX (HOT)
APPLICATION FUNDING CHART
FYE 2024

Organization (Alphabetical)	(A) Convention Center or visitor's center	(B) Registration of Convention Delegates	(C) Advertisting, Solicitations, Promotional programs to attract tourists and convention delegates.	(D) Promotion of the Arts that directly enhance tourism and the hotel & convention industry. (limit 15% budget)***	(E) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs. (limit 15% budget)***	(F) Expenses including promotional expenses, directly related to sporting events.	(G) Funding transportation systems for transporting tourists from hotel to any of the following: 1) commercial center; 2) convention center; 3) other hotels; and 4) tourist attractions.	(H) Signage directing tourists to sights and attractions that are frequently visited by hotel guests in the municipality	TOTAL REQUESTED FUNDING FYE 2024	PRIOR YEAR ALLOCATIONS FYE 2023	BOARD APPROVED ALLOCATIONS FYE 2024
				$37,350	$37,350						
Caldwell County Jail Museum & Visitors Center (NP)*					$ 15,000				$ 15,000	$ 17,000	$ 15,000
Gaslight-Baker Theater (NP)					$ 15,000				$ 15,000	$ 15,000	$ 15,000
Hispanic Chamber of Commerce (NP) Cinco de Mayo Festival			$ 5,000	$ 15,000					$ 20,000	$ 10,000	$ 20,000
Hispanic Chamber of Commerce (NP) Diez y Seis Festival			$ 5,000	$ 15,000					$ 20,000	$ 10,000	$ 20,000
Lockhart Chamber of Commerce (NP) Chisholm Trail Roundup, Rodeo, & Festival			$ 30,000			$ 30,000			$ 75,000	$ 65,000	$ 60,000
Lockhart Chamber of Commerce (NP) Visitor's Bureau & Information Center	$ 48,000		$ 29,500						$ 115,000	$ 55,000	$ 77,500
Rach & Rhodes Presents (FP) Courthouse Nights**			$ 10,000						$ 20,000	$ -	$ 10,000
Troubador Image + Sound (NP) 78644 Podcast			$ 5,000						$ 5,000	$ -	$ 5,000
	$ 48,000	**$ -**	**$ 84,500**	**$ 30,000**	**$ 30,000**	**$ 30,000**	**$ -**	**$ -**	**$ 285,000**	**$ 172,000**	**$ 222,500**

CURRENT HOT FUNDS AVAILABLE: $ 190,000

PROJECTED FYE 2024 YEAR-END HOT FUNDS AVAILABLE: $ 249,000

***Abbreviations:** Non-Profit (NP) | For-Profit (FP) - as stated on application.

**Currently receive $2,000 in reimbursement contributions from the City's General Fund for portable restrooms.

***Limit of 15% based on projected FYE 2024 available fund balance ($249,000). This amount represents the absolute maximum cap.

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

CALDWELL COUNTY JAIL MUSEUM & VISITORS CENTER

Application

Date: 4/15/2024 (for 2024)

Organization Information

Name of Organization: Caldwell County Historic Jail Museum & Visitors Center
(Operated by: Caldwell County Historical Commission)

Address: 315 East Market Street **(Mailing Address: PO Box 1419)**

City, State, Zip: Lockhart, TX 78644

Contact Name: Coyle Buhler, Chair Contact Phone Number: 512-376-8636

Web Site Address for Event or Sponsoring Entity: http://caldwellcountyhistoricalcommission.org/home.html
(https://m.facebook.com/CaldwellCountyHistorical Commission/)

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-0750132

Entity's Creation Date: 1974

Purpose of your organization: **Heritage Tourism.** Strategically located and highly visible, the historic Jail Museum & Visitors Center will attract, entertain and educate over **2,250** tourists and visitors throughout a typical non-pandemic year with tourism-related information, public interpretive exhibits, outreach programs and special events. The historic 1909 Caldwell County Jail building is fully open to the traveling public and a tremendous tourist attraction alone. To promote local heritage tourism, the historic Jail Museum collects, identifies, and preserves historical material pertaining to the rich history of Lockhart, Caldwell County, and its residents. The Jail Museum & Visitors Center collection consists of the historic jail building, local area relevant historic artifacts, photographs, books, documents and maps. The Jail Museum & Visitors Center is operated by the Caldwell County Historical Commission.

Event Information

Name of Event or Project: Caldwell County Historic Jail Museum & Visitors Center

Date of Event or Project: 1/1/2024-12/31/2024

Primary Location of Event or Project: 315 East Market Street, Lockhart, TX 78644

Amount Requested: $ 15,000

How will the funds be used: The funds will be used consistent with Chapter 351 (e) of the Texas Tax Code. This includes historical restoration, preservation and maintenance activities and advertising, conducting solicitations and promotional programs to encourage tourists and convention delegates to

visit preserved historic sites or museums. The funds will be used to preserve, repair, restore and maintain the historic Museum structure and historic materials exhibited. Also, the funds will be used for heritage-tourism related advertizing and informational materials (See attach budget). In addition on weekends, using other donated funds, when the Chambers of Commerce and many other points of interest may be closed, the Jail Museum & Visitors Center will support the community tourism-related efforts as a visible tourist attraction, providing brochures and other local information to visiting tourists. The historic Jail Museum & Visitors Center **does not** intend to replace, but augment, the one primary designated visitors center for the City of Lockhart. HOT funds **will not** be used for visitor center direct operating expenses.

Primary Purpose of Funded Activity/Facility: **Preserve and maintain the historic Jail Museum and promote Heritage Tourism. Approximately 90% of the expected over 2,250 registered weekend visitors in a typical non-pandemic year are tourists from outside Caldwell County.** In the past, the Jail Museum & Visitors Center has hosted registered visitors from **219 different Texas cities** and **45 different states**. Also, the Jail Museum & Visitors Center has hosted international tourists representing over **55 foreign countries.** The Jail Museum & Visitors Center is a community non-profit operation supported by many dedicated volunteers. The vast majority of support activities for the Jail Museum & Visitor Center are performed by unpaid volunteers. Over **1,582 registered hours of volunteer work** were documented in the past year. A docent is on duty to welcome and inform all guests during hours of public operation. The requested HOT funds will **NOT** be used to offset the cost of docent related activities or direct visitor center operating expenses. The HOT funds will be used to preserve, repair, restore, protect and maintain the historic Museum structure and historic materials exhibited. Also, the funds will be used for Lockhart historical tourism-related promotional materials (consistent with Chapter 351 (e) of the Texas Tax Code).

Percentage of Hotel Tax Support of Related Costs: "Costs" are only event-related (see attached budget)

49.6 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

76.4 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event (Consistent with Chapter 351 (e) of the Texas Tax Code)

0 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event (Funds are not used for Museum Docent activities – all maintenance is by contract labor)

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, **operation**, and maintenance of convention center facilities or **visitor information centers**, or both. Amount requested under this category: $ **-0.00- [see Item (e) below].** ◆

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $_____

☒ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums**. Amount requested under this category: **$ 15,000**

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 40 (Started In 1983)

2. Expected Attendance: Over 2,250

3. How many people attending the Event or Project will use City of Lockhart hotels? ?
   Number of the people many nights will they stay: ?

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No. Very seldom does an out-of-town visitor book lodging in advance just to visit only a museum or visitors center. But, many of the visitors to the Jail Museum & Visitors Center come exclusively to witness, learn and discover the rich history of Lockhart and Caldwell County. While doing so, the visitors are directed by the Jail Museum Docent to local lodging, restaurants, and many other points of interest in the area. **Consistently, over 90% of the registered weekend visitors are from outside Caldwell County and are ideal prospects for over-night lodging. Many are from another state, or another country, and in need of lodging. The Jail Museum & Visitor Center is open with comprehensive visitor information on the weekend, when many other tourist information locations are closed.**

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
2023	$ 17,000.00	?
2022	$ 5,000.00	?
2021	$ 4000.00	?
2020	$ -0.00-	?

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? The Jail Museum & Visitors Center attempts to register each and every visitor. Approximately 15%-30% refuse or fail to register. We will attempt to obtain the visitor over-night lodging statistical information.

7. Please list other organization, government entities, and grants that have offered financial support to your project: The Jail Museum & Visitors Center is a community non-profit operation supported by many dedicated volunteers and donors. It depends on and appreciates all donations, both large and small. Excluding HOT funds, last year's donations were well below the costs of maintaining the building. The Jail Museum would have suffered a large net loss. Caldwell County supports the Jail Museum & Visitors Center by providing the historic jail building with periodic minor maintenance at no cost. In addition, Caldwell County has provided a total of $4,000 cash over the past five years to supplement operating costs. In addition, for many years in the Fall, typically approximately **400 additional visitors** would come to Lockhart from around central Texas to the very popular and successful "Speaking of the Dead: Intriguing Stories of the Past". It is a twilight and after-dark historical adventure fund raiser, where visitors meet many "Kindred Spirits" that have "come back from the grave" to tell their personal stories about the historic Lockhart area. The Caldwell County Historical Commission sponsors this Jail Museum & Visitors Center outreach to raise donated funds for the benefit of the Jail Museum & Visitors Center preservation expenses. This out-reach program brings many additional tourists to Lockhart and has been the primary fund-raising activity to fund the Jail Museum & Visitor Center operations and preservation budget. The last such event was in late August of 2022 when visitors were entertained by four "Speaking of the Dead" performances indoors at the Gaslight-Baker Theater.

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
A donation of $5 for adults and $3 for children is suggested for a tour of the Museum exhibits and upper floors containing the historic jail cells. There has **not** been a Visitor Center annual operating funds surplus since beginning operations. We depend on outside donations.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet: The Jail Museum & Visitors Center does not have funds to engage in paid heritage promotions, unless provided through HOT funding.

Newspaper:	$ PSAs
Radio:	$
TV:	$ PSAs
Other Paid Advertising:	$ 1,802.79 (2022) & 471.27 (2023)

Number of Press Releases to Media: 24 (2022 & 2023)

Number Direct Mailings & Emailing to out-of-town recipients: 5,394 (2022 & 2023)

Other Promotions: As mentioned in #7 above, in many past years, typically over **400 additional visitors** have come to Lockhart from around central Texas to the very popular and successful **"Speaking of the Dead: Intriguing Stories of the Past"**. In addition, to promote and publicize local attractions to tourists from outside of Lockhart, the historic jail building has been made available to **multiple film groups** and to **paranormal groups** that conducted experiments in an attempt to detect any "ghosts" or "spirits". They also produce and host widely viewed **internet videos** and **podcasts**. We have continued to be featured on **"Day Tripper"** television program. The Jail Museum & Visitors Center has been featured in numerous publications, including the ***Texas Hill Country Magazine***. Annually, volunteers conduct several weekday **educational tours** for K-12 and university classes, Boy Scout troops, and Chamber of Commerce **bus tours**. In the past, the Jail Museum & Visitors Center has participated in a local homes tour conducted by a local service sorority. These out-reach programs bring many additional tourists and visitors to Lockhart. The Museum distributes **promotional brochures** to museums and towns throughout Texas for redistribution.

10. Will you include a link to local hotels on your website for booking during this event?
Yes, if authorized and provided.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? ___
We will promote any special rates offered by local lodging through existing platforms.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event? We will include local lodging info on existing platforms and with in-house displays of provided materials and information.

13. What geographic areas does your advertising and promotion reach: **Worldwide**, through the internet. As an example, groups from Australia and Oregon came to Lockhart exclusively to visit the Lockhart Cemetery, Jail Museum, and area historic sites on family heritage trips. The Jail Museum & Visitor Center aided in the visitors' trip planning, research and coordination. All was completed both via internet and in-person at the Jail Museum & Visitor Center. In the past, the Jail Museum & Visitors Center has hosted and registered visitors from **219 different Texas towns and cities, 45 different states, and 55 foreign countries.**

14. How many individuals will your proposed marketing reach who are located in another city or county? Over 2,000 in-person (90% based on 2023 stats) and 1000's via the internet & direct mail

15. If the funding requested is related to a permanent facility (e.g. museum,visitor center):
    Expected Attendance Monthly/Annually: Over 2,250/ distributed fairly equally over the year.
    Percentage of those in attendance that are staying at area hotels/lodging facilities: ? %
    Note: Consistently, over 85% of the registered weekend visitors to the Jail Museum & Visitors Center are from outside Caldwell County and ideal prospects for local over-night lodging. We do not have any current data as to the number or percent that are staying in local lodging facilities.

Please Submit To:

City of Lockhart HOT Advisory Board

c/o Finance Department

P.O. Box 239

Lockhart, TX 78644

HISTORIC CALDWELL COUNTY JAIL MUSEUM
&
VISITORS CENTER

HERITAGE TOURISM

PROPOSAL

HISTORIC CALDWELL COUNTY JAIL MUSEUM
&
VISITORS CENTER
Lockhart, Texas

Operated by
CALDWELL COUNTY
HISTORICAL COMMISSION

MISSION STATEMENTS OF THE HISTORIC CALDWELL COUNTY JAIL MUSEUM & VISITORS CENTER

Located in the City of Lockhart, the mission of the Historic Caldwell County Jail Museum & Visitors Center is to promote heritage tourism for the economic benefit of Lockhart and surrounding Caldwell County, by preserving, exhibiting and sponsoring the recorded and material history of the area.

Strategically located and highly visible, the Jail Museum & Visitors Center will attract, entertain and educate over 2,250 tourists and visitors throughout a typical non-pandemic year with tourist-related information, public interpretive exhibits, outreach programs and special events.

On weekends, when most other visitor centers and many other points of interest are closed, the Jail Museum & Visitors Center will support the community tourist-related efforts as a visible tourist attraction, providing brochures and other local information to visiting tourists. The Jail Museum & Visitors Center will augment, not replace, the City's primary visitors center.

The Jail Museum will collect, identify, and preserve historical material pertaining to the rich history of Lockhart, Caldwell County, and its residents and visitors. The Jail Museum collection will consist of the historic jail building, local area relevant historic artifacts, photographs, books, documents and maps.

REQUEST FOR A HOTEL OCCUPANCY TAX FUND ALLOCATION

We respectfully request an amount of $15,000 from the prospective allocation of the Hotel Occupancy Tax Fund. This money will be allocated exclusively to preserve, repair, restore and maintain the historic Museum structure and historic materials exhibited. Also, the funds will be used to promote heritage-tourism related advertizing and informational materials consistent with Chapter 351 (e) of the Texas Tax Code.

HISTORIC CALDWELL COUNTY JAIL MUSEUM
&
VISITORS CENTER
Lockhart, Texas

Operated by
CALDWELL COUNTY HISTORICAL COMMISSION

Annual Funds Recap: Over the past year, the Historic Caldwell County Jail Museum & Visitor Center received **$17,000** funding from the City's annual Hotel Occupancy Tax Fund distribution. **Thank You!** A total distribution of **$15,000** is anticipated and requested for the coming year. **The total amount received from the Hotel Occupancy Tax Fund distribution will be used to partially off-set the expense to preserve, repair, restore, maintain and promote the historic Museum structure, its historical exhibits, and promote local heritage-tourism.** The Jail Museum & Visitor Center is a community non-profit operation.

HOT Fund Allocation Request: The Jail Museum & Visitor Center total operating expenses for **2024** are budgeted at **$30,250** for the upcoming fiscal year (budget attached). The building preservation/restoration/repairs and advertizing/promotional HOT qualifying expenses budgeted for the year total **$23,100**. Any short-fall in the overall Jail Museum & Visitors Center annual operating budget must be made-up from donations and year-round fund raising activities.

For the coming fiscal year, we respectfully request $15,000 from the Hotel Occupancy Tax Fund distribution. This money will be allocated consistent with Chapter 351(e) of the Texas Tax Code. This requested distribution would help overcome pandemic and weather related short-falls in fund raising for building restoration, preservation, maintenance, and the promotion of heritage-tourism.

Jail Museum & Visitors Center Tourism Benefits: The Lockhart area history and heritage are its greatest assets. The Jail Museum & Visitors Center stands tall as a strategically located and highly visible focal point for weekend tourists and visitors to Lockhart. As conditions and precautions allow, the Visitors Center will be open every weekend when most tourists are in the area. It will be open on Saturdays and Sundays, when many other local tourist information locations are closed. Also, many times volunteers are able to accommodate special requests for tours during the week. The Jail Museum & Visitors Center operation interacts with a large variety of groups of tourists and local public throughout the year.

In a typical year, the Museum & Visitors Center receives over 2,000 registered guests. Over 90% of our registered weekend visitors were tourists from outside the Lockhart area. In the past, the Visitors Center has hosted visitors from over **200** different Texas towns and **45** different states, including as far-away as Alaska and Connecticut. Also, the Visitors Center has hosted international tourists representing over **55** foreign countries (including: Japan, South Korea, China, Russia, Philippines, Singapore, Indonesia, Australia, New Zealand, India, Bangladesh, Ukraine, Russia, Germany, Denmark, Sweden, Finland, Turkey, Greece, Hungary, France, Italy, Spain, Israel, England, Scotland, Ireland, Kenya, Nigeria, Argentina, Venezuela, Colombia, Ecuador, Nicaragua, Guatemala, Barbados, Puerto Rico, Jamaica, Mexico and Canada).

To promote and publicize local attractions to tourists from outside of Lockhart, the historic jail building has been made available to multiple film groups and to paranormal podcast groups that conducted experiments in an attempt to detect any "ghosts". We have continued to be featured on the "Day Tripper" television program and the *Texas Hill Country Magazine*. Every time the Jail Museum is featured, Lockhart and the Jail Museum & Visitors Center receive a great response with increased out-of-town visitors. To promote and publicize local attractions year-round to tourists and visitors already in Lockhart, the Jail Museum Visitors Center will continue to distribute appropriate local tourism brochures made available to us by various groups.

Jail Museum & Visitors Center Heritage Tourism Outreach: For many years, in the early Fall, typically over 400 additional visitors come to Lockhart from around central Texas to the very popular and successful "Speaking of the Dead: Intriguing Stories of Lockhart Past". It is a twilight and after-dark historical adventure, where visitors meet many "Kindred Spirits" that have "come back from the grave" to tell their personal stories about the historic Lockhart area. The Caldwell County Historical Commission sponsors this historical tourism outreach for the benefit for the Jail Museum & Visitors Center. It brings many additional tourists to Lockhart and is the primary fund-raising activity for the Jail Museum & Visitors Center. In late August 2022, over 300 visitors were entertained by four "Speaking of the Dead" performances, at an indoor fund raiser in the Gaslight-Baker Theater.

Volunteer Support Activities: The Jail Museum & Visitors Center is a community non-profit operation supported by many dedicated volunteers. It depends on and appreciates all donations, both large and small. The vast majority of support activities for the Jail Museum & Visitor Center are performed by unpaid volunteers outside the posted hours of public operation. Over **1,582** volunteer hours were documented for the past year. In addition to the activities previously mentioned, we have conducted several educational tours for K-12 and university classes, Boy Scout troops, and Chamber of Commerce bus tours. These and other outreach programs bring many additional tourists and visitors to Lockhart.

In addition to tourist-related operations, the historic Jail Museum building is undergoing a multi-year program of planned restoration and preservation as funds become available from specific grants and donations. Hotel Occupancy Tax funds have been allocated to restoration, preservation and maintenance projects. These activities are typically scheduled during non-public hours and do not interfere with the Visitors Center's beneficial tourist-related operation. The rich history and heritage of the local area is also actively promoted as funds are available.

Thank You: On behalf of the Historic Caldwell County Jail Museum & Visitors Center, I would like to thank the Lockhart City Council, the HOT Advisory Board, and the Finance Department for its foresight and funding in the past years. We encourage you to continue your support for this historic Lockhart jewel. The Jail Museum & Visitors Center offers a great economic benefit to the entire community.

Respectfully submitted,

Coyle Buhler, Chair
Caldwell County Historical Commission
Historic Caldwell County Jail Museum & Visitors Center

HISTORIC CALDWELL COUNTY JAIL MUSEUM and VISITORS CENTER

ANNUAL EXPENSES (*HOT Qualified):	2023 Actual	2024 Budget
Docent – Labor	$ 1780.00	$ 2,000.00
Credit Card Fees	1,133.38	1,200.00
City of Lockhart - Utilities	2,520.70	3,000.00
Insurance – Property*	1,493.00	1,500.00
Telephone - ATT	580.13	600.00
Supplies – Operations	342.08	350.00
Supplies – Maintenance/Repairs*	95.02	250.00
Maintenance – Building (Labor)*	2,521.76	3,000.00
Advertizing / Promotion – Materials*	471.27	500.00
Speaking of the Dead – Operation Expenses	.00	600.00
Pest Control – Termites/Ants/Bees*	989.20	1,000.00
Promotion / Advertizing – Heritage Tourism*	873.00	1,000.00
Fees/Other	213.00	250.00
Restoration / Preservation (Full Backlog List Below)*	15,561.34	15,000.00
TOTAL MUSEUM EXPENSES (Calendar Year)	**$28,573.88**	**$ 30,250.00**

MUSEUM RESTORATION / PRESERVATION (*HOT QUALIFIED) BACKLOG	
Environmental: Air Conditioning/Dehumidification Upgrades/Repairs	10,250.00
Electrical: Repairs/Upgrades	6,300.00
Plumbing: Repairs/Upgrades/Maintenance	5,500.00
Museum Signage: Additions/Upgrades	1,500.00
Exterior/Interior: Painting /Repairs	5,000.00
Windows & Doors: Repairs/Replacements (Remaining)	$1,505.00
Museum Displays: Repairs/Security	2,750.00
Inventory/Records-Graffiti Recording/Preservation	3,200.00
Third Floor: Archive Storage Space Security/Rehab/Restoration	6,400.00
Basement & Tree Damage Cleanup/Rehab/Upgrades	10,000.00
Security: Cameras, Electronics, Miscellaneous Supplies and Maintenance	5,000.00
TOTAL PRESERVATION / RESTORATION BACKLOG	**$57,405.00**

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

GASLIGHT-BAKER THEATER

Application

Date: 4/19/2024

Organization Information

Name of Organization: Gaslight Baker Theatre

Address: P.O. Box 1152

City, State, Zip: Lockhart TX 78644

Contact Name: Jason Jones Contact Phone Number: 512.563.6975

Web Site Address for Event or Sponsoring Entity www.mygbt.org

Non-Profit or For-Profit status: Non-Profit Tax ID #: 26-0318298

Entity's Creation Date: Current form - 6-10-2010

Purpose of your organization: The Gaslight Baker theatre is a non-profit community organization dedicated to promoting theatre arts in the Lockhart Area, striving to provide open avenues to creative expression through participation in all aspects of amateur theatre.

Event Information

Name of Event or Project: Painting the exterior of both buildings - possibly some repairs to the electrical work in the Baker

Date of Event or Project: Late 2024

Primary Location of Event or Project: GBT and "Hawn" building

Amount Requested: $ 15,000

How will the funds be used: ~~Fee~~ To fund renovation and restoration to the outside of our buildings. - or to shore up the electrical grid in the Baker to continue its use as a theatre.

Primary Purpose of Funded Activity/Facility:

Same as the Organization. Live theatrical Shows, education, music, facility rental

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

up to 100% _____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and soundrecording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $_____

☒ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 15,000

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: N/A
2. Expected Attendance: 7,860
3. How many people attending the Event or Project will use City of Lockhart hotels? Unknown but 68% of our ticket sales last year were from out of town
   Number of the people many nights will they stay: _____
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not as of yet this year
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
21	12,000	
22	15,000	
23	15,000	

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____
7. Please list other organization, government entities, and grants that have offered financial support to your project: None this year outside of advertisers and individual donations

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

we do charge admission. All profit goes directly back into the theatre.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

I will have this information before the presentation.

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

10. Will you include a link to local hotels on your website for booking during this event?

yes

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?

I will send it to marketing

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

We just ~~[illegible]~~ had a leadership change in marketing. I will get them on this

13. What geographic areas does your advertising and promotion reach: all Central Texas counties

14. How many individuals will your proposed marketing reach who are located in another city or county? we primarily are using Social Media

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: Projected Attendance is 7,431

Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%
I can't say with accuracy. But 68% last year were from outside of Lockhart.

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

GREATER CALDWELL COUNTY

HISPANIC CHAMBER OF COMMERCE

CINCO DE MAYO FESTIVAL

Application

Date: 04/05/2024

Organization Information

Name of Organization: Greater Caldwell County Hispanic Chamber of Commerce

Address: 202 S. Commerce Street Ste. 202

City, State, Zip: Lockhart, Texas 78644

Contact Name: Jonathan Gonzales Contact Phone Number: 512-809-4111

Web Site Address for Event or Sponsoring Entity www.caldwellcountyhispanicchamber.com

Non-Profit or For-Profit status: 501c6 Tax ID #: 74-2811628

Entity's Creation Date: 1988

Purpose of your organization: The Greater Caldwell County Hispanic Chamber of Commerce (GCCHCC) has been promoting and strengthening the economic welfare of the business community in Caldwell County by supporting education, civic leadership, and community development and by creating business opportunities for our members.

Event Information

Name of Event or Project: Cinco De Mayo Festival

Date of Event or Project: May 3rd and [redacted] 4th

Primary Location of Event or Project: Downtown Lockhart

Amount Requested: $ [redacted] $20K

How will the funds be used: The funds will help with promotional items/material to draw in people from the surrounding cities by radio/flyer's/banners/gear. Also funds would be use to help bring in well recognized music artist as well as the necessities to ensure that the event is successful for the community of Lockhart. Having the appropriate equipment such as porta potties/on the grounds security is essential.

Primary Purpose of Funded Activity/Facility:

To bring awareness and to celebrate the diversity of Lockhart's citizens and businesses. This allows the Chamber to provide guidance to business owners and given them an outlet to market their business or organization, which in turn brings more people into Lockhart. Events provide entertainment in different genres of music including: Latino, Progressive Tejano, Blues, Jazz, Rock, Country, and instrumental exposing and educating event goers to music they may not otherwise encounter. Moines rasied will also provide educational scholarships for our students throughout the Lockhart area and supporting youth organizations. This has many individuals staying overnight in Lockhart for one to two nights.

Percentage of Hotel Tax Support of Related Costs

20 % Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:$

☒ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $5,000

☒ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $ 15,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from anothercity or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

N/A _____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

N/A _____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 30+

2. Expected Attendance: 6k to 7k per event

3. How many people attending the Event or Project will use City of Lockhart hotels? 50+

   Number of the people many nights will they stay: 1-2

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not at the moment but will need rooms reserved for the stage and vendors crew

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
5/2023	10K	40+
5/2022	6.5k	30+
5/2021	5k	20+

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Get in contact with the local owners and obtain information on room usage during the time of the events

7. Please list other organization, government entities, and grants that have offered financial support to your project: Just small business around the local area with sponsorship

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
This is a free event. Any monies profited will be used to help facilitate the daily expenditures of rent, supplies, and promotional items for future events.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	$ 100
Radio:	$ 2500
TV:	$
Other Paid Advertising:	$ 1500

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions: Facebook/Instagram/Promotional Flyers. Also 5k/10k race at Cinco De Mayo are Sponsored by On the Go so this information about our events will also go out to all their participants and be posted on their website.

10. Will you include a link to local hotels on your website for booking during this event? Yes, we will include a link to local hotels on our fliers, posters, website, and social media pages.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes, we will work with at least two of our local hotels to provide a special rate for attendees, booth participants and entertainers.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

13. What geographic areas does your advertising and promotion reach: Austin, New Braunsful, Kyle Luling, San Antonio, San Marcos, Buda, Bastrop, Del Valle, Cedar Creek, and more

14. How many individuals will your proposed marketing reach who are located in another city or county? 10k people +

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

GccHcc - Cinco de Mayo 5k/10k
April 2 at 9:13 PM
Cinco5K10K.com

El Rey Bar/Nightclub and 10 others

Like Comment Share

Most relevant

Jennifer Crosby
Whoooooot!!!!!!
Like Reply

Write a comment...

Example
5k/10k

This photo is from a post.

View post

Jon Gon
May 1, 2023

Edit

Like Comment Share

Write a comment...

Example Event Flyer

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

GREATER CALDWELL COUNTY

HISPANIC CHAMBER OF COMMERCE

DIEZ Y SEIS FESTIVAL

Application

Date: 04/05/2024

Organization Information

Name of Organization: Greater Caldwell County Hispanic Chamber of Commerce

Address: 202 S. Commerce Street Ste. 202

City, State, Zip: Lockhart, Texas 78644

Contact Name: Jonathan Gonzales Contact Phone Number: 512-809-4111

Web Site Address for Event or Sponsoring Entity www.caldwellcountyhispanicchamber.com

Non-Profit or For-Profit status: 501c6 Tax ID #: 74-2811628

Entity's Creation Date: 1988

Purpose of your organization: The Greater Caldwell County Hispanic Chamber of Commerce (GCCHCC) has been promoting and strengthening the economic welfare of the business community in Caldwell County by supporting education, civic leadership, and community development and by creating business opportunities for our members.

Event Information

Name of Event or Project: Diez y Sies Festival

Date of Event or Project: Sept. 13th and 14th

Primary Location of Event or Project: Downtown Lockhart

Amount Requested: $ 20,000

How will the funds be used: The funds will help with promotional items/material to draw in people from the surrounding cities by radio/flyer's/banners/gear. Also funds would be use to help bring in well recognized music artist as well as the necessities to ensure that the event is successful for the community of Lockhart. Having the appropriate equipment such as porta potties/on the grounds security is essential.

Primary Purpose of Funded Activity/Facility:

To bring awareness and to celebrate the diversity of Lockhart's citizens and businesses. This allows the Chamber to provide guidance to business owners and given them an outlet to market their business or organization, which in turn brings more people into Lockhart. Events provide entertainment in different genres of music including: Latino, Progressive Tejano, Blues, Jazz, Rock, Country, and instrumental exposing and educating event goers to music they may not otherwise encounter. Moines rasied will also provide educational scholarships for our students throughout the Lockhart area and supporting youth organizations. This has many individuals staying overnight in Lockhart for one to two nights.

Percentage of Hotel Tax Support of Related Costs

% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:$

☒ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $5,000

☒ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $ 15,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

N/A _____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

N/A _____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 30+

2. Expected Attendance: 6k to 7k per event

3. How many people attending the Event or Project will use City of Lockhart hotels? 50+

   Number of the people many nights will they stay: 1-2

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not at the moment but will need rooms reserved for the stage and vendors crew

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
9/2023	10K	40+
9/2022	6.5k	30+
9/2021	5k	20+

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Get in contact with the local owners and obtain information on room usage during the time of the events

7. Please list other organization, government entities, and grants that have offered financial support to your project: Just small business around the local area with sponsorship

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
This is a free event. Any monies profited will be used to help facilitate the daily expenditures of rent, supplies, and promotional items for future events.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	$ 100
Radio:	$ 2500
TV:	$
Other Paid Advertising:	$ 1500

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions: Facebook/Instagram/Promotional Flyers. Also 5k/10k race at Cinco De Mayo are Sponsored by On the Go so this information about our events will also go out to all their participants and be posted on their website.

10. Will you include a link to local hotels on your website for booking during this event? Yes, we will include a link to local hotels on our fliers, posters, website, and social media pages.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes, we will work with at least two of our local hotels to provide a special rate for attendees, booth participants and entertainers.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

13. What geographic areas does your advertising and promotion reach: Austin, New Braunsful, Kyle Luling, San Antonio, San Marcos, Buda, Bastrop, Del Valle, Cedar Creek, and more

14. How many individuals will your proposed marketing reach who are located in another city or county? 10k people +

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

Greater Caldwell County Hispanic Chamber of Commerce
Published by Jewel Jankas September 17, 2022

¡Ven a ver a Rick Treviño, vendedores de comida, vendedores de artesanías y, por supuesto, cerveza fría!

Edit

10

Like Comment Share

Write a comment...

Example Event Flyer

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

LOCKHART CHAMBER OF COMMERCE

CHISHOLM TRAIL ROUNDUP, RODEO, & FESTIVAL

Application

Date: 04/18/2024

Organization Information

Name of Organization: Lockhart Chamber of Commerce - CTR

Address: 104 West Market Street / P.O. Box 840

City, State, Zip: Lockhart, Texas 78644

Contact Name: BJ Westmoreland Contact Phone Number: 512-376-1507

Web Site Address for Event or Sponsoring Entity www.chisholmtrailroundup.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-0750055

Entity's Creation Date: 1935

Purpose of your organization: As an integral part of The Lockhart Chamber of Commerce, the Chisholm Trail Roundup, Rodeo, and Festival is the major event celebrating this Historic Trail and our shared heritage of Trade & Commerce, Pioneering, Livestock Management, Agriculture, and Community

Event Information

Name of Event or Project: Chisholm Trail Roundup, Rodeo, and Festival - 51st Anniversary

Date of Event or Project: June 13-15, 2024

Primary Location of Event or Project: Lockhart City Park

Amount Requested: $ $75,000.00

How will the funds be used:

1. Funding promotional activities of CTR to attract overnight tourist hotel stays through effective Social Media, Broadcast, Print advertising
2. Funding musical acts for day and evening entertainment which will also increase overnight hotel tourist stays for individuals and groups
3. Funding improvements to the Parade Float, Collectible Event Items, promoting Lockhart Destinations associated with Holidays and Seasons for additional hotel stays.
4. Emphasizing the History and Heritage of the Lockhart area, which will translate into additional exploration, tours, and group hotel stays

Primary Purpose of Funded Activity/Facility:

The 51st Chisholm Trail Roundup, Rodeo, and Festival celebrates The City of Lockhart's central role in supplying and supporting this Historic Trail and the men and women who pioneered our area. There is nothing even close to this celebration in Texas! CTR is famous and recognized for being family friendly and draws people from over 100 miles away for the 3-day Festival, where the program and schedule changes daily. Highlights include BBQ Competition, a Rodeo, Carnival Rides, Food, Craft, and Art Vendors, and Day tours.

Percentage of Hotel Tax Support of Related Costs

20.0% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0.00% Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0.00% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $ 30,000.00

☑ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition ofthese major art forms : $ 30,000.00

☑ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 5,000.00

☑ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $ 10,000.00

How many individuals are expected to participate in the sporting relatedevent? 120

How many of the participants at the sporting related event are expected to be from anothercity or county? 100

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

The Rodeo is a major part, if not the Central Sporting Event, of the CTR Festival experience for adults, children, and their families. As has been mentioned, the CTR pulls from 100 miles in every direction, which makes overnight hotel stays a must for many of our guests, competitors, and entertainers and support staff and media.

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 51
2. Expected Attendance: 35,000 over 3 days
3. How many people attending the Event or Project will use City of Lockhart hotels? Sold Out

   Number of the people many nights will they stay: 3-4
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: This is a Sold Out Event where every room is taken. The Lockhart Chamber reserves approximately 15 rooms through the weekend for Musical Entertainers, Rodeo Producers, BBQ Judges, and Art Exhibitors
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
June 2023	$65,000.00	100%
June 2022	$40,000.00	100%
June 2019	$18,000.00	98%

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Booking engines and fulfillment codes supplied by the LCOC for CTR. We will also conduct surveys with Hoteliers and Lodgers and a critical post event debriefing which will be reported to the City of Lockhart and the Board.
7. Please list other organization, government entities, and grants that have offered financial support to your project: Corporate and Individual Sponsors, both local and national

For 2024, the LCOC anticipates that the City of Lockhart will help with the cost of utilies.

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Admission is an important component of financing the event. It is priced favorably for families to be able to afford an individual day of activities, or a discounted 3-day pass. The Net proceeds is expected to be around $20,000.00 and is used to support the Operating Expenses of the Lockhart Chamber and jump start the commitments for CTR's next year.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	$ 5,000.00
Radio:	$ 3,000.00
TV:	$ 5,000.00
Other Paid Advertising:	$ 25,000.00

Number of Press Releases to Media 50

Number Direct Mailings to out-of-town recipients 200

Other Promotions CTR Chuck Wagon Breakfast Kick-Off in the Lockhart Square, Announcements, Royal Court Contests, Parades, Website

10. Will you include a link to local hotels on your website for booking during this event?

Yes, of course - we will feature each site individually

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

For 2024, the LCOC is really placing a great deal of emphasis on Social Media, including event influencers to reach Hays, Travis, Comal, and Bexar Counties. We will be utilizing traditional broadcast, print, and signage to raise awareness more than ever. We found that using travel/festival websites and publications worked in 2023, so we will do it again.

13. What geographic areas does your advertising and promotion reach: The entire State of Texas!

14. How many individuals will your proposed marketing reach who are located in another city or county? 150,000

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

June 13th – 15th, 2024

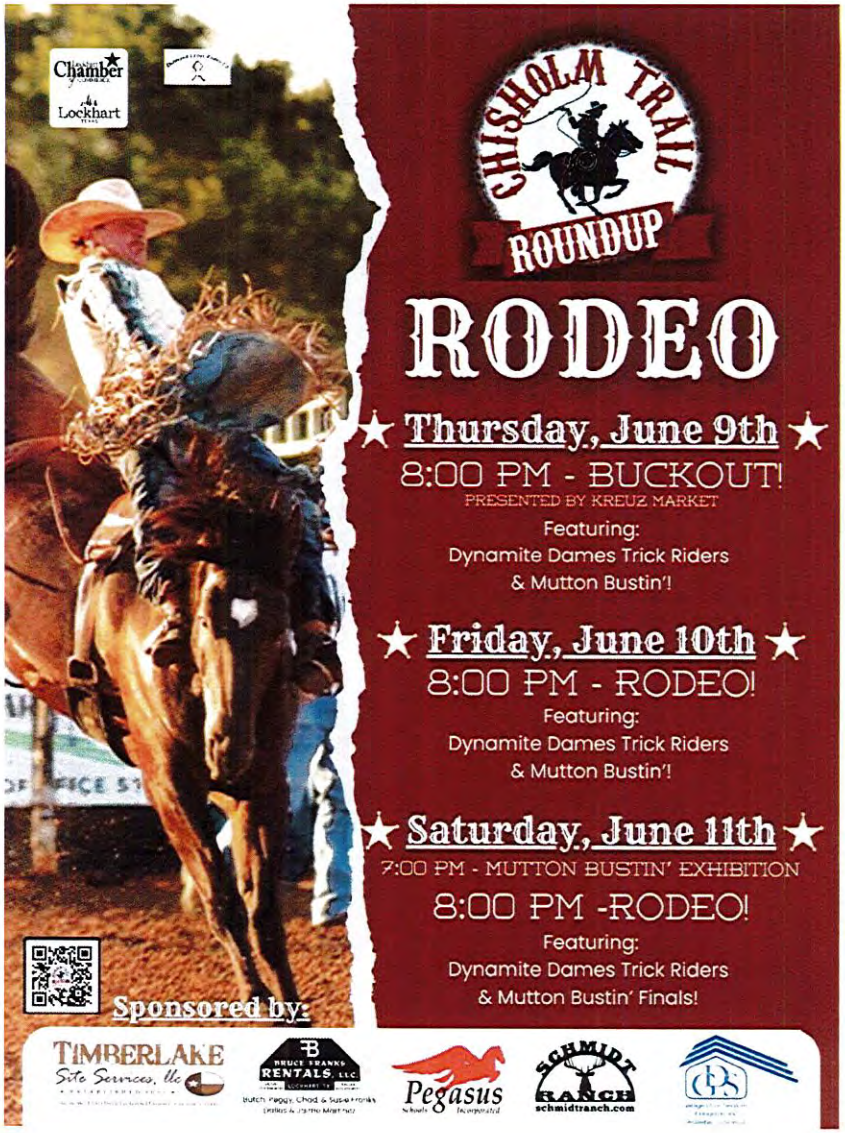
2023 Chisholm Trail Roundup
ACCOMPLISHMENTS

- ✔ Up-and-coming musical entertainment
- ✔ Increased seating capacity in the rodeo – approximately 1,500.
- ✔ Improved park layout to provide better exposure for our food/craft vendors and our up-and-coming musical entertainment
- ✔ Allowing more options and variety in food/craft vendors
- ✔ Honoring our commitment to affordability by providing FREE Kids Zone activities (petting zoo, pony rides, pig races, etc.) and offering advanced sale 3-day passes at a discounted price.
- ✔ Second most successful Chisholm Trail Roundup in event history!

Advertisement Examples

CHISHOLM TRAIL
ROUNDUP
RODEO & MUSIC FESTIVAL

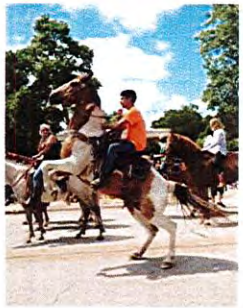
CHISHOLM TRAIL
ROUNDUP
RODEO & MUSIC FESTIVAL
Saturday, June 11th
Triston Marez
11:00 PM
&
William Beckmann
9:15 PM
Thursday, June 9th
Nathan Colt Young
10:30 PM
Friday, June 10th
Matt Castillo
10:30 PM
Rodeo Power Hour Stage
Mark Berry
THURS. 7:00PM
Matthew Ryan
FRI. 7:00PM
Morgan Ashley
SAT. 6:00PM
Chamber
Lockhart
SPONSORED BY:
Pegasus
COUNTYWIDE
Core Culture


Chamber
Lockhart
CHISHOLM TRAIL
ROUNDUP
RODEO
Thursday, June 9th
8:00 PM - BUCKOUT!
PRESENTED BY KREUZ MARKET
Featuring:
Dynamite Dames Trick Riders
& Mutton Bustin'!
Friday, June 10th
8:00 PM - RODEO!
Featuring:
Dynamite Dames Trick Riders
& Mutton Bustin'!
Saturday, June 11th
7:00 PM - MUTTON BUSTIN' EXHIBITION
8:00 PM -RODEO!
Featuring:
Dynamite Dames Trick Riders
& Mutton Bustin' Finals!
Sponsored by:
TIMBERLAKE
Site Services, llc
BRUCE FRANKS
RENTALS, LLC
Pegasus
SCHMIDT
RANCH
schmidtranch.com

GRAND PARADE

PRESENTED BY: FirstLockhart

SATURDAY, JUNE 11TH
10:00 AM



INTERESTED IN ENTERING INTO THE CHISHOLM TRAIL ROUNDUP GRAND PARADE?
ENTRY FORMS ARE AVAILABLE ON OUR WEBSITE OR AT THE LOCKHART CHAMBER OFFICE

702 S. Commerce St., Lockhart, Tx. 78644 www.ChisholmTrailRoundup.com

Lockhart TEXAS

Lockhart Chamber of Commerce

CHISHOLM TRAIL ROUNDUP

RODEO & MUSIC FESTIVAL

June 9th - 11th, 2022

3-Day Wristbands

ON SALE NOW FOR $20!

Enjoy Three Nights of Family Friendly Fun at Chisholm Trail Roundup when you purchase your wristbands NOW. That's three nights of Live Music, Rodeo, and Festival Fun for just $20.

Prices at the Gate: Thursday - $10 | Friday - $20 | Saturday - $20

Carnival rides NOT included

GET YOUR WRISTBANDS FROM A LITTLE MISS, JR MISS, OR MISS CHISHOLM TRAIL CANDIDATE. OR FROM THE CHAMBER OFFICE

SCAN ME

702 S. Commerce St,
Lockhart, Tx. 78644

(512) 398-2818
staff@lockhartchamber.com

P.O. Box 840
Lockhart, Tx. 78644

Texas Highways Magazine Ad

TourTexas.com Banner Ad

2024 Chisholm Trail Roundup
GOALS

- ❑ Return of Friday Tejano Night
- ❑ Bigger name bands with a more significant following
- ❑ Add EVEN MORE seating capacity in the rodeo – approximately 2,500
- ❑ Utilize an updated ticketing platform to provide more accurate attendance numbers and information on where attendees travel.
- ❑ Surprise "Celebrity" appearances TBA
- ❑ Event merchandise used to promote the event year-round (i.e., shirts, hats, stickers, etc.)
- ❑ Honoring our commitment to affordability by expanding our FREE Kids Zone activities (petting zoo, pony rides, pig races, etc.) and offering advanced sale 3-day passes at a discounted price.

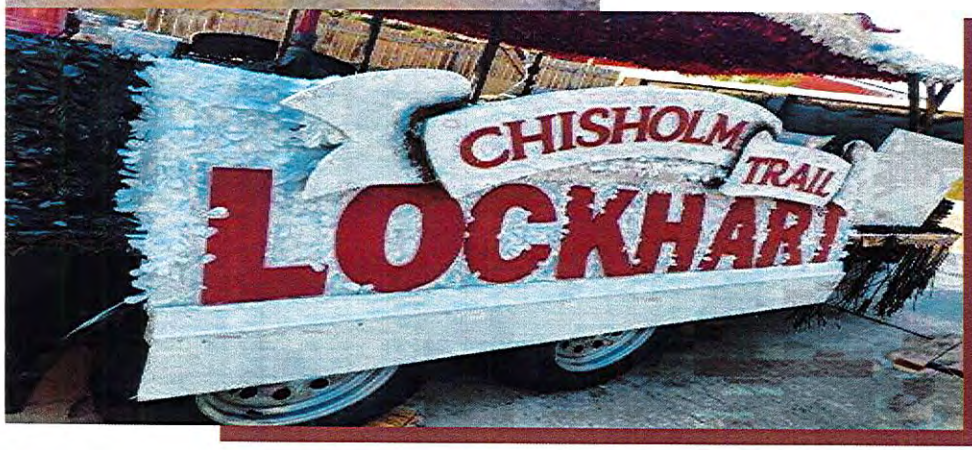
2024 CTR Entertainment Expenses

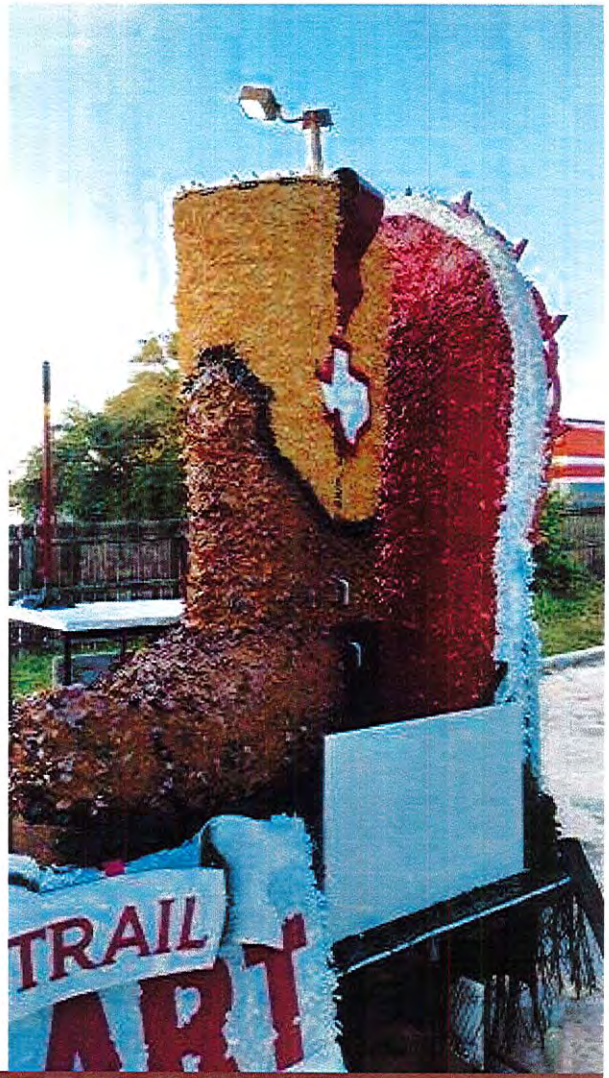
Entertainment - Main Stage			
Saturday Headliner	Rick Trevino	$	17,000.00
Saturday Opener	James Lann	$	4,000.00
Friday Opener	Conjunto Cats	$	1,500.00
Friday Opener		$	
Friday Headliner	Ram Herrera & Outlaw Bank	$	5,000.00
Thursday Headliner	Nathan Colt Young	$	1,200.00
Thursday Opener	Saltflat Blvd	$	600.00
Total Main Stage		$	29,300.00

Parade Float

•Throughout the year, the Chisholm Trail Roundup Queens Court travels the state to participate in festival parades to promote Chisholm Trail Roundup and the City of Lockhart tourism. While visiting surrounding festivals, the Chisholm Trail Roundup Queen and her court are encouraged to distribute Lockhart and Chisholm Trail Roundup promotional items.

•The Lockhart Chamber of Commerce purchased a new float in 2023. The float proudly markets Lockhart tourism and Chisholm Trail Roundup.





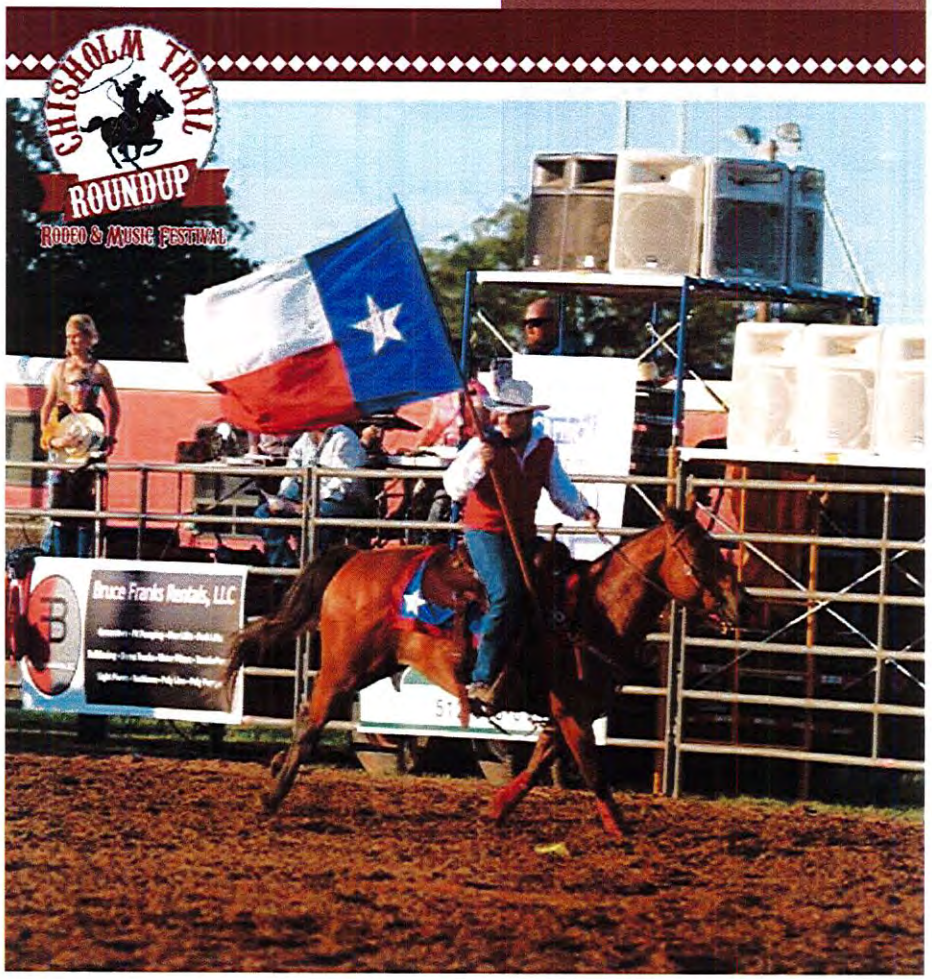
Chisholm Trail Rodeo

Cost: $100,000

The Chisholm Trail Rodeo is the highlight of our festival as it cherishes our history with the traditions of those who pioneered our area!

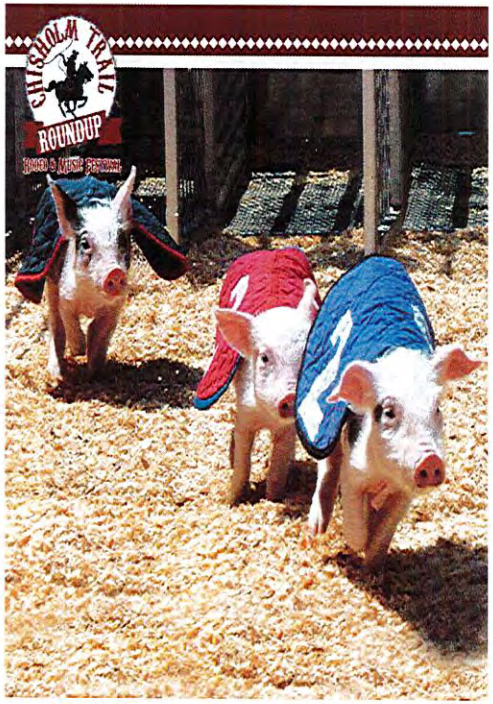
Traditional Events include:

- Bareback Bronc Riding
- Saddle Bronc Riding
- Calf Roping
- Team Roping
- Steer Wrestling
- Bull Riding
- Women's Barrel Racing
- Breakaway Roping
- Ranch Bronc Riding
- Mutton Bustin



Chisholm Trail Free Kids Zone

Swifty Swine Pig Races
Petting Zoo
Barrel Train
Obstacle Course
Mechanical Bull
Rock Wall



WEBSITE

Lockhart Chamber of Commerce and Visitors Center

Visit Historic LOCKHART VisitLockhartTX.com

Chisholm Trail Roundup Rodeo & Music Festival

Chisolm Trail Roundup + KXAN

NIELSEN DMA INFO

AUSTIN MARKET

- Market Rank: 35
- TV Households: 978,520
- Total Cable Penetration: 32%
- Satellite Penetration: 15%
- Over the air 19%

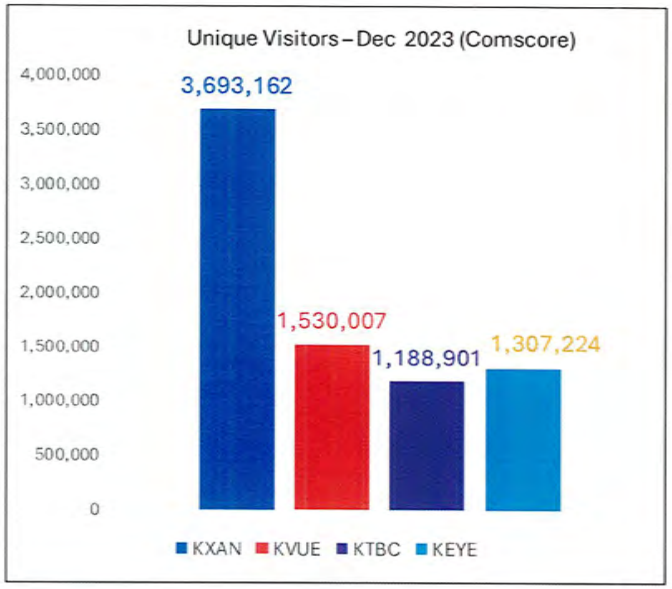
DMA POPULATION ESTIMATES

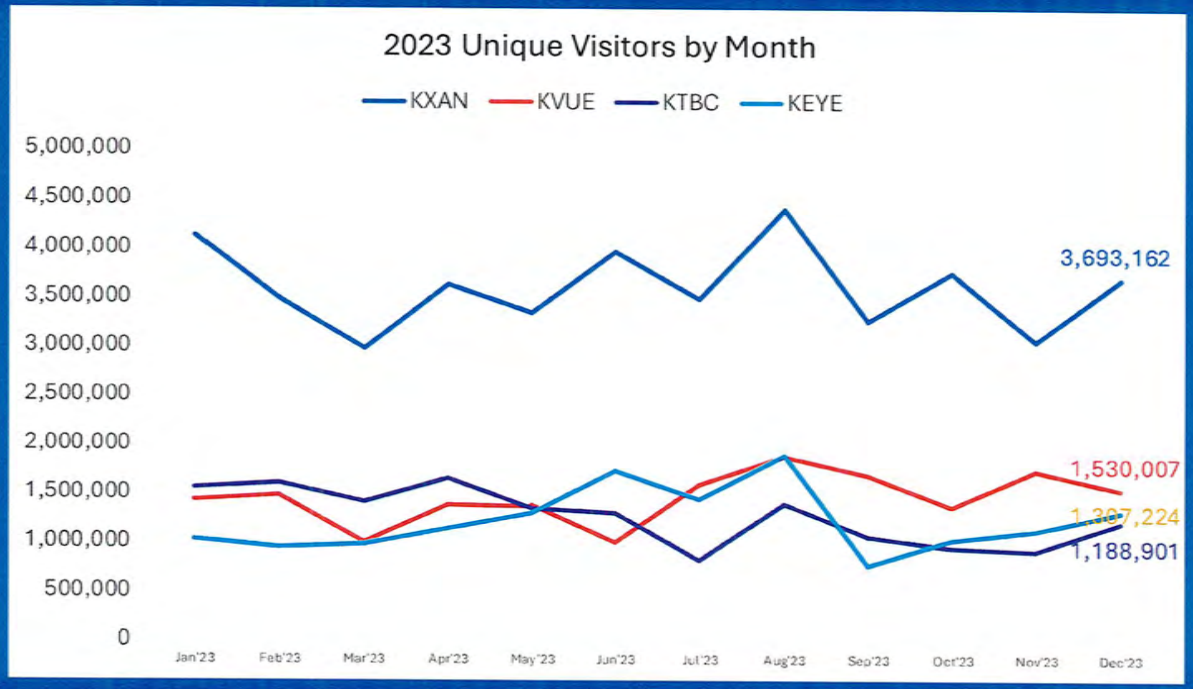
- Population 2+ 2,427,098
- Population 18+ 1,906,910
- Population 18-34 573,986
- Population 25-54 1,020,171
- Hispanic Household 24%
- African-American Household 8%

Source: Nielsen Universe Estimates for 2023 Nielsen Market and Demographic Rankings, October 2022

Comprised of 12 Counties: Bastrop, Blanco, Burnet, Caldwell, Fayette, Gillespie, Hays, Lee, Llano, Mason, Travis, and Williamson.

KXAN.com is Austin's #1 Site for Local News, Weather, and Traffic!





Source: Comscore, Austin Local Media, Key Measures Report Jan'22 – Jun'23

kxan

KXAN is the top choice on air and online in Austin!

Google Analytics Site Stats (2022 Monthly Avg)

Unique Visitors	*4,358,055*
Video Views	*1,978,808*
Page Views	*12,412,826*

2023 Monthly Averages	KXAN	KVUE	KTBC	KEYE	
Unique Users	3,594,000	1,441,000	1,256,000	1,213,000	
Monthly Views		10.8 mil	6.1 mil	3.9 mil	1.7 mil

Source: Comscore, Austin Local Media, Key Measures Report Jan'23 – Dec'23

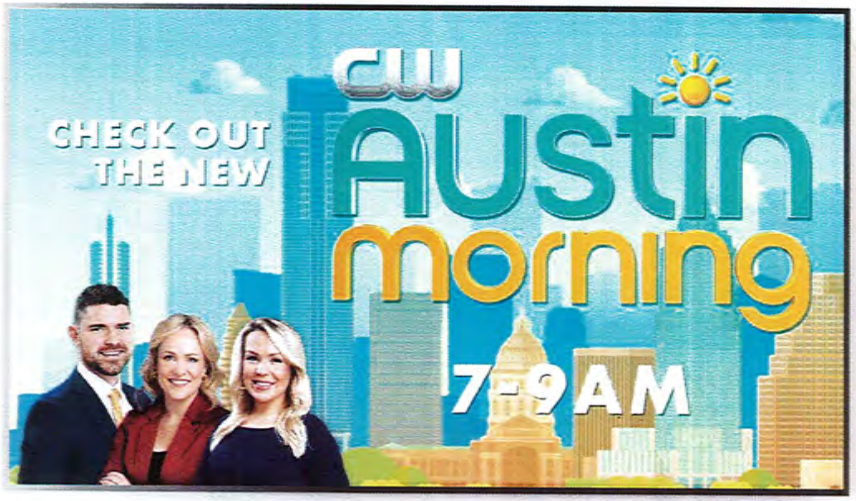
The :30 second spot is an example commercial for your consideration. This spot can be adjusted to :15 as well. Our team can build a custom TV schedule for KXAN/KNVA/KBVO for the months of April, May and June to promote the Chisolm Trail Roundup throughout Central Texas. We can also adjust the commercial with different photos, video, etc as needed.

cw
Austin
BLITZ BONANZA. 100 SPOTS. FOR $1,000.

KNVA

CW AFFILIATE

CW AUSTIN is home to CW Network programming, KXAN's 7-9a Weather and Traffic, KXAN News at 9pm and the broadcast home of Verde Lights, a show produced with Austin FC. Austin's CW features multiple sports programming, like ACC Football and Basketball, Inside the NFL and delivers laughs all day long with shows like Family Feud, The Big Bang Theory, Two and a Half Men, and Mom.



BE EVERYWHERE ON CW AUSTIN

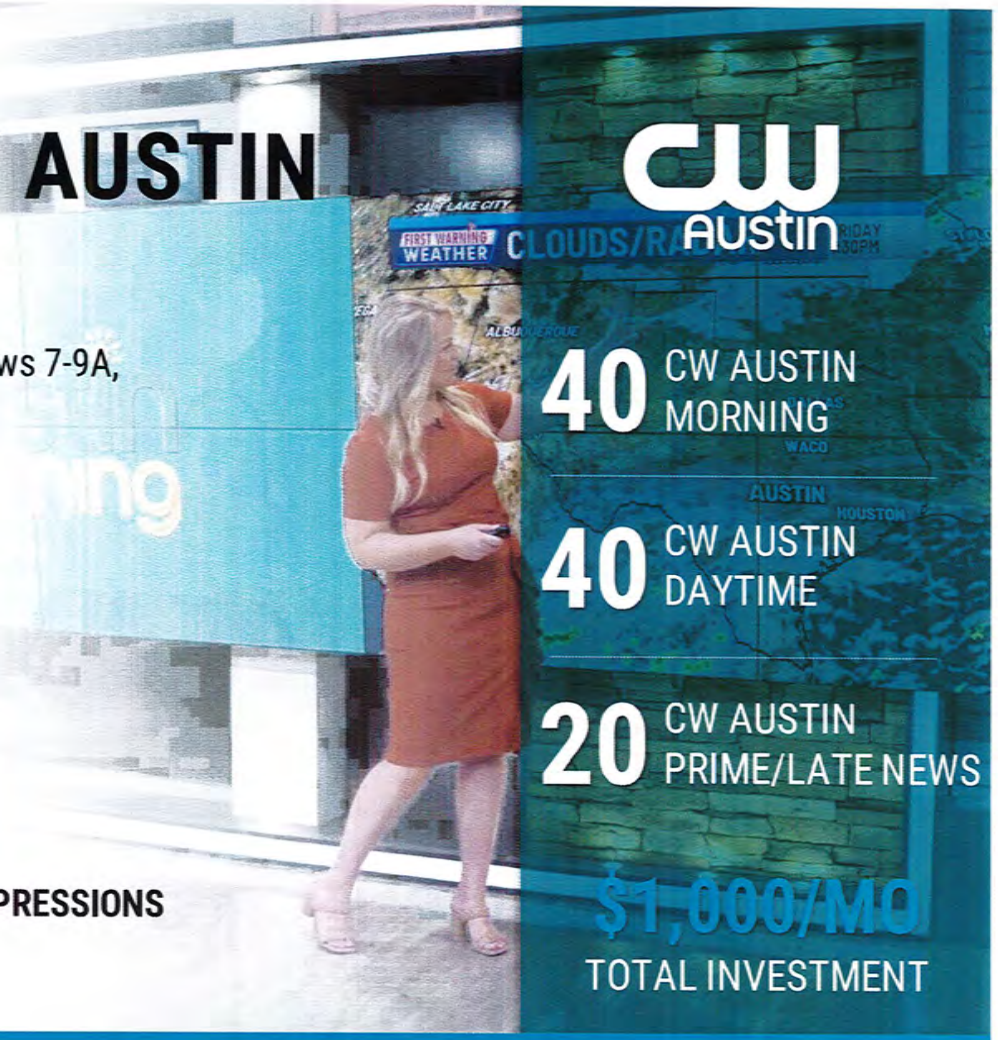
HIGH IMPACT COMMERCIAL SCHEDULE

With this schedule, you'll be featured in programs like KXAN News 7-9A, Family Feud, Friends, Walker, KXAN News at 9P, and more!

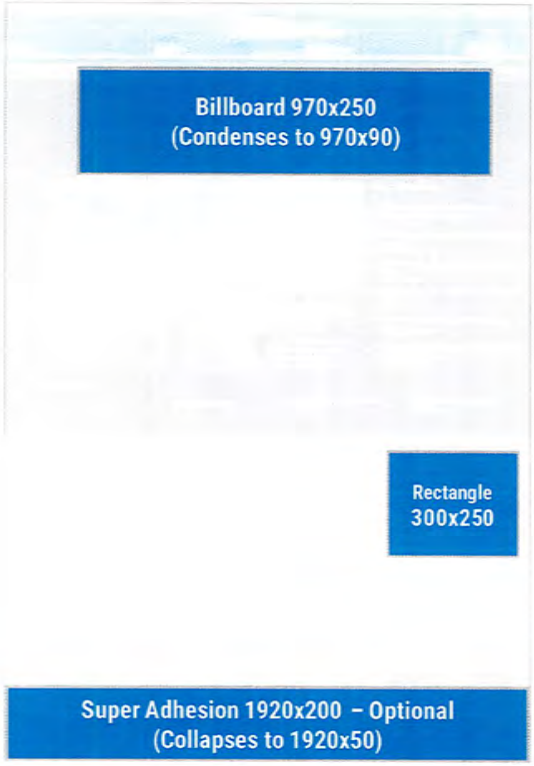
MONTHLY CW AUSTIN SCHEDULE

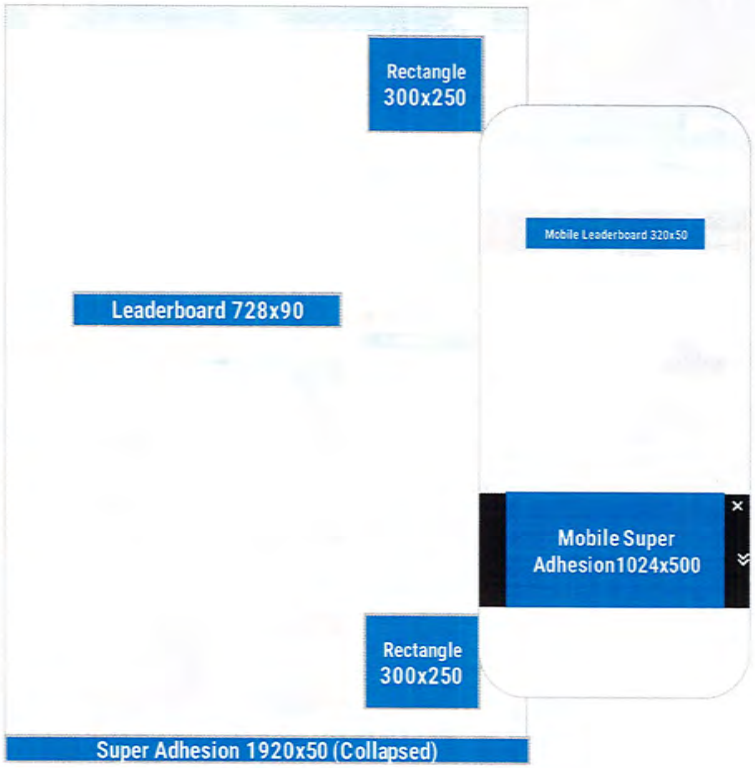
PROGRAMS	SPOTS	IMPS
CW AUSTIN MORNING	40	116,000
CW AUSTIN DAYTIME	40	128,000
CW AUSTIN PRIME/LATE NEWS	20	86,000

100X :30 CLIENT COMMERCIALS **330K HOUSEHOLD IMPRESSIONS**



KXAN'S HOMEPAGE TAKEOVER





kxan

HIGH VISIBILITY & HIGH IMPACT

Ads are highly visible, making a big impact on site visitors.

INCLUDES A NEW FEATURE

The super adhesion billboard – gives ability to add video to the creative

MASSIVE DIGITAL REACH

Capture consumers no matter the device – appears on desktop, mobile & tablet devices

HOMEPAGE TAKEOVERS

Deliver a high-impact experience by showcasing your brand message on the front of KXAN's Desktop, Mobile and News App Homepage for an entire 24-hour period.

kxan

Number of Homepage Takeovers	Cost Per Homepage Takeover	Est. CPM per Homepage Takeover
1x	$3,000	$6.66
3x	$2,500	$5.55
5x	$2,000	$4.44
7+	$1,500	$3.33

STUDIO 512

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers.

KXAN.COM DISPLAY BANNERS

Rich Media, In-Banner Video
and High-Impact Formats

Desktop/Tablet Display

Leaderboard
728 x 90 px

Half Page
300 x 600 px

Medium Rectangle
300 x 250 px

Mobile Display

Medium Rectangle
300 x 250 px

Mobile Banner
320 x 50 px

$7 CPM + $2 for every layer of targeting*

KXAN NEWS APP: APP OPENS

The KXAN News App puts KXAN's Award-Winning News Team right into the palm of your hand!

Our KXAN News App Open Ad Unit is a great way to reach out loyal news audience when they're on-the-go. From Breaking News Livestreams, to High School Football Scores and of course, the investigative journalism that matters most to Central Texans is all available on the new and improved KXAN News App.

KXAN NEWS APP 2022

21,000 Avg Monthly Users

21min Avg Monthly Time Per User

APP OPEN METRICS SEPT 2022

230K Total Impressions

1,567 Total Clicks (0.68% CTR)

$2,500/Month for 20% SOV

KXAN WEATHER APP: INTERSTITIAL

IN-DEPTH
FIRST WARNING WEATHER

The KXAN Weather App puts KXAN's Award-Winning First Warning Weather Team right into the palm of your hand!

Our KXAN Weather App Interstitial Unit is a great way to reach our loyal audience when they're on-the-go. Hourly Updates, 7-Day Forecast, Allergy Reports, Live Radar – and much more! The KXAN Weather App is developed to keep Central Texans knowledgeable and safe both rain and shine.

KXAN WEATHER APP 2022

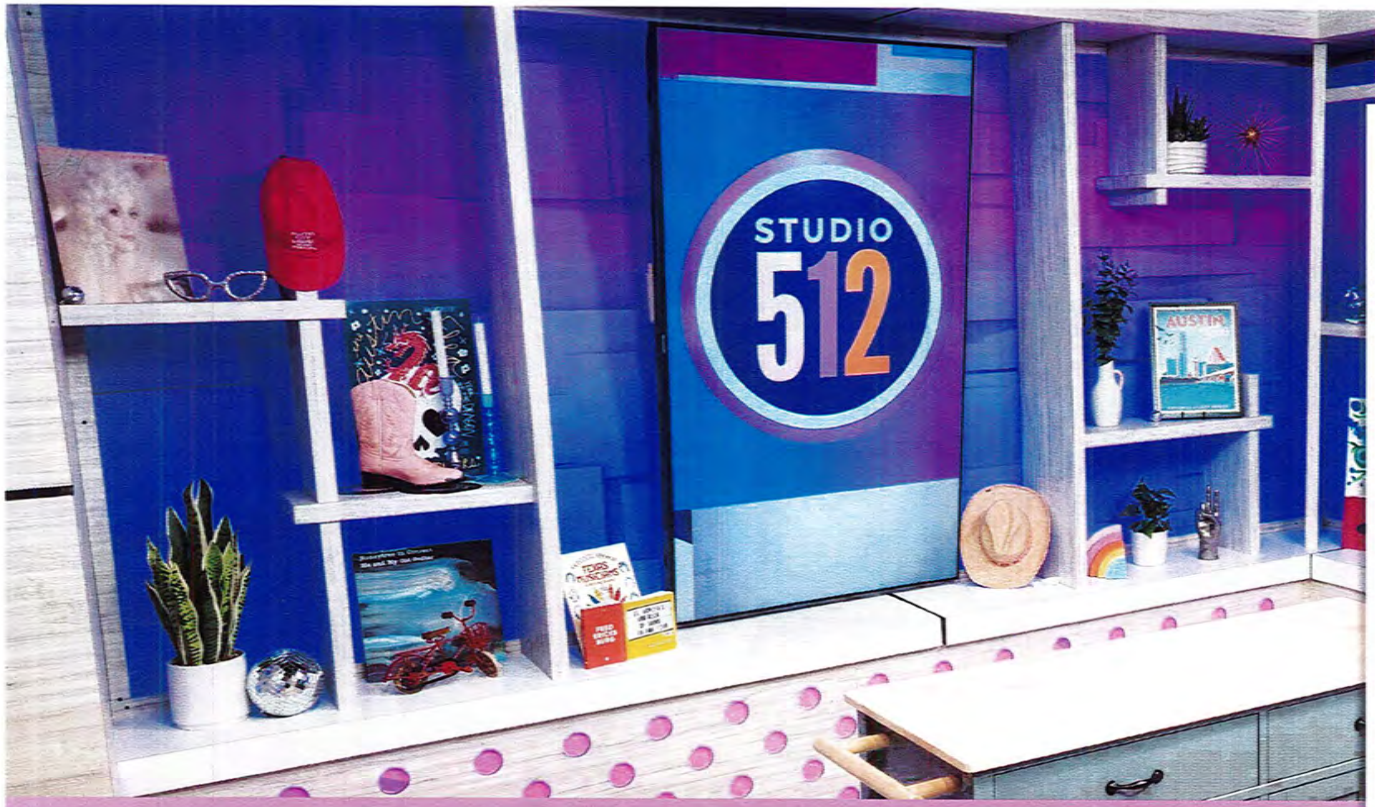
21,000 Avg Monthly Users

3 Min 22 Sec Average Session

INTERSTITAL AD UNIT

Served while users navigate between different sections within the Weather App

$1,750/Month for 20% SOV



THE PACKAGES

The Studio 512 packages offer a monthly opportunity to showcase your business.

$1,500/Mo
The CW Austin Package

$3,750/Mo
The CW Austin & KXAN Package

$5,500/Mo
The CW Austin, KXAN & Commercial Package

HIGH PRODUCTION VALUE

KXAN will produce and edit a high-quality, 3-minute interview segment for your business. Pre-recorded or LIVE segment in Studio or via Skype.

PROMOTE YOUR CONTENT

Promote your segment to your email subscribers, customers, prospects, social followers and on your website.

THE CW AUSTIN PACKAGE

Studio 512 will produce and air a 3-minute interview segment featuring your business on The CW Austin each month.

PACKAGE DETAILS

Your monthly Studio 512 segment will air on the CW Austin and be posted on KXAN.com.

THE CW AUSTIN

1x Per Month – 11a Studio 512

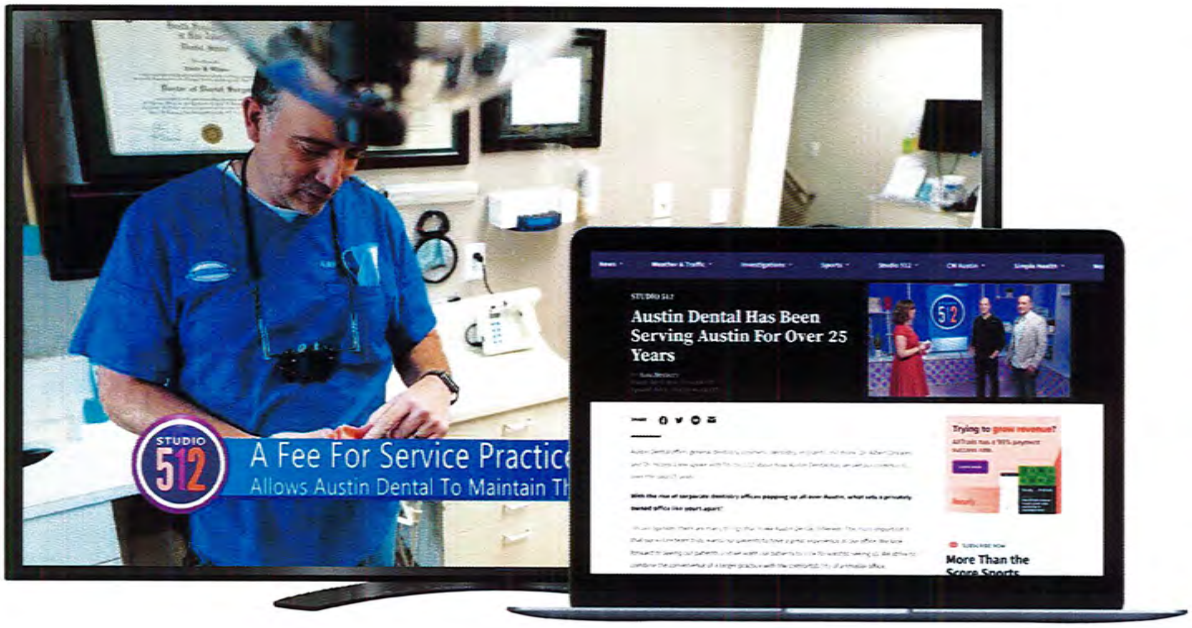
KXAN.COM

Segment posted on KXAN.com/Studio-512

$1,500/MO

THE CW AUSTIN & KXAN PACKAGE

Studio 512 will produce and air a 3-minute interview segment featuring your business on The CW Austin and KXAN each month.



PACKAGE DETAILS

Your monthly Studio 512 segment will air on the CW Austin, KXAN, and posted on KXAN.com

THE CW AUSTIN

1x Per Month – 11a Studio 512 & 9p News

KXAN

1x Per Month – 11a News

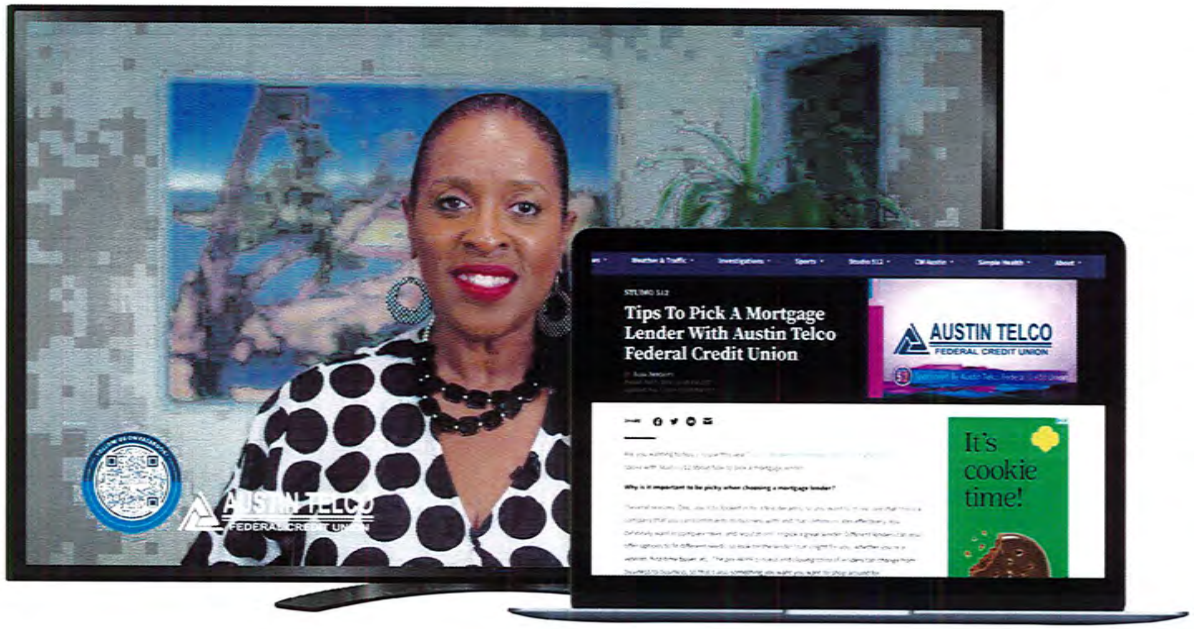
KXAN.COM

Segment posted on KXAN.com/Studio-512

$3,750/MO

THE CW, KXAN & COMMERCIALS

Studio 512 will produce and air a 3-minute interview segment featuring your business on The CW Austin and KXAN each month. Package includes a commercial schedule!



THE CW AUSTIN

SEGMENT

- 1x Per Month – 11a Studio 512 & 9p News

:15 CLIENT COMMERCIAL

- 25x Per Month – 7-9a CW Austin Morning
- 25x Per Month – 9p News

KXAN

SEGMENT

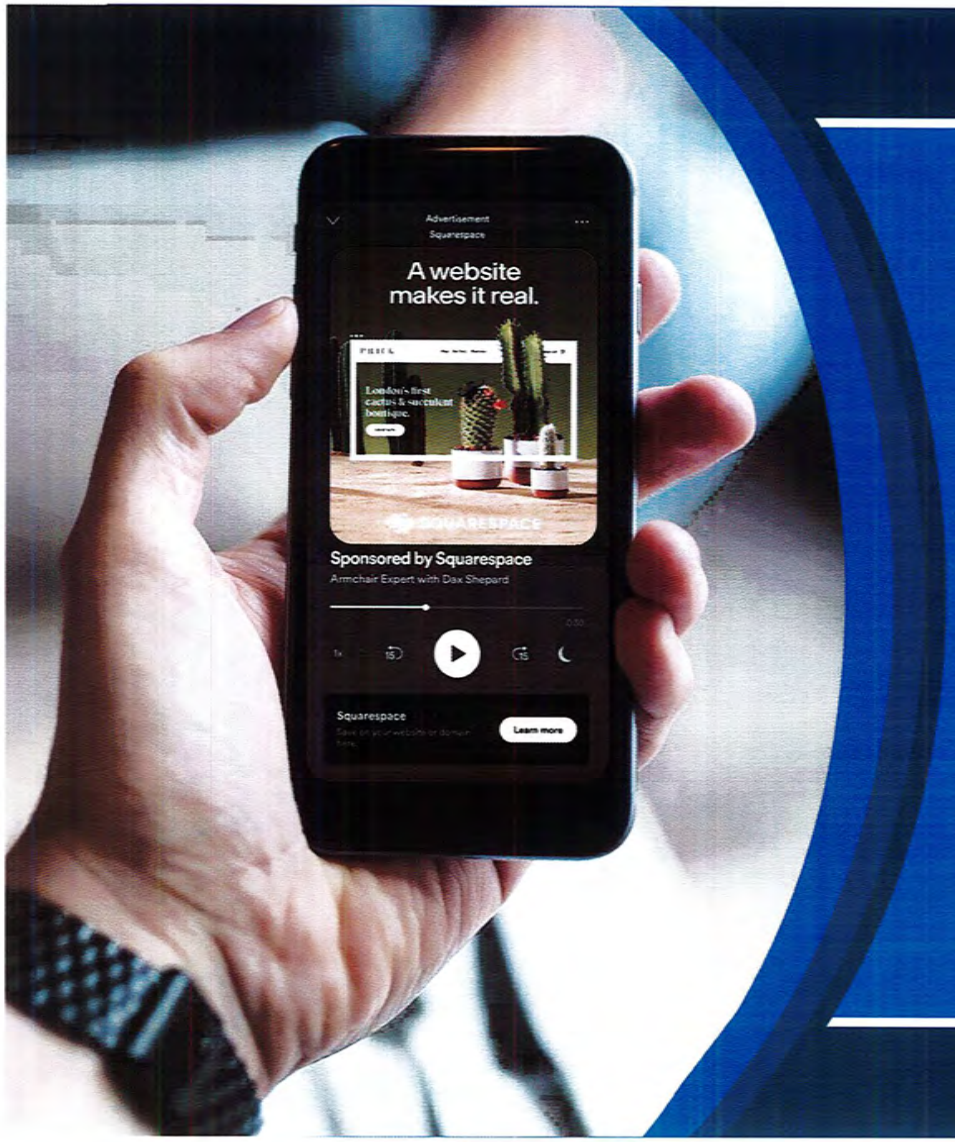
- 1x Per Month – 11a News

:15 CLIENT COMMERCIAL

- 25x Per Month – 11a News on KXAN

Segment will be posted on KXAN.com/Studio-512

$5,500/MO



Streaming Audio has solidified itself as a staple of daily life for millions of people worldwide. In 2022, 74.0% of US internet users, or 222.7 million people, listened to digital audio. The average American spent over 100 minutes listening to Streaming Audio every day!

STREAMING AUDIO PUBLISHERS

Spotify
iHeart RADIO
Austin City Limits Radio
SONOS
The Ticket Sportsradio
CBS News Radio
Audacy
The Horn 104.9
Fox News radio
KLBJ News · Radio
CBS Sports Radio
Bloomberg Radio

STREAMING AUDIO $32 CPM
SPOTIFY AND/OR PANDORA $25

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
CW Bonanza	333,000	$3.03	$1000
TV Schedule KXAN			$10,000
Targeted KXAN.com Display Banners	150,000	$10	$1,500
Studio 512 segments		2	$7,500

You can customize the elements you want!

Studio 512 segment on The CW Austin and KXAN!

$20,000 INVESTMENT

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
CW Bonanza	333,000	$3.03	$1000
TV Schedule KXAN			$5,000
Targeted KXAN.com Display Banners	150,000	$10	$1,500
HPTO(3)/Studio 512	1,351,351	$5.55	$7,500

You can customize the elements you want!

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers

$15,000
INVESTMENT

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
Targeted KXAN.com Display Banners	150,000	$10	$1,500
HPTO(3)/Studio 512	1,351,351	$5.55	$7,500
CW Bonanza	330,000	$3.03	$1,000
WX App Interstitial	6 weeks	-	$2,250

You can customize the elements you want!

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers

$12,250
INVESTMENT

CAMPAIGN OVERVIEW

TACTIC	IMPRESSIONS	CPM	INVESTMENT
Targeted KXAN.com Display Banners	150,000	$10	$1,500
HPTO(3)/Studio 512	1,351,351	$5.55	$7,500
CW Bonanza	330,000	$3.03	$1,000

You can customize the elements you want!

Get one (1) bonus Studio 512 feature on KXAN when you purchase three (3) or more Homepage Takeovers

$10,000
INVESTMENT

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

LOCKHART CHAMBER OF COMMERCE

VISITOR'S BUREAU & INFORMATION CENTER

Application

Date: 04/18/2024

Organization Information

Name of Organization: Lockhart Chamber of Commerce

Address: 104 West Market Street / P.O. Box 840

City, State, Zip: Lockhart, TX 78644

Contact Name: BJ Westmoreland Contact Phone Number: 512-376-1507

Web Site Address for Event or Sponsoring Entity www.lockhartchamber.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-0750055

Entity's Creation Date: 1935

Purpose of your organization: The Mission Statement of the Lockhart Chamber of Commerce is to promote a prosperous Business Environment for our Members and Visitors and enhance our Community.

Event Information

Name of Event or Project: Visitor's Bureau and Information Center

Date of Event or Project: On Going Center

Primary Location of Event or Project: Downtown Lockhart, Texas

Amount Requested: $115,000.00

How will the funds be used: Please reference detailed Budget in Addendum. Staff @ $83,000.00 - CEO, OPS Director, Administrator; Rent @ 18,000.00; Utilities and Supplies @ $6,000.00; Digital Media Development and Support @ $8,000.00

Primary Purpose of Funded Activity/Facility:

The Lockhart, Texas Visitor's Bureau and Information will serve it's Guests, Local Businesses - with special emphasis on Lodging and Retail - Sponsors and Advertisers, Stakeholders, Lockhart Families and Friends, Individuals interested in Detailed Information for Tourism, Vacation Planning, Sporting Events, Potential Business and Residential Relocation, and actively promoting Tours, Destinations, Attractions, Activities, the Arts, Crafts, and Entertainment.. Fund advertising, digital media, maps, brochures, staff time, and printing.

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

50.0% Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

25.0% Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 20-25% %

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☑ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $ 48,000.00

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☑ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $ 29,500.00

☑ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition ofthese major art forms : $ 25,000.00

☑ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $ 12,500.00

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $_____

How many individuals are expected to participate in the sporting relatedevent? _____

How many of the participants at the sporting related event are expected to be from anothercity or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 69
2. Expected Attendance: See Addendum
3. How many people attending the Event or Project will use City of Lockhart hotels? 15-20%

   Number of the people many nights will they stay: 540
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: If funded at the requested levels, the Lockhart Chamber can anticipate perpetually reserving 2 rooms with local hoteliers and lodgers
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? In 2024 the LCOC will institute an in-person and online booking system with Lockhart Hotels, Motels, and other forms of Lodging in order to track both reservations and completed stays. The LCOC will also repeatedly survey Hoteliers.
7. Please list other organization, government entities, and grants that have offered financial support to your project: None, other than the Chamber, and it's Corporate and Individual Sponsors.

_____

_____

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

_____
_____
_____

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

10. Will you include a link to local hotels on your website for booking during this event?
Each local hotel and lodging site will be featured on the Lockhart Chamber Website with photos, features, and benefits.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?
The LCOC will work proactively with Local Hoteliers and Lodgers on all Events and Seasonal promotions to increase stays

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

See Addendum for more details. The LCOC has developed a Comprehensive Visitor's Bureau and Information Center Campaign, which includes new offerings, Target Audiences, those who are not comfortable with overnighting in Austin or Travis County, Sporting and Competitive Events, and Businesses and Families interested in relocating to Lockhart.

13. What geographic areas does your advertising and promotion reach: Texas, Central Texas, Austin, San Antonio, Hill Country, Houston Metro, Texas Legislature, Energy, Technology, and Defense Sectors.

14. How many individuals will your proposed marketing reach who are located in another city or county? 50,000+

15. If the funding requested is related to a permanent facility (e.g. museum,visitor center):

    Expected Attendance Monthly/Annually: 2,400 Annually

    Percentage of those in attendance that are staying at area hotels/lodging facilities: 35.0 %

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

ADDENDUM TO THE HOT FUNDS APPLICATION BY THE LOCKHART CHAMBER OF COMMERCE

REPURPOSING: THE LOCKHART VISITOR'S BUREAU AND INFORMATION CENTER IN 2024-2025

Upon considerable research and detailed discussion, the Executive Board of the Lockhart Chamber of Commerce "LCOC" is interested in elevating and enhancing both the **Services** and **Deliverables** associated with the Visitor's Bureau and Information Center. This is being done in order to markedly improve the overall experience, consistent access, quality of information and available resources, follow-up communication to measure levels of satisfaction and build relationships, and ultimately provide a sense of Lockhart Hospitality, which should set the community apart from its peers.

- **The Initial Scope**

  The LCOC has begun a survey of other Best of Class Visitor Bureaus and Information Centers in the State of Texas to determine philosophies and formulas for:

  - Strategic Planning which emphasizes the "***Rewarding Experiences of Lockhart***"
  - Tourism Target Markets – High Yield Visitors and Niche Segments – encouraging ***Exploration***!
  - Identifying Organizations, Groups, Leaders, and Individuals
  - Serving our Hotel/Motel/Vacation Rental Properties
  - Serving our Downtown and Regional Businesses
  - Positioning Lockhart as a Safe, Affordable, Convenient, and Fun place to stay when visiting Austin
  - Assessing the potential for conferences and conventions in Lockhart as a precursor for development
  - Advocating calendars for our Civic Groups and their Events
  - Promoting Tours, Destinations, Attractions, Activities, the Arts and Entertainment
  - Surveys administered in a variety of formats and media

  This learning will be carefully documented, scored, and then put to work in the following phases of development.

- **The Importance of Location and Presence**

  There are a number of interesting and viable Downtown Lockhart locations to be evaluated:

  - High foot traffic
  - Available parking
  - Hours of Operation: 9:00 AM to 5:00 PM MON-FRI; SAT 10:00 AM to 6:00 PM; SUN Noon to 4:00PM
  - A warm and personal reception area
  - Room for small meetings of 2-8, with multimedia capabilities
  - Produce and show 3-minute Video tours to introduce destinations and activities
  - Display areas for posters, maps, brochures, pamphlets/flyers, coupons, and other promotions
  - A dedicated Reservation Terminal and cell phone Charging Station

  These features will provide for an inviting and friendly environment, where visitors can address and act on their plans and schedules with confidence.

- **Exploring Lockhart**

  Through a dedicated outreach, develop Experience and Destination content from the following:

  - History and Culture
  - Food and Culinary Art – Examples: Tolbert Chili Championship, BBQ Capitol of Texas Championship
  - Parks and Outdoor Recreation – Also including Sports Contests and Tournaments
  - Road and Trail Cycling, Walking Tours, Water based activities
  - Architecture of Stately Homes, Public Buildings, and Churches
  - Local Industries, Beer, Wine, Crafts, and Art
  - Chisholm Trail, Roundup, Rodeo, and BBQ
  - Cinco de Mayo
  - Diez y Seis
  - Holidays and Seasons - A Christmas to Remember, Independence Day, Harvest Festival

  This will be a LCOC led phased development with the City of Lockhart oversight.

- **Embrace Digital Services and Social Media**

  As part of the LCOC New Website and Social Media Presence, the Visitor's Bureau and Information Center will have:

  - Manage online review and location based listings
  - Reservation and Booking Engines
  - Active and Responsible Social Media
  - Online Messaging and Chat during Monday-Friday business hours
  - Updated Brochures and Factsheets
  - Website presence and automatic updates – utilize Outlook Calendars for Subscribers

  This will be a LCOC led phased development with the City of Lockhart oversight.

- **Residents, Retail, and Service Provider Outreach and Engagement**

  This aspect of the Visitor's Bureau and Information Center has been lacking and the voids have prevented our complete success. The resources requested in this Application will help to:

  - Education Plan. Educate service providers, such as retail stores, service stations, restaurants, caterers they are all part of local visitor economy.
  - Visiting Friends and Relatives "VFR" Plan. is a major market which drives significant visitation to the Lockhart Destination. Examples could be Family Reunions, Class Reunions, Corporate picnic gatherings. They can encourage and enable residents to become advocates of their region by distributing visitor guides to residents, and even by developing specific campaigns.
  - Communication Plan. They can engage local media and local government communication teams to share good news visitor servicing happenings/events in their region. They also seek out relevant community Facebook Groups and add value where possible, such as sharing info about upcoming events.
  - Community Group Engagement. The Staff will be present at City Hall meetings as requested, LCOC Luncheons to provide monthly reports and available to the Hotel/Motel/Vacation Rental Group for progress updates.

  This will be a LCOC led phased development with the City of Lockhart oversight.

- **Intelligent Collection and Use of Metrics**

  It is commonly said that an Organization Values What It Measures. Together, we will excel at this opportunity with the requested resources contained in this Application.

  - Traditional reach metrics can include:
    - # Visitors to the Bureau and Center
    - # Brochures Distributed
    - # Social Media Followers
    - # Website Visitors
    - # Survey Respondents

    While these metrics are good indicators of the success of visitor servicing activities, it doesn't tell the full picture of visitor engagement with their activities or if they've turned any visitors into word-of-mouth advocacy for Lockhart.

    Other metrics they can monitor that will better measure the impact they are having in their region include (but not limited to):

    Visitor Centre Visitors

    - Capture rate of the Center
    - Dwell time in Visitor's Bureau and Information Center
    - Visitor Sentiment of Visitor's Bureau and Information Center
    - Visitor Advocacy of the Visitor's Bureau and Information Center
    - Over Counter Retail Sales
    - In Person Product Bookings

Online Engage Engagement Metrics

- Download + engagement with digital visitor guides/maps/fact sheets
- Online Bookings and/or Retail Sales
- Engagement metrics of online platforms they have influence over (eg Facebook Engagement, Instagram Engagement, Website Engagement)

Local Community/Industry/ Events Engagement

- Events attended
- Growth in database of local residents
- Engage/Conversion metrics with eNews
- Local engagement on FB posts in community groups etc

This will be a LCOC led phased development with the City of Lockhart oversight and integration into the New LCOC Website functionality and pages.

- **Financially Sustainable**

The LCOC is interested in evaluating the possibility of developing multiple streams of income, to augment the support from HOT Funds and direct support from the City of Lockhart. These conventional resources are valued and deeply appreciated, but it would be advantageous for all if the Visitor's Bureau and Information could become more self-sufficient and market-driven in the future. It would essentially validate the relevance and usefulness to its Stakeholders and Communities. Our challenge will always be to maintain our reputation for offering up-to-the-minute yet independent information and advice.

Additional income streams could include:

- **Industry Contributions**. Fees for Brochure Advertising when traffic and reservations warrant. Where resources are available, they also provide fee-for-service support, such as helping with Website listing set up, Google My Business and TripAdvisor Training.
- **Booking Commission**. Via Online Bookings, Face to Face Bookings, Event Tickets, Owned Product Packaging + Distribution
- **Retails Sales + Gift Packages.** Sold either offline or online via their Website.
- **Own Product Sales.** Entrance Fees, Own Tour Products such as Guiding Service (groups), Hire, Transport, Walking Tours
- **Advertising Opportunities.** In Center - Posters, Window Projections, Touchscreen, Print.
- **Multiple Venue Hire**. If they have venue space, hire it out for local events.

- **Strong Leadership and Management**

The LCOC recognizes and is fully aware that the success of the proposed Visitor's Bureau and Information Center, both in their physical and digital forms will depend on will depend on a strong team and support of multiple organizations. This plan and overview are examples of the thought leadership which the LCOC is prepared to deliver, followed up by the leadership and management required.

Our Recommended Organizational Structure:

• LCOC CEO and President (Part-Time)	15 Hours Per Month
• LCOC Operations Director (Part-Time)	25 Hours Per Month
• Visitor Bureau and Information Center Administrator (Full-Time)	176 Hours Per Month
• LCOC Board Members and Volunteers	AS REQUIRED

Outline of Duties and Responsibilities:

- LCOC CEO and President (Part-Time) SUPERVISOR

  The CEO will be responsible for the Standards of Performance and the Financial Integrity of the operations. They will adhere to the LCOC Approved Business Plan and Associated Funding Schema and oversee all procurement and time allowances and expenses. The CEO will be required to ensure that each and every audience has been address and served to the highest degree possible. They will confirm that both the physical Center and the Online/Social Media presence is consistent, accurate, and timely. The CEO will also be responsible of reporting status to the City of Lockhart, the Lockhart EDC, and the LCOC Chamber Board.

- LCOC Operations Director (Part-Time) MANAGER

  The OPS Director will be responsible for setting the direction, specific tasks, and schedules for the Center and the Online Media. They will make sure that each of the elements of the LCOC Approved Business Plan and Associated Funding Schema are receiving full attention and are providing services and deliverables as promised. The OPS Director will be required to report on participation and satisfaction levels of the audiences served. The prescribed Metrics will be reported on a Monthly, Quarterly, and Annual basis. The OPS Director will make sure that the Center is staffed according to its published hours, drawing on their own time, as well as a pool of trained volunteers.

- Visitor Bureau and Information Center Administrator (Full-Time) ADMINSTRATOR

  The Administrator of the Center will be responsible for the daily functions of the Center and assisting Visitors in the planning, scheduling, and confirming their Lockhart experiences and visits. Attention to detail and service excellence will be required. The Administrator will demonstrate friendliness, local knowledge, and willingness to respond to reasonable inquiries in a timely manner. The Center will be judged by Visitors according to the value, relevance, and applicability of the information delivered. The Administrator will be skilled in written and verbal communications, capable of maintaining established web pages, have an appreciation for describing and presenting marketing materials, and a genuine enthusiasm for Lockhart, Texas as a place to Explore.

- LCOC Board Members and Volunteers TEMPORARY TASKS AND SPECIFIC PROJECTS

- **Requested Budget for the Lockhart Visitor's Bureau and Information Center**

The LCOC presents the following for consideration:

• STAFFING	$83,000.00
• RENT @ $1,500/MONTH	$18,000.00
• UTILITIES AND SUPPLIES @ $500/MONTH	$6,000.00
• DIGITAL MEDIA DEVELOPMENT AND SUPPORT	$8,000.00
Total Request for 2024-2025	$115,000.00

- **Expected Attendance with Lockhart Visitor's Bureau and Information Center**

With the recommended enhancements to the Facility, plus the correct staffing and promotion, the LCOC expects the following:

- 2,400 Annual Visitors who register, which translates into an AVG of 200/month
- A minimum of 30 Visitors per month will stay 1-2 nights in local lodging or approximately 540 night stays

- **A Schedule of Activities or Events Relating to the Visitor's Bureau and Information Center**

  Depending on the realized date of funding and hiring the proposed Staff, the LCOC represents:

  - 45 days to validate the Hotel and Lodger Referral System with a Reservation/Booking system initiated by our Visitors/Guests
  - 60 days from funding to publish and obtain approval from the LCOC and the Chamber for a Marketing Plan which supports existing and new Activities and Events
  - 75 days to launch the New Website and Social media campaigns
  - 90 days to integrate the LCOC Ambassadors and Leadership Lockhart programs into the Visitor's Bureau and Information Center
  - 100 days to develop plans with the new Lockhart EDC Director to host bus tours and overnight stays for Relocation specialists, Business Park Developers/Investors, Residential Developers/Investors/Marketers
  - Six months, be fully functional with all of the referenced Services, Deliverables, and Benefits of the New Visitor's Bureau and Information Center
  - Delivering data, surveys, and comprehensive Reports to our Stakeholders, both on a scheduled and on-demand basis, with YTY comparisons

Lockhart Chamber of COMMERCE and Visitors Center

Hotel Occupancy Tax Presentation 2024

Mission

To promote a prosperous business environment for our members and enhance our community.

Visit Historic

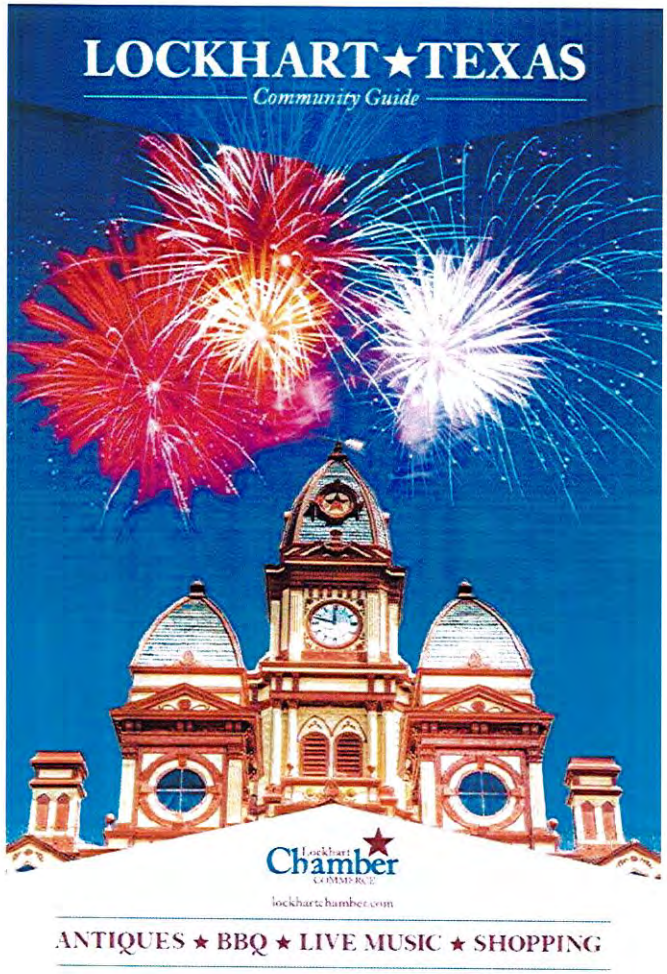
LOCKHART

VisitLockhartTX.com

The Official Visitors Center of <u>Lockhart, Texas</u>

- ***NOW DOWNTOWN!! 104 W. Market St.***
- State of Texas Designated
- Member of the Texas Hotel and Lodging Association (THLA)
- Social Media Connection
  - Websites
  - Facebook
- Printed Promotional Materials
  - Information Guide
  - Maps
  - Postcards
  - Keychains
  - Magnets
  - Pens
  - Notepads
- 2 Full-Time Staff
- Mon-Fri 8 am – 5 pm, occasional Saturdays.

Updated Community Guide



*A Combo Visitors Guide and Business Directory.

Currently in production.

Goal:

To be released Summer 2023

Better sizing, updated images and information

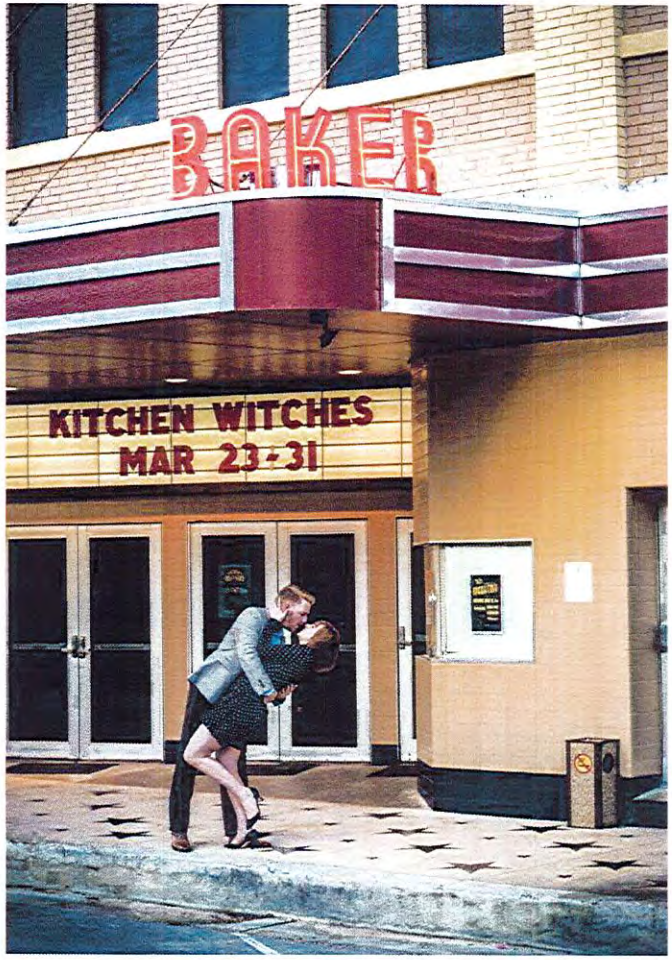
Cost to Chamber for production: $19,500 (print and digital components included)

Ad sales to chamber members to help cover some or all of costs.

Updated Community Guide

Contents include:

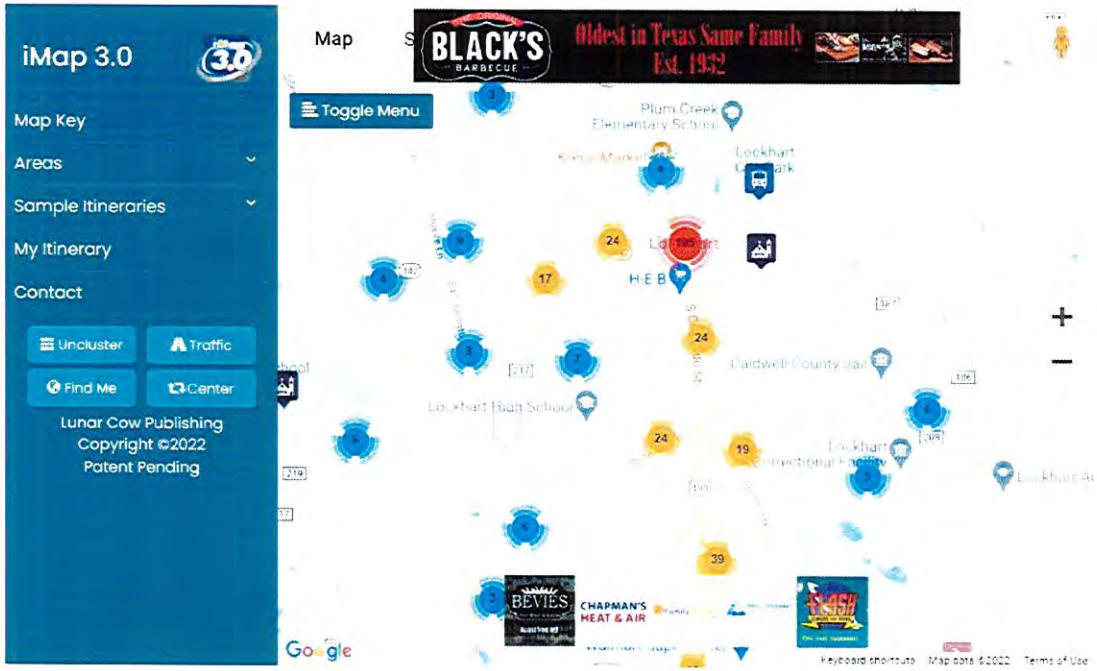
- Welcome
- History of Lockhart
- Education in our community
- Community Events
- Parks & Recreation
- Arts & Culture
- Where to Shop, Eat, Play, & Sleep
- Chisholm Trail Roundup
- Business Directory
- Advertisements
- City Map of Lockhart



Updated Community Guide

iMap

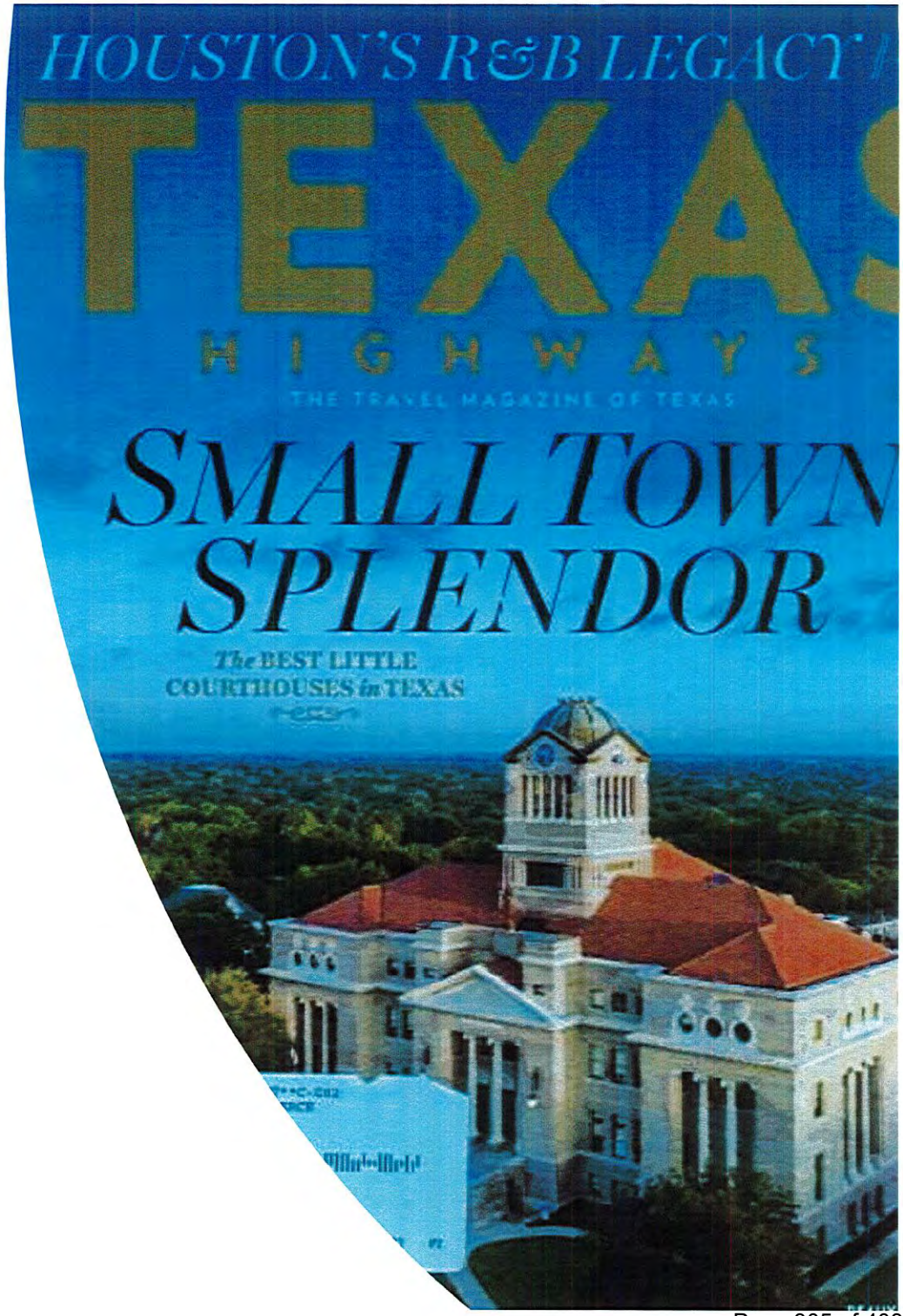
- An interactive map that can highlight specific areas in town (i.e., historic district).
- Users can create their own itinerary by selecting various points of interest that they intend to visit.
- Host (the Chamber) can create "Sample Itineraries" for users (i.e., BBQ Tour, First Friday)



Lockhart Featured In:

- Lockhart Post Register
- Community Impact
- SH 130 Blog
- Texas Monthly
- Texas Highways
- Texas Lifestyle Magazine
- Festivals of Texas
- Extreme Team News
- KASE 101
- KOKE FM
- KXTN FM
- KAJA FM
- KASE FM
- KVUE News
- Austin Business Journal
- Austin American Statesman

*Many marketing leads initiate with the Lockhart Chamber of Commerce.


HOUSTON'S R&B LEGACY
TEXAS
HIGHWAYS
THE TRAVEL MAGAZINE OF TEXAS
SMALL TOWN
SPLENDOR
The BEST LITTLE
COURTHOUSES in TEXAS

2023 Visitors Center
Accomplishments

- ✔ Continue the search for office space in the downtown area
  - ✔ *New home at 104 W. Market St!*
  - ✔ *Open on Saturdays for certain events*
- ✔ Updates and improvements to the Visitor Center website
  - ✔ *Added information in English and Spanish*
  - ✔ *Listed hotels, restaurants, specialty shops, and attractions.*
- ✔ Updated Visitor Information Brochure
  - ✔ *Printed in English and Spanish*
- ✔ Begin to offer "promo" items to be given away to visitors, mailed with visitor packets, or used in giveaways to promote the City of Lockhart and the Visitors Center
  - ✔ *Stickers, magnets, pens, postcards, key chains, etc.*

2023 Visitors Center
Goals

- Hire a part-time *Tourism Director* to manage the Visitors Center on Saturdays and First Fridays, beginning March 2023.
  - *Approximately $8,000/year.*
- Complete the updated Community Guide and Membership Directory with Lunar Cow Publishing
- Increase social media following and engagement.
- Improve the design and decorations of the Visitors Center to ensure a welcoming and inviting environment.
  - *This would include brochure displays, photos of Lockhart, historical information, and a comfortable sitting area with refreshments upon request.*
- Procure weather-resistant displays and/or digital information kiosks to expand our outreach.

Visit Historic

LOCKHART

VisitLockhartTX.com

SCAN ME

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

RACH & RHODES PRESENTS

COURTHOUSE NIGHTS

Application

Date: 4/18/24

Organization Information

Name of Organization: Rach & Rhodes Presents/Courthouse Nights

Address: 610 S. Main St.

City, State, Zip: Lockhart, TX 78644

Contact Name: Rachel Lingvai Contact Phone Number: 512-689-2726

Web Site Address for Event or Sponsoring Entity www.rachandrhodespresents.com

Non-Profit or For-Profit status: *profit Tax ID #: 86-3636621

Entity's Creation Date: 5/3/21

Purpose of your organization: To bring music to Lockhart! Rach & Rhodes is a for-profit company but Courthouse Nights is 100% funded by sponsorships. We do not gain a profit or use sponsorship money as payment to ourselves.

Event Information

Name of Event or Project: Courthouse Nights

Date of Event or Project: Once/Month April-August

Primary Location of Event or Project: Lockhart Square/County Courthouse Lawn

Amount Requested: $20k - it costs 5k/month to put this on for the community x 5 months

How will the funds be used: To help with production. To hire staff. We need help in order to continue.

Primary Purpose of Funded Activity/Facility:

To celebrate community through music.

Percentage of Hotel Tax Support of Related Costs

50 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

25 Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

25 Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☒ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and soundrecording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $ 20,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 3 years
2. Expected Attendance: 2,000+ (roughly 400/month)
3. How many people attending the Event or Project will use City of Lockhart hotels? 1/2

   Number of the people many nights will they stay: 1
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used: N/A

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? survey of hoteliers, airbnb owners, etc.
7. Please list other organization, government entities, and grants that have offered financial support to your project: Live Music Fund from the City of Austin 2023

Every year we have financial sponsors in order for this to happen. We have a list of present and past sponsors I can provide - both private and commercial.

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?
It is a free event for the community. We do not net a profit.

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $3500 (Austin Chronicle In-Kind Top-Tier Sponsorship)
Radio: $_____
TV: $_____
Other Paid Advertising: $4000 (banners, posters, graphics, graphic artist contracted out, poster art contracted out
Number of Press Releases to Media 5 to media, not including social media
Number Direct Mailings to out-of-town recipients N/A

Other Promotions Continuous social media posts, etc. during the months of event.

10. Will you include a link to local hotels on your website for booking during this event?
Yes.

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?
That will be up to hotelier/owner.

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

Post in the Austin Chronicle to reach a broader audience, possible radio promo, social media ads, possible contests.

13. What geographic areas does your advertising and promotion reach: Central Texas/Houston

14. How many individuals will your proposed marketing reach who are located in another city or county? 30k

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: _____

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:
City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

Courthouse Nights

LOCKHART TEXAS

LOCKHART TEXAS

BYOB • FREE EVENT • BYOB • FREE EVENT

STAGE SPONSORED BY

BLACK'S

CHRONICLE

WELLA

PHOX15, llc

APRIL 19 DALE WATSON

MAY 17 EZ BAND

JUNE 21 DEADEYE

JULY 19 RATTLESNAKE MILK

AUG 23 SIMON SAYS

3RD FRIDAYS • 7-10PM

SOUTH SIDE OF THE COURTHOUSE LAWN

SPONSORED BY

Agility Heating & Air

JERRY & JULIA HAUG

GREG & JUDY DROTT

NIGHTHAWK

TANKTOWN

LockeARTHOUSE

Courthouse Nights Marketing Plan

Application Name:	Rach & Rhodes Presents		
Project Name:	**Courthouse Nights**	**Contact:**	Rachel Lingvai
Project Location:	**Lockhart, TX - Downtown Square**	**Contact Cell:**	512-689-2726
Project Date:	**once.month April - August**	**Contact E-mail:**	rachel@rachandrhodespres
BUDGET AMOUNT	$[redacted] 9,300		

ONLINE CAMPAIGNS

Vendor	Target Market	Local Audiences or Tourists?	Online Campaign Type	Qty	Online Run Dates	Online Rate / CPM	Total Cost
Content Creator - Contractor		**Both**					$ 2,000.00
							$ -
							$ -
							$ -
							$ -
							$ -
						Total Online Campaigns	**$ 2,000.00**

PRINT ADS - *If Applicable*

Vendor	Target Market	Local Audiences or Tourists?	Print Placement Size	Qty	Print Run Dates	Rate	Total Cost
Austin Chronicle		**Both**	1/4 ad	3			$ 3,000.00
Lockhart Post Register		**Local**	1/4 ad	5			$ 800.00
							$ -
						Total Prin	**$ 3,800.00**

RADIO ADS - *If Applicable*

Station	Target Market	Local Audiences or Tourists?	Radio Spot Length (:15 or :30)	Qty	Radio Spot Time of Day	Rate	Total Cost
							$ -
							$ -
							$ -
						Total Radi	**$ -**

PRODUCTION OF MARKETING ASSETS

Production Element	Vendor	Qty	Rate	Total Cost
Banners / Billboards / Signage	Printing Solutions			$ 1,500.00
Contractors - Design (Admat, Poster, Stickers, etc)				$ 1,500.00
Contractors - Publicist				$ -
Contractors - Website				$ 500.00
Contractors - Street Teams				$ -
Event Merch Item-1				
Event Merch Item-2				$ -
Printing				$ -
			Total Production Costs	**$ 3,500.00**

	Total Costs	**In-Kind & Unpaid Outreach Plan: $3000**

Courthouse Nights Marketing Plan

ONLINE	$2,000.00	Social Media Share by Event Artists:	
PRINT	$3,800.00	Social Media Share by Event Organizer Networks:	
RADIO	$ -	Social Media Share by Event Venue:	
PROD/MISC	$3,500.00	Event Detail Web Listing by Event Venue & Ticketing Platform:	
TOTAL COSTS	$9,300.00	Event Detail Share via Organizational E-Blasts:	
MARKETING BUDGET	-	Radio PSAs:	
DIFFERENCE +/-	(9,300.00)	Press Release & Press Interviews:	
		Visit Austin Event Listings:	
		Community Event Listings:	

	A	B	C	D	E	F
1	MARKETING PLAN TEMPLATE DEFINITIONS					
2	Vendor:	The business or contractor you are paying for marketing placement.				
3	Market:	Where are you targeting this ad? Austin; Central Texas; Texas Region (specify where); U.S.A Region (specify where); Outside U.S.A. (specify where)				
4	Local Audiences or Tourists:	Choose Local Audiences or Tourists based on your Target Market.				
5	Online Campaign Type:	What kind of online placement is this spend? Examples include Social Media Boosted Posts; Social Media Boosted Ads; Google Targeted Ads; E-Newsletters; Dedicated E-Blasts; Website Ad Placements, etc.				
6	Online Run Date:	What dates will your online placements happen?				
7	Rate / CPM:	The rate is the individual cost per placement. CPM is the cost per 1,000 impressions				
8	Print Placement Size:	What are the dimensions of your print ad ?				
9	Radio Spot Length:	Will your paid radio spot be 15 seconds or 30 seconds in length?				
10	Radio Spot Time of Day:	What time of day will your radio ad run? Options include Peak Time; Morning; Afternoon; Evening; Late night, etc.				
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

HOTEL OCCUPANCY TAX (HOT)

FUNDING APPLICATION REQUEST

FYE 2024

TROUBADOR IMAGE + SOUND

78644 PODCAST

Application

Date: 4/18/24

Organization Information

Name of Organization: Troubadour Image + Sound

Address: 416 South Church Street

City, State, Zip: Lockhart, Texas 78644

Contact Name: Kate Collins Contact Phone Number: 512-796-5406

Web Site Address for Event or Sponsoring Entity 78644podcast.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: TKTKTKKT

Entity's Creation Date: 10/20/2022

Purpose of your organization:

To celebrate, support, and promote music, art and culture in the Lockhart area.

Event Information

Name of Event or Project: 78644 Podcast

Date of Event or Project: 1 episode per month

Primary Location of Event or Project: Available online where ever you listen to podcasts.

Amount Requested: $ 5,000

How will the funds be used:

The funds will be used to help advertise and promote the podcast outside of the 78644 area through the forms of digital billboards, online advertising (Facebook, Instagram, and Spotify), and direct mailers.

Primary Purpose of Funded Activity/Facility:

The main aim of seeking funds is to finance advertising efforts aimed at promoting the podcast beyond the Lockhart area. The goal is to attract more tourists to our region, thereby bolstering support for local music and art. Tourism revenue has the potential to significantly boost our creative community, ensuring its sustainability

Percentage of Hotel Tax Support of Related Costs

10% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities_____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

■ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and soundrecording,

and other arts related to the presentation, performance, execution, and exhibition ofthese major art forms : $ 5,000

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under thiscategory: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from anothercity or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or nearthe city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1.5 years

2. Expected Attendance: We have had 7,261downloads to date, roughly 6000 outside of the Lockhart, Austin area

3. How many people attending the Event or Project will use City of Lockhart hotels? TBD

   Number of the people many nights will they stay: 2 nights

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

   No, but we are proposing a discount code/perk offered through the podcast to help drive traffic.

5. List other years (over the last three years) that you have hosted your Event or Projectwith amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
N/A		

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____

   We will be able to track the success through the use of the code.

7. Please list other organization, government entities, and grants that have offered financial support to your project: N/A

8. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

No

9. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $5,000

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients 1,000

Other Promotions _____

10. Will you include a link to local hotels on your website for booking during this event?

Yes

11. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

Online advertising, digital billboards, direct mailers

13. What geographic areas does your advertising and promotion reach: _____

Texas

14. How many individuals will your proposed marketing reach who are located in another city or county? Texas

15. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Attendance Monthly/Annually: N/A

    Percentage of those in attendance that are staying at area hotels/lodging facilities:_____%

Please Submit to:

City of Lockhart HOT Advisory Board
c/o Finance Department
P.O. Box 239
Lockhart, TX 78644

78644

LOCKHART + MUSIC

A Podcast for Everything Happenin' in Lockhart

78644
LOCKHART MUSIC

HOWDY!

I hope this letter finds you well. I am writing to you on behalf of the vibrant creative community here in Lockhart, Texas, with a proposal that I believe aligns with the city's goals of fostering cultural growth and economic development.

As you are aware, Lockhart is undergoing a remarkable period of growth, and our music and art scene have flourished as a result. With the emergence of five music venues hosting events four to five times a week, a theater showcasing high-quality productions monthly, and numerous art galleries featuring both established and emerging artists, Lockhart has transcended its reputation solely as a barbecue destination and has become a bona fide cultural hub.

The 78644 podcast, which I oversee, serves as both a celebration of Lockhart and a promotional tool to attract tourists to our vibrant community. Our listenership extends far beyond Lockhart, demonstrating the podcast's effectiveness as an educational and promotional platform. Through strategic regional advertising campaigns employing online ads, digital billboards, and direct mail marketing, we aim to capitalize on this momentum and draw visitors to Lockhart, thereby bolstering the local economy.

In light of the aforementioned objectives, I humbly request consideration for financial support from the Hotel Tax Fund. With your assistance, we can expand our outreach efforts, enhance our production quality, and amplify our impact on both locals and tourists.

Furthermore, I am pleased to inform you that our podcast is fiscally sponsored by the Austin Creative Alliance, rendering any donations made to us 100% tax deductible.

By investing in our creative endeavors, you not only contribute to the cultural enrichment of Lockhart but also help establish the city as a beacon of support for the arts. Together, we can nurture and sustain our burgeoning artistic community, fostering a legacy of creativity and innovation for generations to come.

Thank you for your time and consideration. Should you require any further information or clarification, please do not hesitate to contact me directly. I eagerly anticipate the opportunity to discuss this proposal with you in greater detail.

Warm Regards,

Kate Collins

Kate Collins
PRODUCER

78644
LOCKHART MUSIC

MARKETING OBJECTIVES:

- Increase awareness of Lockhart as a tourist destination.
- Drive website traffic and engagement with Lockhart's creative attractions.
- Increase visitor footfall to Lockhart's local businesses, including venues, galleries, and historical locations.
- Enhance Lockhart's reputation as a cultural and hub within Texas.

TARGET AUDIENCE:

Families: Seeking weekend getaways or day trips.
Music Fans: Interested in Lockhart's growing music scene.
Art Buffs: Interested in the multiple galleries exploring variety of mediums
Quarky Small Town Charm: Through our humor and first person accounts of "mostly true" Lockhart history and its charachters.

MARKETING CHANNELS AND STRATEGIES:

1. Online Digital Ads:

- Utilize platforms like Google Ads, Facebook Ads, and Instagram Ads.
- Craft visually appealing ads showcasing Lockhart's attractions, such as its historic downtown, music venues, galleries, other cultural points of interest.
- Target audiences based on interests, demographics, and location (e.g., Texas residents, nearby cities).
- Implement retargeting campaigns to re-engage users who have shown interest in Lockhart but haven't completed a booking or visit.

2. Digital Billboards:

- Place digital billboards in strategic locations across Texas, targeting high-traffic areas and routes leading to Lockhart.
- Design captivating visuals highlighting Lockhart's unique selling points, such as its historic downtown, music venues, galleries, other cultural points of interest.
- Rotate ad creatives to maintain audience interest and ensure exposure to a diverse range of messaging.
- Incorporate interactive elements where possible, such as QR codes linking to Lockhart's tourism website and lodging options for more information.

3. Direct Mailers:

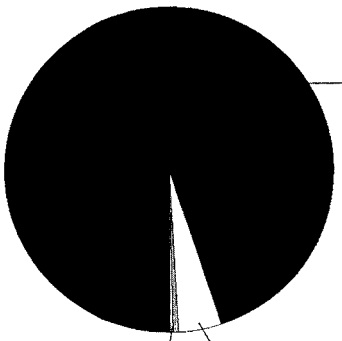
- Develop visually appealing direct mailers showcasing Lockhart's attractions, including high-quality images and engaging copy.
- Segment mailing lists based on geographic proximity, interests, and previous interactions with Lockhart's tourism materials.
- Include promotional offers or discounts for local businesses, encouraging recipients to visit Lockhart and redeem special deals.

Incorporate QR codes or unique URLs for tracking response rates and measuring the effectiveness of the direct mail campaign.

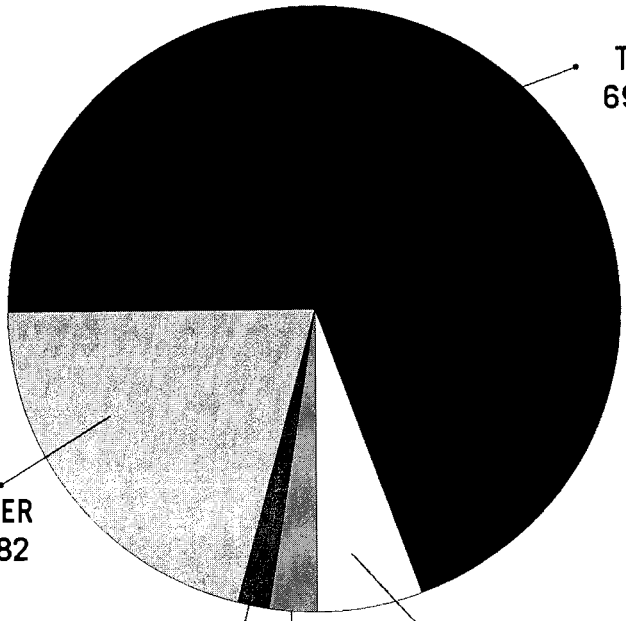
GEO LOCATION PERFORMANCE

7,277 DOWNLOADS FROM SEASON1-TODAY

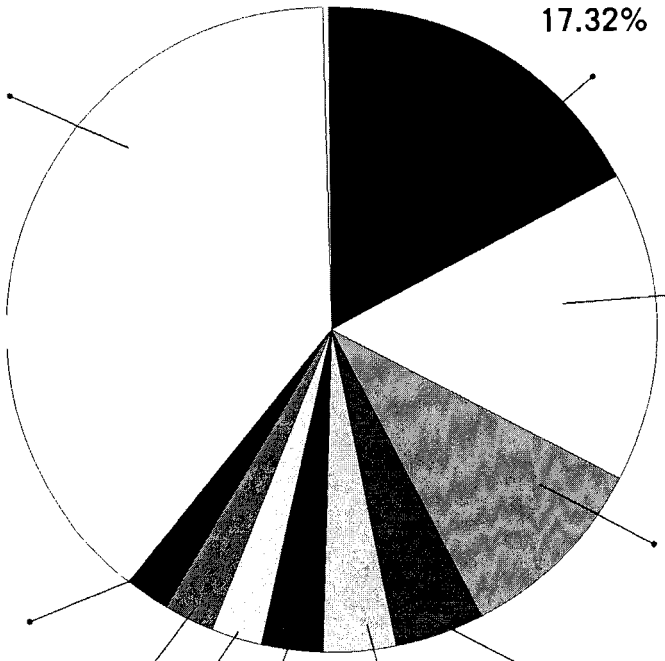
CONTINENT



REGION



CITY



GEO LOCATION DATA CONTINENT, COUNTRY, REGION

7,277 DOWNLOADS FROM SEASON1-TODAY

REGION,downloads,Percent_of_Total
Tx,2160,69.59
Ca,174,5.61
Wa,74,2.38
Co,52,1.68
Ok,49,1.58
Sk,48,1.55
Ny,40,1.29
Ma,37,1.19
Mi,31,1
Va,25,0.81
Pa,25,0.81
Ct,24,0.77
La,21,0.68
Ky,21,0.68
Fl,19,0.61
Wi,18,0.58
Or,18,0.58
Mb,16,0.52
Occ,15,0.48
Md,15,0.48
Mo,13,0.42
Eng,13,0.42
Il,13,0.42
L,13,0.42
Ga,12,0.39
Tn,11,0.35
Nd,8,0.26
Sc,7,0.23
Ar,6,0.19
Nj,6,0.19
Az,6,0.19
Ia,6,0.19
25,5,0.16
Oh,4,0.13
Naq,4,0.13
Ks,4,0.13
Mn,4,0.13
Ab,4,0.13
84,3,0.1
Mt,3,0.1
Nc,3,0.1
Qc,3,0.1
Nm,3,0.1
Ut,3,0.1
Nsw,3,0.1
On,3,0.1
Mex,3,0.1
Wv,3,0.1
Kkc,3,0.1
13,2,0.06
65,2,0.06
Nh,2,0.06
Idf,2,0.06
Wls,2,0.06
Nv,2,0.06
Wgn,2,0.06
01,2,0.06
Ms,2,0.06
B,2,0.06
Wy,2,0.06
Gt,2,0.06
Tom,2,0.06
Wc,2,0.06
14,1,0.03
20,1,0.03
33,1,0.03
45,1,0.03
De,1,0.03
Ri,1,0.03
Chp,1,0.03
Vt,1,0.03
In,1,0.03
M,1,0.03
Vic,1,0.03
Sd,1,0.03
Al,1,0.03
Id,1,0.03
Sin,1,0.03
Auk,1,0.03
Dc,1,0.03
Kl,1,0.03
Ne,1,0.03
Jal,1,0.03
Vlg,1,0.03
Zh,1,0.03

CONTINENT,downloads,Percent_of_Total
North America,6592,94.94
Europe,300,4.32
Asia,30,0.43
Australia,12,0.17
Africa,7,0.1

COUNTRY,downloads,Percent_of_Total
United States,6463,93.09
Germany,78,1.12
Canada,74,1.07
United Kingdom,56,0.81
France,55,0.79
Dominican Republic,42,0.6
Spain,32,0.46
Ireland,25,0.36
India,14,0.2
Mexico,10,0.14
Netherlands,9,0.13
Australia,8,0.12
Switzerland,7,0.1
Ukraine,6,0.09
Japan,6,0.09
Denmark,6,0.09
Italy,5,0.07
Belgium,5,0.07
South Africa,5,0.07
Hong Kong,4,0.06
Norway,4,0.06
New Zealand,4,0.06
Turkey,3,0.04
Russian Federation,3,0.04
China,2,0.03
Portugal,2,0.03
Bosnia And Herzegovina,2,0.03
Aruba,2,0.03
Argentina,2,0.03
Finland,2,0.03
Czech Republic,1,0.01
Greece,1,0.01
Luxembourg,1,0.01
Kenya,1,0.01
Antigua And Barbuda,1,0.01
Indonesia,1,0.01
Uganda,1,0.01

GEO LOCATION DATA CITIES

7,277 DOWNLOADS FROM SEASON1-TODAY

CITY,downloads,Percent_of_Total
Lockhart,532,17.32
Austin,481,15.66
Houston,293,9.54
Harlingen,136,4.43
Dallas,116,3.78
San Antonio,91,2.96
Mountain View,81,2.64
San Marcos,73,2.38
Seattle,69,2.25
Foam Lake,48,1.56
Bristow,42,1.37
Midland,37,1.2
Andover,32,1.04
Kyle,27,0.88
Fairfield,24,0.78
Rochester,23,0.75
Cupertino,23,0.75
Giddings,21,0.68
Louisville,20,0.65
Sterling,19,0.62
Flower Mound,19,0.62
Denver,16,0.52
Ann Arbor,16,0.52
Winnipeg,16,0.52
Pflugerville,15,0.49
Del Valle,15,0.49
Blue Bell,15,0.49
Humble,14,0.46
San Francisco,14,0.46
Wimberley,14,0.46
Eustace,14,0.46
Sun Prairie,13,0.42
Cedar Park,13,0.42
Atlanta,12,0.39
New York,12,0.39
Belding,12,0.39
Brenham,11,0.36
Fort Collins,11,0.36
Salem,10,0.33
Dublin,10,0.33
San Angelo,10,0.33
Cedar Creek,9,0.29
Kingsbury,9,0.29
Baltimore,9,0.29
Redwood City,9,0.29
Copperas Cove,8,0.26
Bastrop,8,0.26
Dripping Springs,8,0.26
Mission,8,0.26
Littleton,8,0.26
Boerne,7,0.23
Leander,7,0.23
Vidor,7,0.23
New Orleans,7,0.23
Los Angeles,7,0.23
New Braunfels,7,0.23
Alvarado,7,0.23
Hazen,7,0.23
Orlando,6,0.2
Burnet,6,0.2
St Louis,6,0.2
Rock Island,6,0.2
Rockport,5,0.16
San Jose,5,0.16
Frisco,5,0.16
Portland,5,0.16
Torrance,5,0.16
Tyler,5,0.16
Elgin,5,0.16
Warfordsburg,5,0.16
Saint-sulpice-sur-leze,4,0.13
Chicago,4,0.13
Lewisville,4,0.13
Lafayette,4,0.13
El Paso,4,0.13
Boydton,4,0.13
Chattanooga,4,0.13
Calgary,4,0.13
Concord,4,0.13
Kansas City,3,0.1
Nashville,3,0.1
Salado,3,0.1
Avignonet-lauragais,3,0.1
Seguin,3,0.1
College Station,3,0.1
Renton,3,0.1
Miami,3,0.1
Burlington,3,0.1
Aiken,3,0.1
Martindale,3,0.1
Sedalia,3,0.1
Richmond,3,0.1
Salt Lake City,3,0.1
Mandeville,3,0.1
Toronto,3,0.1
Boca Raton,3,0.1
Copenhagen,3,0.1
Fort Worth,3,0.1
Santiago De Los Caballeros,3,0.1
Cambridge,3,0.1
Grinnell,3,0.1
Bartlesville,3,0.1
Inver Grove Heights,3,0.1
Wayne,3,0.1
Huntington Park,3,0.1
Sunset Beach,3,0.1
Kowloon,3,0.1
Cypress,2,0.07
Star City,2,0.07
Valley Village,2,0.07
Haarlem,2,0.07
Spring Branch,2,0.07
Irving,2,0.07
Labruyere-dorsa,2,0.07
Laurens,2,0.07
Columbus,2,0.07
Phoenix,2,0.07
Tulsa,2,0.07
Belle Chasse,2,0.07
Calmont,2,0.07
Champigny-sur-marne,2,0.07
Eaunes,2,0.07
Oregon City,2,0.07
Plano,2,0.07
Bryan,2,0.07
Mount Olive,2,0.07
Navan,2,0.07
Schertz,2,0.07
Gais,2,0.07
Winter Garden,2,0.07
Georgetown,2,0.07
Laval,2,0.07
Round Rock,2,0.07
Southampton,2,0.07
Alba,2,0.07
Bridgend,2,0.07
Davenport,2,0.07
Indian Head,2,0.07
Las Vegas,2,0.07
Victoria,2,0.07
Brighton,2,0.07
Nacogdoches,2,0.07
Pasadena,2,0.07
Pescara,2,0.07
Villa Bisono,2,0.07
Steamboat Springs,2,0.07
Lower Hutt,2,0.07
Thiensville,2,0.07
Drudas,2,0.07
Galveston,2,0.07
Saint-amant-de-montmoreau,2,0.07
Germantown,2,0.07
Santo Domingo,2,0.07
Cobleskill,2,0.07
Starkville,2,0.07
Oranjestad,2,0.07
Wichita Falls,2,0.07
Corpus Christi,2,0.07
North Bergen,2,0.07
Banfield,2,0.07
Gillette,2,0.07
Athens,2,0.07
Estes Park,2,0.07
Greenville,2,0.07

GEO LOCATION DATA

7,277 DOWNLOADS FROM SEASON1-TODAY

Morgantown,2,0.07
Johannesburg,2,0.07
Nevada,2,0.07
Alamogordo,2,0.07
Tultitlan,2,0.07
Edinburg,2,0.07
Hutto,2,0.07
Cape Town,2,0.07
Tomsk,2,0.07
Colorado Springs,1,0.03
Dale,1,0.03
Graham,1,0.03
Lake Charles,1,0.03
Secaucus,1,0.03
Waco,1,0.03
Webster,1,0.03
Cleveland,1,0.03
Joshua,1,0.03
Sandy,1,0.03
West Hollywood,1,0.03
Hampton,1,0.03
Oceanside,1,0.03
Oxford,1,0.03
Poitiers,1,0.03
Smithville,1,0.03
Helena,1,0.03
Kirkland,1,0.03
Lexington,1,0.03
Longmont,1,0.03
Newark,1,0.03
Providence,1,0.03
Stratford-up-on-avon,1,0.03
Sugar Land,1,0.03
Westminster,1,0.03
Wilmington,1,0.03
Albuquerque,1,0.03
Baton Rouge,1,0.03
Gatineau,1,0.03
Mersin,1,0.03
Norco,1,0.03
Tokyo,1,0.03
Tuxtla Guti√©rrez,1,0.03
Weatherford,1,0.03
Bel Air,1,0.03
Cabinteely,1,0.03
Cameron,1,0.03
Carbondale,1,0.03
Castroville,1,0.03
Cork,1,0.03
Floresville,1,0.03
Leesville,1,0.03
Melbourne,1,0.03
Midlothian,1,0.03
Multyfarnham,1,0.03
Odessa,1,0.03
Owings Mills,1,0.03
Regents Park,1,0.03
Rustburg,1,0.03
San Pablo,1,0.03
Show Low,1,0.03
Tallahassee,1,0.03
Temple,1,0.03
Walker,1,0.03
Westlake Village,1,0.03
Allen Park,1,0.03
Berryville,1,0.03
Bjornevatn,1,0.03
Bozeman,1,0.03
Brandon,1,0.03
Dayton,1,0.03
Halifax,1,0.03
Huntsville,1,0.03
Jacksonville,1,0.03
Katy,1,0.03
Lindale,1,0.03
Mullica Hill,1,0.03
Sioux Falls,1,0.03
Spicewood,1,0.03
Tomah,1,0.03
West Hurley,1,0.03
Arlington,1,0.03
Manor,1,0.03
Spring,1,0.03
Toluca,1,0.03
Akron,1,0.03
Alva,1,0.03
Arroyo Salado,1,0.03
Edmonds,1,0.03
Minneapolis,1,0.03
Missouri City,1,0.03
Tarentum,1,0.03
Arnaudville,1,0.03
Durham,1,0.03
Fultondale,1,0.03
Garland,1,0.03
Kingswinford,1,0.03
Malvern,1,0.03
Monmouth Junction,1,0.03
Muskegon,1,0.03
San Juan Capistrano,1,0.03
Sarasota,1,0.03
Streatham,1,0.03
Wisconsin Dells,1,0.03
Aurora,1,0.03
Bismarck,1,0.03
Bridgeport,1,0.03
Brooklyn,1,0.03
Champdeniers-saint-denis,1,0.03
Chennai,1,0.03
Eagle,1,0.03
Eagle Pass,1,0.03
Ida,1,0.03
Martinez,1,0.03
Oakwood,1,0.03
Santa Rosa Beach,1,0.03
Science Hill,1,0.03
Shell Knob,1,0.03
Smyrna,1,0.03
Watertown,1,0.03
Castel San Pietro Terme,1,0.03
Champaign,1,0.03
Covent Garden,1,0.03
Leawood,1,0.03
Los Mochis,1,0.03
San Leandro,1,0.03
Addison,1,0.03
London,1,0.03
Moorebank,1,0.03
Scottsdale,1,0.03
Sydney,1,0.03
Wellington,1,0.03
Arvada,1,0.03
Auckland,1,0.03
Figueiro,1,0.03
Iowa City,1,0.03
Keller,1,0.03
Lincoln,1,0.03
Quincy,1,0.03
Sparta,1,0.03
Utica,1,0.03
Washington,1,0.03
Barnet,1,0.03
Belgrade,1,0.03
Corona,1,0.03
Fort Walton Beach,1,0.03
Lometa,1,0.03
Mcallen,1,0.03
Rockwall,1,0.03
Sylmar,1,0.03
Assent,1,0.03
Berkeley,1,0.03
Guadalajara,1,0.03
Hayward,1,0.03
Lake Oswego,1,0.03
Laredo,1,0.03
San Lorenzo,1,0.03
Tempe,1,0.03
Valencia,1,0.03
Zurich,1,0.03
Alpine,1,0.03
Congress,1,0.03
Jay,1,0.03
Wichita,1,0.03

EVERY TOWN HAS A STORY.

THIS ONE IS OURS.

DRAFT

REGULAR MEETING
LOCKHART CITY COUNCIL JULY 18, 2023 6:30 P.M.

CLARK LIBRARY ANNEX-COUNCIL CHAMBERS, 217 SOUTH MAIN STREET, 3RD FLOOR, LOCKHART, TEXAS

Council present:
Mayor Lew White
Councilmember John Castillo
Councilmember Brad Westmoreland
Councilmember Juan Mendoza
Councilmember Kara McGregor
Councilmember Jeffry Michelson
Mayor Pro-Tem Angie Gonzales-Sanchez

Staff present:
Steve Lewis, City Manager
Monte Akers, City Attorney
Sean Kelley, Public Works Director
Julie Bowermon, Civil Service/HR Director
Pam Larison, Finance Director
Travis Hughes, Parks Director
Gary Williamson, Police Chief
Joseph Resendez, Assistant City Manager
Victoria Burns, Public Information Officer

Citizens/Visitors Addressing the Council: Kimberly Clifton of the Lockhart Chamber of Commerce; Dave Marsh and Dana Platt of CARTS; Eli Fadora of Part Time Ambulance Inc.

Work Session 6:30 p.m.
Mayor White opened the work session and advised the Council, staff and the audience that staff would provide information and explanations about the following items:

DISCUSSION ONLY

A. PRESENTATION BY THE LOCKHART CHAMBER OF COMMERCE REGARDING AN UPDATE ON TOURISM AND VISITOR CENTER ACTIVITIES.

Kimberly Clifton of the Lockhart Chamber of Commerce stated that during the current fiscal year, the Lockhart Chamber of Commerce entered into an agreement with the City to maintain the operation of the Lockhart Visitors Center at 104 W. Market Street. The Chamber provides paid and volunteer staffing and is open to the public from 8 a.m. - 5 p.m., Monday - Friday, excluding holidays. The Visitor Information Center also provides tourism materials, visitor guides, local hotel information, points of interest, brochures, etc. The Chamber also conducts a continuing program of advertising and promotions for attracting visitors and tourists to the area. Finally, the Chamber recently managed the Chisholm Trail Roundup - 50th Anniversary which included promotional activities and musical entertainment. The purpose of the agenda item is to receive a presentation from Chamber representatives relative to their efforts in attracting and promoting tourism. There was discussion.

B. PRESENTATION AND DISCUSSION REGARDING THE INTERLOCAL AGREEMENT REQUEST FROM CAPITAL AREA RURAL TRANSPORTATION SYSTEM (CARTS).

Ms. Larison stated that on April 21st, General Manager, Dave Marsh from CARTS contacted Mr. Lewis to request that for the fiscal year 2023-2024 funding be by way of an interlocal agreement. Historically, CARTS has received funding from the City Council through the Non-Profit and Human Services Organizational line item in the General Fund. In 2022, CARTS introduced their CARTS Now service. The added costs for this type of service necessitates a new and higher level of funding. CARTS is requesting $40,000 to be approved by City Council for the upcoming fiscal year to continue providing safe, reliable transportation in the city.

Dave Marsh and Dana Plat of CARTS provided information about the additional services that CARTS provides to the community of Lockhart which includes the CARTS NOW service, Country Bus service, and the Interurban/Coach Express service. There was discussion.

C. DISCUSS FUNDING ALLOCATIONS FOR NON-PROFIT ORGANIZATIONS REQUESTING FUNDING FOR FISCAL YEAR 2023-2024.

Ms. Larison stated that on June 20, 2023, the following Non-Profit Organizations presented their funding requests to the City Council for the fiscal year of 2023-2024:

1. Hays-Caldwell Women's Center
2. Combined Community Action - Senior Nutrition
3. Lockhart Area Senior Citizens Center
4. CASA of Central Texas
5. Caldwell County Food Bank

After the presentations, it was the desire of the City Council to consider the allocation of funding during this meeting.

After discussion, the consensus of the Council was to allocate the amount that was awarded last year in addition to a five percent increase plus redistributing the $2,000 amongst nonprofits that was not awarded to Cenikor.

D. DISCUSS WORK AUTHORIZATION #4 FOR HALFF ASSOCIATES UNDER THE MASTER GENERAL SERVICES AGREEMENT TO PROVIDE AQUATIC CONSULTING & VISIONING AND FEASIBILITY STUDY FOR BUILDING A NEW AQUATICS FACILITY.

Mr. Hughes stated that this is the 4th Work Authorization for Halff Associates under the Master General Services Agreement approved by Council in February. It has been the general consensus for some time that the City Park Pool is nearing the end of its service life (built 1973). The pool has settled (and continues to settle) unevenly over the years and has developed leaks in the suction lines and skimmer/drain connections below the pool deck. We have made repairs that are allowing us to continue to operate, but these types of repairs will continue to be an issue annually. In January 2023 we determined to form an Aquatics Committee to explore our options for building a new Aquatics Facility. This committee consists of members from Lockhart ISD, Caldwell County Commission, and the Lockhart Parks Board. The group is charged with identifying potential facility sites, types of activities supported by the facility, funding sources, and possible collaborations between the city, school district, and county. The Aquatics Committee is at the stage of the process that requires professional services to provide consulting & visioning, as well as program development, and feasibility/operations study. This will allow the Aquatics Committee and City Council to make a judicious decision moving forward with real-world data and pricing. There was discussion.

E. DISCUSS RESOLUTION NO. 2023-12 GRANTING CONSENT TO THE CREATION OF CALDWELL COUNTY EMERGENCY SERVICES DISTRICT NO. 5.

Mr. Akers stated that Caldwell County has been petitioned for the creation of an emergency services district to provide EMS services in the county. The City Council of Lockhart must consent to its creation in writing in order for the City and its extraterritorial jurisdiction (ETJ) to be included in the new district. A public hearing on the creation has been scheduled by Caldwell County for July 25, 2023, Mayor White anticipates attending.

F. DISCUSS A LEGISLATIVE UPDATE BY THE CITY ATTORNEY'S OFFICE REGARDING THE 2023 TEXAS LEGISLATIVE REGULAR SESSION.

Mr. Akers stated that the 2023 (88th) regular legislative session concluded on May 29, 2023, and the governor's vetoes were finished by June 18. 8344 bills were filed, 1238 were enacted, and 77 were vetoed. TML tracked 1880 bills as potentially affecting cities, of which 230 were enacted and 10 were vetoed. A summary of city-related bills most likely to affect Lockhart will be discussed by the City Attorney. A summary of all city-related bills from the regular session is available on the TML website's "Legislative Update" for June 9, 2023, and a list of the city-related bills that were vetoed is in the Update for June 23, 2023. Mr. Akers provided information regarding several bills that affect cities. There was discussion.

G. DISCUSS RESOLUTION 2023-11 OF THE CITY OF LOCKHART, TEXAS ADOPTING A TARGET INDUSTRY STRATEGY (TIS) REPORT REFRESH; PROVIDING AN EFFECTIVE DATE.

Mr. Lewis stated that in 2020, LEDC contracted with Garner Economics to develop a 5-year economic development strategy. This plan was prepared for the City and LEDC to guide the City's economic development programs, policies, and allocation of resources for the next 5 yrs. Jay Garner and his team spent 5 months interviewing residents and collecting data to provide a Target Industry Strategy (TIS) which was adopted by both the LEDC and City Council in 2020. LEDC has been operating from this plan for the last 3 years. Given the accelerated pace of development in Lockhart, staff recommended, and the Board approved, an expenditure in the FY 2022-23 LEDC budget to complete an update of the strategy. Lockhart has seen an incredible increase in housing starts over the past 2 years to levels never before seen. The emergence of new housing units, including multifamily, is due, in part, to Tesla locating 25 miles north of Lockhart as well as the affordability and desirability of Lockhart. Garner Economics began its work on the revisions in February 2023 and Mr. Garner presented those changes to City Council on June 20, 2023. Items in the original strategy such as an industrial park have been completed and the emergence of a viable megasite nearby have all occurred since 2020. Two new targets are being recommended for implementation over the next 3 years to evolve the strategy with the real world economic shifts occurring in Lockhart's immediate area.

H. DISCUSSION OF CITY ORDINANCE SEC. 56-280 THROUGH SEC. 56-286, OPERATING GOLF CARTS ON CITY STREETS.

Chief Williamson stated that in 2011, the City adopted Ordinance No. 2011-03 allowing the permitting and operation of golf carts on city streets. Currently, the ordinance requires a golf cart permit through the police department with an annual renewal. Golf cart drivers must be licensed to operate a motor vehicle, carry a valid driver's license and maintain financial responsibility. Drivers must abide by all traffic regulations. Required equipment on the golf cart includes: operational headlamps and tail lamps; side reflectors, an operational parking brake, rearview mirrors, operational turn signals, an operational electric automobile horn, properly operational brakes, operational brake lights, seatbelts for the operator and all passengers and a slow moving vehicle sign. Golf carts may only operate on streets with a speed limit of 30 miles per hour or less. A golf cart may cross a street at an intersection where the road or street has a speed limit of more than 30 miles per hour. Penalties for violations are outlined in the ordinance. The Lockhart Police Department has been working with the Public Information Officer in creating a dedicated webpage addressing golf carts, which will contain our current policy regarding these vehicles—including links to City ordinance, state law, a diagram illustrating the required safety equipment, and information on how people can register their vehicles and with whom. This page will be easily accessible through the Lockhart Police Department's section in the City of Lockhart's website and will be updated accordingly, also dependent on any Council direction. There was discussion.

RECESS: Mayor White announced that the Council would recess for a break at 8:10 p.m.

REGULAR MEETING

ITEM 1. CALL TO ORDER,
Mayor Lew White called the meeting to order at 8:25 p.m.

ITEM 2. INVOCATION, PLEDGE OF ALLEGIANCE.
Councilmember McGregor gave the Invocation and led the Pledge of Allegiance to the United States and Texas flags.

ITEM 3. PUBLIC COMMENT.
Mayor White requested citizens to address the Council.

Eli Fadora of Part Time Ambulance Inc stated that the company would like to provide emergency medical services to the community. He provided information about the medical services that the company provides. He stated that the service would begin at a fee of $75 for the patient with no cost to the city. The drivers would use their personal vehicle to provide transportation to the hospital.

ITEM 4-A. DISCUSSION AND/OR ACTION REGARDING THE PRESENTATION AND INTERLOCAL AGREEMENT REQUEST FROM CAPITAL AREA RURAL TRANSPORTATION SYSTEM (CARTS).
Mayor White recommended that staff evaluate the proposed interlocal agreement and return it to Council at a future meeting with a proposed amount to fund.

Mayor White made a motion to table the item. Councilmember Mendoza seconded. The motion passed by a vote of 7-0.

ITEM 4-B. DISCUSSION AND/OR ACTION REGARDING FUNDING ALLOCATIONS FOR NON-PROFIT ORGANIZATIONS REQUESTING FUNDING FOR FISCAL YEAR 2023-2024.
Mayor Pro-Tem Sanchez made a motion to allocate the amount funded last year, divide $2,000 (amount not funded to Cenikor) amongst all, and to add a 5% increase to each non-profit organization receiving funding. Councilmember McGregor seconded. The motion passed by a vote of 7-0.

ITEM 4-C. DISCUSSION AND/OR ACTION TO CONSIDER WORK AUTHORIZATION #4 FOR HALFF ASSOCIATES UNDER THE MASTER GENERAL SERVICES AGREEMENT TO PROVIDE AQUATIC CONSULTING & VISIONING AND FEASIBILITY STUDY FOR BUILDING A NEW AQUATICS FACILITY.
Councilmember Michelson made a motion to approve the work authorization #4 for Halff Associates, as presented. Councilmember Westmoreland seconded. The motion passed by a vote of 7-0.

ITEM 4-D. CONSIDERATION AND ACTION ON ADOPTING RESOLUTION NO. 2023-12 GRANTING CONSENT TO THE CREATION OF CALDWELL COUNTY EMERGENCY SERVICES DISTRICT NO. 5.

Councilmember Westmoreland made a motion to approve Resolution 2023-12, as presented. Councilmember McGregor seconded. The motion passed by a vote of 7-0.

ITEM 4-E. DISCUSSION AND/OR ACTION TO CONSIDER A LEGISLATIVE UPDATE BY THE CITY ATTORNEY'S OFFICE REGARDING THE 2023 TEXAS LEGISLATIVE REGULAR SESSION.

There was no action.

ITEM 4-F. DISCUSSION AND/OR ACTION REGARDING RESOLUTION 2023-11 OF THE CITY OF LOCKHART, TEXAS ADOPTING A TARGET INDUSTRY STRATEGY (TIS) REPORT REFRESH; PROVIDING AN EFFECTIVE DATE.

Councilmember Michelson made a motion to approve Resolution 2023-11, as presented. Councilmember McGregor seconded. The motion passed by a vote of 7-0.

ITEM 4-G. DISCUSSION OF CITY ORDINANCE SEC. 56-280 THROUGH SEC. 56-286, OPERATING GOLF CARTS ON CITY STREETS.

There was no action.

ITEM 5. CITY MANAGER'S REPORT, PRESENTATION AND POSSIBLE ACTION

- Courthouse Nights will be held July 21, 2023.
- Public opinion survey for the Parks Master Plan Update opened in early July.
- The City has been awarded the maximum grant amount of $25,000 from CAPCOG for the purchase of a replacement baler for the Lockhart Recycling Center.
- Update regarding a SH 142 corridor study for future roadway improvements.
- Update regarding the City water conservation requirements.

ITEM 6. COUNCIL AND STAFF COMMENTS - ITEMS OF COMMUNITY INTEREST

Councilmember Mendoza stated that he offered the City of Lockhart to host a TMLRegion 10 meeting on September 14th.

Mayor Pro-Tem Sanchez expressed condolences to families that have lost a loved one. She thanked all involved with the successful 4th of July event.

Councilmember McGregor thanked the Parks Department for getting the city pool operational again. She encouraged everyone to stay cool. She invited all to attend Courthouse Nights.

Councilmember Castillo thanked staff for their work. He welcomed Mr. Resendez to the community, and he encouraged everyone to stay safe.

Councilmember Michelson reminded the community that there is a new splash pad on Maple Street. He welcomed the new Assistant City Manager to Lockhart.

Mayor White also thanked staff for the new splash pad on Maple Street. He wished St. Mary's Catholic Church a successful Jamaica this weekend. He thanked all involved with the successful Fireworks

Extravaganza. He encouraged everyone to follow the watering restrictions and golf cart owners to follow the city's regulations.

ITEM 7. ADJOURNMENT

Mayor Pro-Tem Sanchez made a motion to adjourn the meeting. Councilmember Mendoza seconded. The motion passed by a vote of 7-0. The meeting was adjourned at 8:54 p.m.

PASSED and APPROVED this the 7th day of May, 2024.

CITY OF LOCKHART

_____

Lew White, Mayor

ATTEST:

_____

Julie Bowermon
City Secretary

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discussion and/or action regarding selection of Connolly Architects & Consultants as the best qualified Architectural Services company to assist the City with upgrades at the Lockhart Animal Shelter, approving a professional services agreement, and appointing the City Manager to sign the agreement.

ORIGINATING DEPARTMENT AND CONTACT: Police - Gary Williamson

ACTION REQUESTED: Agreement

BACKGROUND/SUMMARY/DISCUSSION: Advertisements for qualified architectural services for animal shelter upgrades were completed in compliance with requirements. Proposals were received from two (2) companies which were ranked using qualification criteria and scored by City Engineer Will Wachel, P.E., Public Works Director Sean Kelley, and Police Chief Gary Williamson. The company submitting the best proposal was Austin, Texas based Connolly Architects & Consulting. Connolly's national practice includes more than 100 projects in 30 states.

The Professional Services Agreement with Connolly Architects for the amount of $39,000 is attached.

Connolly Architects & Consultants have done prior work for the Lockhart Animal Shelter.

PROJECT SCHEDULE (if applicable):

1. Kickoff – Month 1
2. Documents – Facility Upgrades – Months 2 & 3
3. Bidding – Months 4 & 5
4. Construction – Months 7 & 8

AMOUNT & SOURCE OF FUNDING:
Funds Required:
Account Number:
Funds Available:
Account Name:

FISCAL NOTE (if applicable): $39,000.

PREVIOUS COUNCIL ACTION: Approval of $350,000 for Animal Shelter upgrades provided in the FY 23-24 adopted Budget.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COMMITTEE/BOARD/COMMISSION ACTION:

STAFF RECOMMENDATION/REQUESTED MOTION: Staff recommends awarding a contract to Connolly Architects & Consultants for Architectural Services for upgrades to the Lockhart Animal Shelter.

LIST OF SUPPORTING DOCUMENTS: RFQ Lockhart Animal Shelter Upgrades, Connolly Architects Introductory Letter, Agreement for Architectural Services for Animal Shelter Upgrades

REQUEST FOR QUALIFICATIONS
for
Animal Shelter Upgrades
City of Lockhart

The City of Lockhart seeks Statements of Qualifications from highly qualified firms for the services related to the ***Animal Shelter Upgrades*** for the City of Lockhart.

The purpose of this Request for Qualifications is to solicit highly qualified architectural firms to provide professional services for the renovation of, and addition to, the existing Lockhart Animal Shelter. This includes, but may not be limited to, improvements to increase the functionality of the operations and maintenance of the following:

Outdoor Kennels

Main Indoor Animal Kennels

Animal Intake Area

Isolation Area

The Consultant selected from the RFQ will be engaged after competitive evaluation based on the "Selection Criteria" set forth in this request.

This request invites architectural consultants to submit proposals for accomplishment of the items of work specified below under Scope of Work and detailed further within this RFQ. Proposals should be prepared and submitted in accordance with the guidelines and requirements set forth in this request.

Sealed proposals: Consultant will deliver three (3) hard copies to the following address:

City of Lockhart
City Hall
308 W. San Antonio St.
Lockhart, Texas 78644
Attention: Animal Shelter Upgrades

The envelope must be clearly marked “SEALED RFQ”. The name of the Consultant and contact person must be listed on the outside of the envelope. Any restrictions on the use of data within proposals must be clearly stated in the proposal itself. Non-disclosure cannot be guaranteed after the selection stage of this procurement due to public record laws.

Proposal Deadline: 11:00 AM Thursday, April 19, 2024.

Proposals received after the proposal deadline will be considered late and will not be accepted. Proposals may be withdrawn and/or modified in writing prior to the submission deadline. Requests for withdrawal must be in writing by the contact person named on the outside of the envelope. Proposals that are resubmitted must be sealed and received prior to the submission deadline. Each Consultant may submit only one proposal.

Scope of Work

The Lockhart Animal Shelter was constructed in 2012 and improvements are required to increase the functionality of the operations and maintenance.

Expected elements of Lockhart Animal Shelter Upgrades will include:

1) Updating the outdoor kennels with the addition of concrete flooring and drainage for the kennels
2) Removing the chain link divider walls in the Main Indoor Animal Kennel and replacing with cinderblock divider walls.
3) Updating the animal intake by improving functionality and keeping existing drainage operable.
4) Updating the isolation area by adding new concrete flooring and new kennels

Consultant selected will coordinate its efforts with TRC Engineers. Civil and Structural components will be performed by TRC Engineers.

Proposal Submittal Requirements
The Consultant shall provide a detailed statement of work for the product/services believed to be appropriate for City of Lockhart, addressing the Scope of Work detailed in this RFQ.

The detailed statement should indicate the following, at a minimum:

- Consultant name, address, and names of primary contacts.
- Identify project manager. List the project manager's relevant experience and similar work including references.
- Restatement of services required (three pages maximum) including the following:
    - A statement of the Consultant's understanding of the project that demonstrates knowledge of the project requirements.
    - Proposed project approach, including timelines and description of the Consultant's technical approach to the project, including an outline of the sequence of tasks, major benchmarks, and milestone dates.
- Outline personnel skills and services that distinguish the Consultant, incorporating appropriate staff profiles and a description of specific staff that will comprise the project team for this assignment. The staff profile should describe the Consultant's experience in providing services to the public sector, jobs of similar size(s) and provide applicable certifications for staff members involved in the process.
- Samples of related/comparable past projects that would serve as examples of experience and expertise necessary for this work. This does not include generalized promotional material, resumes, statement of experience, qualifications, or capabilities, or other material that is irrelevant to the proposed agreement.
- Proposed services to be sub-contracted if any, anticipated subcontractors.
- Three (3) references are to be included with the proposal.

Submittal Process and Details
All proposals must be submitted as detailed in the manner described herein. Exceptions nor extensions to established deadlines will not be granted.

City of Lockhart will not meet individually in person or via other means with potential Consultant.

City of Lockhart will be accepting questions until 11:00 AM on April 9, 2024, regarding this RFQ. Please submit questions via email to Gary Williamson, Chief of Police, at gwilliamson@ps.lockhart-tx.org. Written responses will be published on the City's website www.lockhart-tx.org and distributed to those who submitted questions no later than 3:00 PM on April 12, 2024.

Any site visit requested by respective proposers should be sent to submit questions via email to Gary Williamson, Chief of Police, at gwilliamson@ps.lockhart-tx.org.

Estimated Timeline
The Animal Shelter Upgrades Process is expected to take no longer than 1.5 years, with funding allocated over the 2024 fiscal year.

The above dates are subject to change at the discretion of the City of Lockhart.

The City of Lockhart City Council reserves the right to accept or reject any and all responses, in part or in whole, and to accept responses, which in its sole discretion and opinion appear to be responsive, responsible, and in the best interests of the City. The City further reserves the right to waive any formalities or informalities or to amend the schedule as necessary.

Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days. Failure of the successful Consultant to accept the obligation of the bid may result in the cancellation of any award. A service contract will be executed between the City of Lockhart and the awarded Consultant.

The selected Consultant may not subcontract any of the work specified in this RFQ without prior written consent of the City of Lockhart.

Consultant Selection Procedures

City of Lockhart will analyze and evaluate all properly submitted proposals in response to this request using the "Evaluation Criteria" listed in this RFQ to rank all Consultants. Proposals will be ranked in order of the highest numerical score first. The City may select as many of the top ranked Consultants as it deems necessary for inclusion within the negotiating list.

Evaluation Criteria

1. Experience with Animal Shelter design.
2. Consultant's understanding and technical approach to the project.
3. Availability and experience of the project team.
4. Ability to complete the project in a timely manner.

Work Product and Deliverables

The selected Consultant will be expected to provide the following products to the City:

1) Plans and specifications including the expected elements to the Lockhart Animal Shelter Upgrades.
2) Assistance during bidding process to answer questions and addenda.
3) Limited construction phase services to include answering Requests For Information (RFI), submittals and shop drawings.

Insurance

Consultant shall take out and maintain during service to the City under a contract such public liability and property damage insurance as shall protect Consultant, its subcontractors, and the County from claims for damages for personal injury, including accidental death, as well as for claims for property damage, which might arise from operations under its contract with the County, whether such operations be by Consultant or its subcontractor, or by anyone directly or indirectly employed by either of them. All insurance policies shall be issued by responsible companies who are acceptable to the City. The Consultant shall not cause any insurance to be canceled nor permit any insurance to lapse during the life of the contract with the City.
Consultant shall indemnify and hold City harmless from any damages, cost, claims or expenses

which may arise as a result of any failure on the part of the Consultant to provide accurate and/or complete data and information to the City as outlined and required by the terms and conditions of its contract with the City.

CONNOLLY
ARCHITECTS & CONSULTANTS
2414 Exposition Boulevard, Suite A-2 Austin, Texas 78703
512 480 9611 www.connollyaia.com

April 17, 2024

City of Lockhart
City Hall
308 West San Antonio Street
Lockhart, Texas 78644
Attention: Animal Shelter Upgrades

Re: REQUEST FOR QUALIFICATIONS
Animal Shelter Upgrades
City of Lockhart

City of Lockhart,

Thank you for the opportunity to present our architectural qualifications for the Lockhart Animal Shelter Upgrades. I had the opportunity this week to meet Nikole Lockart, the Animal Shelter Supervisor, and get a tour of the facility and an insight into the details of the Animal Shelter Upgrades.

Our firm has been dedicated to serving the animal welfare community in Texas through meaningful design and thoughtful planning services. Throughout our corporate history we have been known for our collaborative approach with stakeholders and resourcefulness for each animal shelter project regardless of size or budget. We look forward to working with TRC Engineers for the project's civil and structural components – they will complete our proposed design team.

We are excited at the opportunity to strengthen and further Lockhart's mission to maintain overall efficient and financial management of city resources and provide services desired by the people of Lockhart and Caldwell County and mandated by state and federal laws.

We have experience with animal shelter projects like yours in more than sixty counties, municipalities, and non-profits in the State of Texas. Projects like the Animal Shelter Upgrades that create a positive impact on the community are what drives our company's core mission and passion that coupled with our proximity makes us an ideal fit for this project.

Please do not hesitate to contact me directly at 512 771 4383 or via email at larry@connollyaia.com should you have any questions or concerns. Thank you for your consideration. We look forward to hearing from you soon.

Respectfully,

Larry Connolly

Larry Connolly, FAIA
Principal

ARCHITECT SERVICES AGREEMENT

DATE: May 1, 2024

CLIENT: Steve Lewis, City Manager
City of Lockhart
308 West San Antonio Street
Lockhart, Texas 78644

PROJECT: Animal Shelter Upgrades
547 Old McMahan Trail
Lockhart, Texas 78644

Dear Mr. Lewis:

Connolly Architects & Consultants appreciate the opportunity to submit this proposal for professional services for the Animal Shelter Upgrades project. The following is a proposed scope of work:

A.	As-built drawings	$7,000.
	1. Existing kennel building (have originals)	
	2. Animal Intake Area (survey only)	
	3. Isolation Area (survey only)	
B.	Existing Animal Intake and Isolation Areas Remodeling Feasibility Assessment – on site with city staff to ensure consensus	$1,300.
C.	Shelter Master Plan (if necessary)	$5,700.
	1. Existing Administration/Cat and Kennel Building	
	2. New 51 Covered Kennels	
	3. New Intake Building (may be combined with new Isolation Building)	
	4. New Isolation Building	
D.	51 New Covered Kennels - 3,060 total sf (base bid)	$13,000.
	1. 6’ x 10’ concrete floor kennels	
	2. Kennel floors slope to trench drains	
	3. Robust wire mesh fencing and gates	
	4. Weatherproof canopies (add alternate)	
E.	Bidding & Negotiation	$3,000.
	1. Addenda	
	2. Answer Bidder questions	
F.	Contract Administration	$9,000.
	1. Three on-site visits	
	2. Four virtual progress meetings	
	3. Requests for Information	
	4. Cut Sheets	
	5. Submittals	
	6. Shop Drawings	
	TOTAL ARCHITECT FEE	$39,000.

NOT INCLUDED IN THE SCOPE OF WORK

A. Engineering
   1. Civil
   2. Structural
   3. Mechanical, Electrical & Plumbing
B. Site Survey update
C. Geotechnical Report
D. Contract Administration
   1. Applications for Payment review
   2. Certificates for Payment

The Scope of Work outlined above is based on the March 7, 2024, City of Lockhart Request for Qualifications *Animal Shelter Upgrades*, our April 17, 2024, response to the RFQ, conversations on site with Nikole Lockhard, the Shelter Supervisor on April 14, 2024, and a few teleconferences with Police Chief Gary Williamson. The project includes the required submittal and approval by the Texas State Department of Health Services. The benefit of the Master Plan is to locate the new Intake and Isolation areas so that utilities can be stubbed to those locations.

If the scope of work of the study clearly changes, work will not proceed without a change order to be executed by City of Lockhart based on the attached hourly rate. Billing statements will be issued at the end of the month according to the completed work based on the terms in this agreement

If these terms are acceptable, please sign in the space provided below and email one of them to us. Thank you again for the opportunity to work with you on this much-needed project.

Sincerely,

Larry Connolly, FAIA
President
Connolly Architects & Consultants

Steve Lewis
City Manager
City of Lockhart

RATE SCHEDULE

The following rate schedule will became effective January 1, 2024.

PRINCIPAL	$230.00/Hour
ARCHITECT 1	$200.00/Hour
ARCHITECT 2	$160.00/Hour
INTERN 1	$135.00/Hour
INTERN 2	$100.00/Hour

Reimbursable Expenses - Are in addition to the hourly rates above and include expenses incurred by the Architect and his employees and consultants in the interest of the Project, as identified in the following unless addressed in a flat fee:

Office photocopy reproduction 20 cents per sheet
Vehicle mileage per IRS guideline

Other reimbursables
Cost plus 10%
Consultants
Travel expenses
Postage
Freight
Commercial Reproduction
Model Making Materials
Purchases of equipment
Purchases of materials

Payments are due upon receipt. Amounts that are unpaid thirty (30) days after the invoice date shall bear interest at the rate of twelve percent (12%) per annum or one percent (1%) per month.

SUPPLEMENTAL CONDITIONS

Connelly Architects & Consultants ("Connelly") and the City of Lockhart ("Lockhart") (collectively "Parties") agree to these Supplemental Conditions to the Scope of Work as fully integrated terms of the agreement. The term of the Supplemental Conditions are as follows:

Indemnification. CONNELLY SHALL INDEMNIFY AND HOLD HARMLESS LOCKHART, AND/OR THEIR OFFICERS, AGENTS, EMPLOYEES, REPRESENTATIVES, CONTRACTORS, ASSIGNEES, AND/OR DESIGNEES FROM ANY AND ALL LIABILITY, ACTIONS, CLAIMS, DEMANDS, OR SUITS, AND ALL RELATED DAMAGES, COSTS, ATTORNEY FEES, AND EXPENSES TO THE EXTENT CAUSED BY, ARISING OUT OF, OR RESULTING FROM ANY ACTS OF NEGLIGENCE, INTENTIONAL TORTS, WILLFUL MISCONDUCT, PERSONAL INJURY OR DAMAGE TO PROPERTY, AND/OR OTHERWISE RELATED TO CONNELLY'S PERFORMANCE, AND/OR FAILURES TO PAY A SUBCONTRACTOR OR SUPPLIER BY CONNELLY OR ITS AGENTS, EMPLOYEES, SUBCONTRACTORS, ORDER FULFILLERS, CONSULTANTS UNDER CONTRACT TO CONNELLY, OR ANY OTHER ENTITY OVER WHICH CONNELLY EXERCISES CONTROL, OR SUPPLIERS OF SUBCONTRACTORS IN THE EXECUTION OR PERFORMANCE OF THE CONTRACT. CONNELLY AND LOCKHART AGREE TO FURNISH TIMELY WRITTEN NOTICE TO EACH OTHER OF ANY SUCH CLAIM.

Standard of Care. Pursuant to Section 2254.0031 of the Texas Government Code, which incorporates by reference Section 271.904(d) of the Texas Local Government Code, Connelly Architects & Consultants shall perform services (1) with professional skill and care ordinarily provided by competent engineers or architects practicing under the same or similar circumstances and professional license, and (2) as expeditiously as is prudent considering the ordinary professional skill and care of a competent engineer or architect.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discussion and consideration of proposal to assign a recently-annexed area to a City Council district and discuss Ordinance 2024-11, adopting revised City Council boundaries.

ORIGINATING DEPARTMENT AND CONTACT: Development Services - David Fowler

ACTION REQUESTED: Ordinance

BACKGROUND/SUMMARY/DISCUSSION: The subject property, approximately 53 acres located on the south and west frontages of FM 2001 north of SH 130, was annexed on January 18, 2024. This area has not yet been incorporated into one of the single member City Council districts. As the area is contiguous with Council District 2, that would be the most sensible Council district in which to place the property. As the parcel is the site of an industrial planned development district, no voters are expected to reside on the property, thereby leaving the population balance of the single member Council districts unchanged.

PROJECT SCHEDULE (if applicable): None.

FISCAL NOTE (if applicable): None

PREVIOUS COUNCIL ACTION: City Council annexed 53 acres located at 1925 FM 2001 on January 18, 2024.

COMMITTEE/BOARD/COMMISSION ACTION: none

STAFF RECOMMENDATION/REQUESTED MOTION: Approval of Ordinance 2024-11, assigning 53 acres located at 1925 FM 2001 to City Council District 2.

LIST OF SUPPORTING DOCUMENTS: Ord. 2024-11 Redistricting after annexation, Appendix A --Voting District Map updated 04-26-2024

ORDINANCE 2024-11

AN ORDINANCE OF THE CITY OF LOCKHART, TEXAS, APPROVING THE REDISTRICTING OF THE CITY'S SINGLE-MEMBER CITY COUNCIL DISTRICTS TO INCORPORATE A NEWLY ANNEXED AREA AND ESTABLISHING NEW DISTRICT BOUNDARY LINES FOR LOCKHART CITY ELECTIONS

WHEREAS, on January 18, 2024, the City of Lockhart added a new territory to its full-service jurisdiction through annexation, and,

WHEREAS, the newly annexed territory has not been assigned to a city council district; and,

WHEREAS, the City Council has considered the proposed redistricting plan at a City Council meeting and has allowed for public comments,

WHEREAS, the City Council finds that the attached city council district redistricting plan incorporates the newly-annexed area in the most practical manner possible, to create contiguous City Council districts,

WHEREAS, the City Council finds the attached City Council redistricting plan is in the best interest of the citizens of the City, complies with the adopted redistricting criteria and is believed to comply with all federal and state requirements, and

WHEREAS**,** the City's city limits are changed by the addition of the annexed area, including changing the exterior boundaries of City Council District 2, the boundaries of the City's single-member City Council districts need to be amended as necessary to incorporate the annexed area into the City and into the respective single-member city council district to which it is assigned;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS, THAT:

I. The foregoing recitals are approved and adopted herein for all purposes.

II. The existing single-member City Council district boundary lines for the City of Lockhart are hereby amended and the new districting plan depicted on the Redistricting Plan Map attached hereto as Exhibit A, defining new districts, is hereby adopted and designated to define the City's four single-member City Council districts from and after the Effective Date; and that the Redistricting Plan Map is incorporated by reference in and made a part of this Ordinance and shall be kept on file in the City Secretary's office.

III. The four single-member City Council districts shall consist of those Caldwell County voting precincts and are within the city limits, and the district boundaries are hereby amended and adopted as the new single-member City Council district boundaries as set out on the attached Redistricting Plan Map.

IV Assignment of annexed areas: The 53-acre property annexed January 18, 2024 is hereby assigned to District 2.

V. Repealer: That all other ordinances, sections, or parts of ordinances heretofore adopted by the City of Lockhart in conflict with the provisions set out above in this ordinance are hereby repealed or amended as indicated.

VI. Publication: That the City Secretary is directed to cause this ordinance caption to be published in a newspaper of general circulation according to law.

VII. Effective Date: That this ordinance shall become effective and be in full force immediately upon and from the date of its passage.

PASSED, APPROVED, AND ADOPTED AT A REGULAR MEETING OF THE LOCKHART CITY COUNCIL ON THIS THE 7th DAY OF MAY, 2024

CITY OF LOCKHART

_____

Lew White, Mayor

ATTEST:

_____

Julie Bowermon, City Secretary

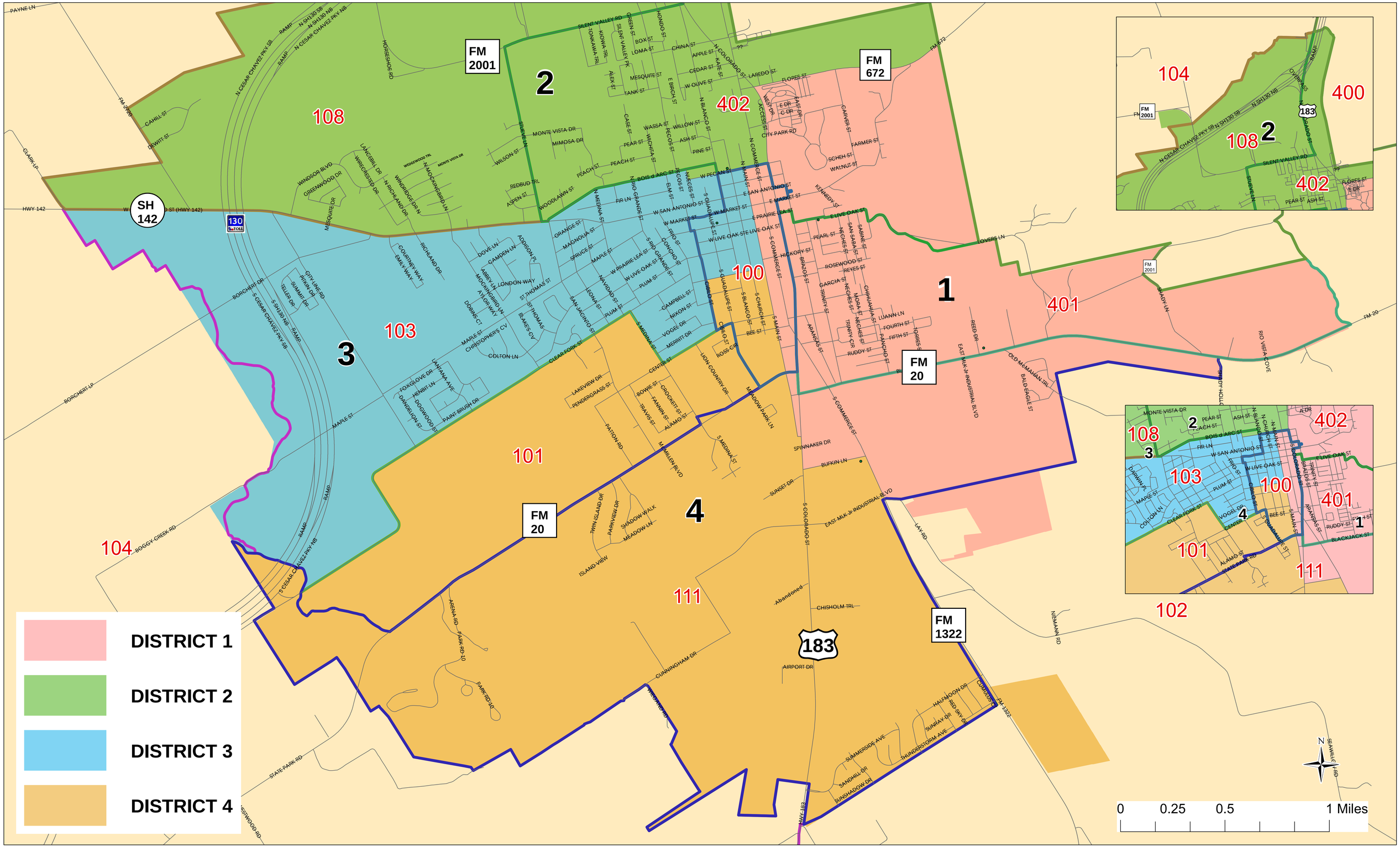
APPROVED AS TO FORM:

_____

Brad Bullock, City Attorney

APPENDIX A

REDISTRICTING PLAN MAP



CITY OF Lockhart TEXAS

VOTING DISTRICTS WITHIN CITY LIMITS

SOURCE: CALDWELL COUNTY APPRAISAL DISTRICT AND THE CITY OF LOCKHART

Updated February 21, 2023

This product is for informational purposes only and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the ground survey, and represents only the approximate relative location of property boundaries.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discussion and/or action to consider conducting a Feasibility Study regarding the implementation of a Railroad Quiet Zone in the city limits by TRC, Inc., approving a professional services agreement with TRC, Inc., and authorizing the City Manager to sign the agreement if approved.

ORIGINATING DEPARTMENT AND CONTACT: Public Works - Sean Kelley

ACTION REQUESTED: Award of Contract

BACKGROUND/SUMMARY/DISCUSSION: On April 16, staff presented information regarding the process of establishing railroad quiet zones, which locomotive horns are not required to routinely sound through-gate crossings, and the considerations needed to establish those zones. Staff was directed to bring back a proposal for a feasibility study that would investigate the existing condition of the six railroad crossings in town and determine necessary safety measures for the crossings that may be necessary to establish a railroad quiet zone.

The Railroad Quiet Zone Feasibility study will cover the following scope of work:

- Traffic Count Data Collection at the six railroad crossings
- Federal Railroad Administration coordination
- Produce conceptual exhibits of each crossing depicting improvements that will be presented to implement the quiet zone
- Analyze and determine the Quiet Zone Risk Index (QZRI) calculator based on newly collected data
- Develop a Opinion of Probable Construction Cost for safety improvements that would be necessary to implement a quiet zone

Upon completion of the Railroad Quiet Zone Feasibility Study, the City Engineer will present the findings from the report to City Council.

PROJECT SCHEDULE (if applicable): Four Months to Conduct the Feasibility Study

AMOUNT & SOURCE OF FUNDING:
Funds Required: $38,664.00
Account Number: 100-5633-903-00
Funds Available:
Account Name: Architectural & Engineering

FISCAL NOTE (if applicable):

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

PREVIOUS COUNCIL ACTION:

COMMITTEE/BOARD/COMMISSION ACTION:

STAFF RECOMMENDATION/REQUESTED MOTION: Staff recommends approval of the feasibility study proposal.

LIST OF SUPPORTING DOCUMENTS: Proposal-RRQZ-Final, Quiet Zone

505 East Huntland Dr
Suite 250
Austin, Texas 78752

T 512.454.8716
TRCcompanies.com
T.B.P.E. #F-8632

May 2, 2024

Mr. Steven Lewis, City Manager
City of Lockhart
P.O. Box 239
Lockhart, TX 78644

RE: Feasibility Study – Railroad Quiet Zones
Engineering Services Proposal

Dear Mr. Lewis:

At the City's request, TRC Engineers, Inc. (TRC) has prepared this proposal and scope of services for a Feasibility Study for the implementation of Railroad Quiet Zones (RRQZ). These services will be performed under the terms and conditions of our previously executed Master Services Agreement with the City of Lockhart.

TRC will perform the following Scope of Work:

SCOPE OF WORK

1) Traffic Count Data Collection

   Traffic count data updates will be needed as part of the implementation process of RRQZ. The following traffic count data will be collected: Bi-Directional Volume Counts (Average Daily Traffic) at each crossing for three (3) days (Tuesday, Wednesday, and Thursday). Crossing locations are as follows:

   - FM 2720 – northbound/southbound.
   - Stueve Lane – northbound/southbound.
   - N. Pecos – northbound/southbound.
   - N. Blanco – northbound/southbound.
   - N. Commerce – northbound/southbound.
   - E. Market – westbound/eastbound.

2) Feasibility Study Coordination and Supplemental Documentation

   - Agency Coordination: TRC will coordinate with Union Pacific Railroad (UPRR) and Federal Railroad Administration (FRA) representatives throughout the duration of the project to identify potential improvements required to establish RRQZ for the following locations:

     a) FM 2720 – northbound/southbound.

b) Stueve Lane - northbound/southbound.

c) N. Pecos - northbound/southbound.

d) N. Blanco - northbound/southbound.

e) N. Commerce - northbound/southbound.

f) E. Market – westbound/eastbound.

- Pre-Diagnostic Review Meeting (Virtual)

  TRC will prepare conceptual level exhibits for each crossing depicting the existing improvements that will be presented to implement the quiet zone. TRC will assist the City in scheduling the virtual Pre-Diagnostic review meeting with UPRR and Federal Railroad Administration (FRA) and submit the conceptual level exhibits to the Diagnostic Review Team (DRT) prior to the meeting.

  TRC will attend the virtual Pre-Diagnostic review meeting and take notes. TRC will distribute the notes to the DRT for review and incorporate comments received from the DRT.

- Diagnostic Review Meeting

  TRC will assist the City in scheduling the Diagnostic Review Meeting with UPRR and FRA. Up to two (2) TRC staff members will attend the in-field Diagnostic Review Meeting. The meeting is anticipated to take 1-day or less.

  TRC will prepare a sign-in sheet for the meeting and take notes. Notes will be compiled from DRT members and sent out in draft format for review. TRC will incorporate any edits to the notes received by the DRT and finalize and distribute the notes.

- Quite Zone Risk Index (QZRI) Analysis:

  Analyze and determine the QZRI calculator based on newly collected traffic data and implementation of planned improvements based on the Diagnostic Team's review to establish a quiet zone corridor that is below Risk Index with Horns (RIWH), including railroad inventory review.

- Conceptual Opinion of Probable Construction Cost (OPCC):

  Develop a conceptual OPCC based on diagnostic review meeting results and sketches developed for planned improvements to help assist the City with project funding planning.

DELIVERABLES

TRC will provide the following:

1) Feasibility study in the form of a report submitted electronically to the City summarizing TRC's findings.

2) Sketches for diagnostic team.

3) DRT meeting notes disseminated electronically to all parties requested.

4) Conceptual railroad crossing(s) exhibit(s).

5) Conceptual OPCC.

ASSUMPTIONS / EXCLUSIONS

TRC's price is subject to the schedule, assumptions, limitations, and exclusions specified below. Any changes to the scope, schedule, or assumptions could result in a change to the estimated price, which would be negotiated with and approved by the City prior to adjustment.

- No surveying will be performed for this project.
- No geotechnical investigation will be performed for the project.
- Environmental, cultural or historical studies are not included.
- Traffic study other than traffic collection as described above is not included.
- One (1) meeting will be held in a virtual setting with DRT.
- One (1) meeting will be held at the City with DRT.
- One (1) presentation of TRC's findings to City Council.
- This scope of work does not include design plans and/or construction phase administration.
- TRC does not control the cost of labor, materials, equipment or services furnished by others, methods of determining prices, or competitive bidding or market conditions, any opinions rendered as to costs, including but not limited to opinions as to the costs of construction and materials, shall be made on the basis of its experience and represent its judgment as an experienced and qualified professional, familiar with the industry.
- TRC cannot and does not guarantee that proposals, bids, or actual costs will not vary from its opinions of cost.
- It is anticipated that these services will take approximately four (4) months to complete after authorization by the City.

COMPENSATION FOR SERVICES

TRC Engineers, Inc. will provide the professional engineering services as outlined in the Scope of Work on a lump sum fee as follows:

Traffic Count Data Collection	$	5,940.00
Feasibility Study Coordination and Supplemental Documentation	$	32,724.00
Total (Lump Sum):	**$**	**38,664.00**

This lump sum fee includes labor and material costs associated with the Scope of Work identified above. TRC's lump sum fee above is based on a continuous flow of work. Any delays or restrictions beyond TRC's reasonable control, caused by customer not providing required information or not providing them in a timely manner may cause delays to the agreed upon schedule above.

Fees for services quoted in this proposal are valid for a period of time not to exceed 60 days from the date of this letter.

We appreciate the opportunity to assist with this project and are available to proceed immediately with your written approval. Please review this proposal and, upon acceptance, sign in the space provided below.

Sincerely,

William Wachel, PE, Vice President
Design Management Services – Central

05/02/2024
Date

Steven Lewis, City Manager
City of Lockhart

Date

Railroad Quiet Zone (RRQZ)

- What is a Railroad Quiet Zone?
- Railroad History
- Federal Railroad Administration
- Quiet Zone Establishment Process
- Examples of Supplementary Safety Measures
- Railroad Crossing Inventory within Lockhart City Limits
- Cost Considerations
- Potential Funding Opportunities
- Legal Considerations

What is a Railroad Quite Zone?

-A quiet zone is a section of the rail line that contains one or more consecutive public crossings in which locomotive horns are not routinely sounded.

-A quiet zone must be least ½ mile long.

-There must be no other crossings within 1/4 mile of the beginning and end of the quiet zone.

-Communities have the option to establish partial quiet zones restricting locomotive horn sounding during overnight hour's between 10:00 P.M. and 7:00 A.M.

Union Pacific Railroad Network in Texas

Figure A-3: UP Network and Subdivisions in Texas

Source: UP and HDR

Subdivision	Lockhart
Division	San Antonio
Owner	Union Pacific Railroad
Operator	Union Pacific Railroad
Subdivision Route / Mileage	Total 51.9 miles
FRA Track Class	Class 3
Track Configuration	Single main track with one passing siding
Maximum Authorized Speed Freight	40 mph
Maximum Authorized Speed Passenger	N/A
Wayside Signals	Automatic Block Signal System (ABS)
Method of Operation	ABS Track Warrant Control (TWC)
Maximum Allowable Gross Weight	286,000 lbs.
Clearances	Can accommodate double-stack intermodal equipment
Current Line Density (2017) in Annual Gross Tons per Mile (in Millions)	18-22 MGT
Average Number of Trains per Day	Unknown
Industrial Leads	N/A

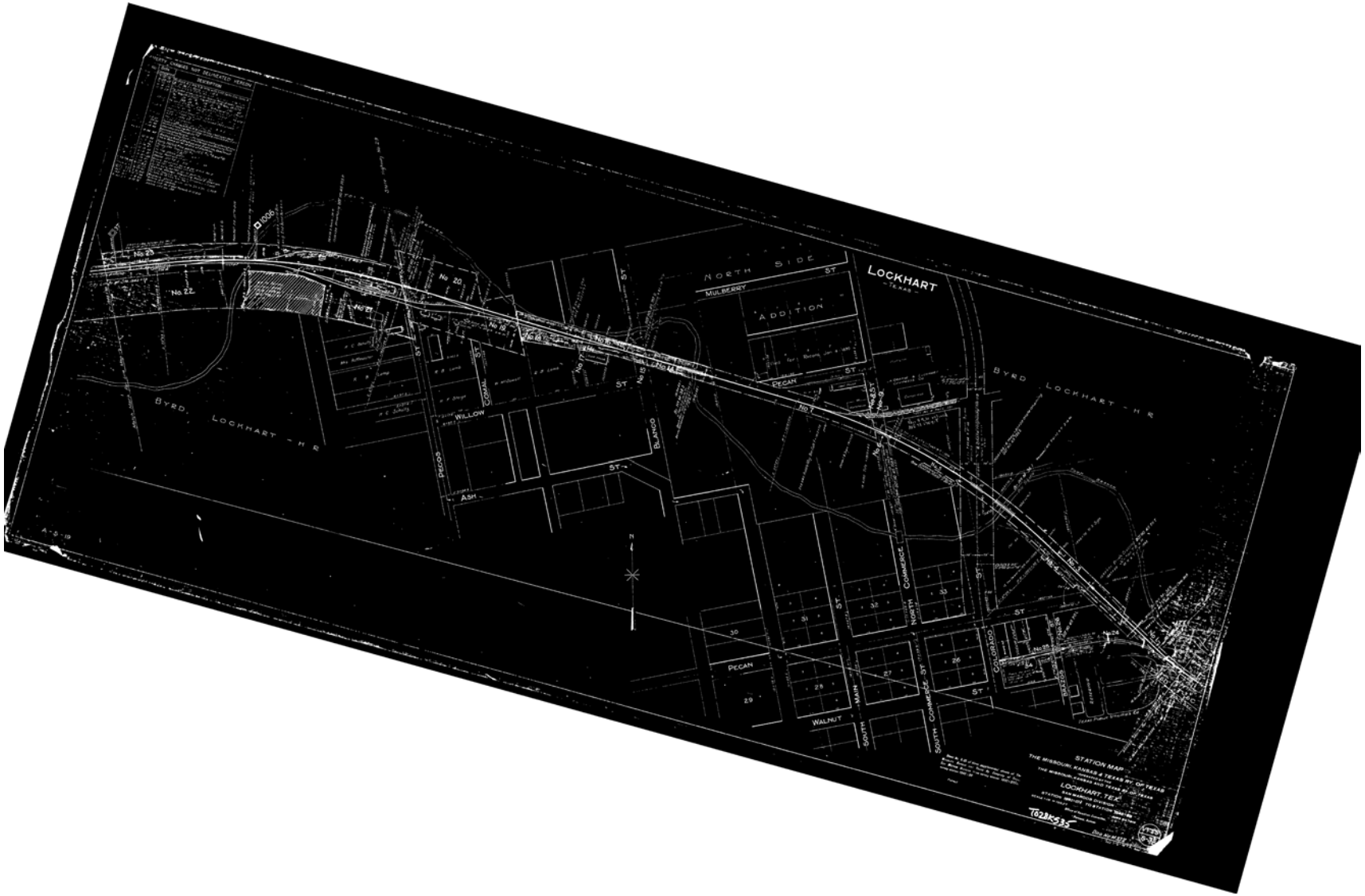
History

-The railroad has a long-standing history in the City of Lockhart. Some deeds dating back to 1887 or earlier.

- Union Pacific Railroad has ownership rights to the railroad in the City of Lockhart.

- Union Pacific has transportation routes spanning 31,900 miles.

-The railroad in Lockhart stretches from Katy to San Marcos down to San Antonio.



History (Cont.)

-Texas has 181 registered quiet zones across various railroads.

-The railroad in Lockhart traffic movements is an east-to-west direction only.

-The railroad through Lockhart see on average 5-10 trains in a 24-hour period and varies throughout the year (Luling averages 30+ trains/day).

-Top speed for locomotives in Lockhart is 40 mph .

Federal Railroad Administration

The Federal Railroad Administration (FRA) is committed to reducing the number of collisions at rail grade crossings.

The Train Horn Rule became effective on June 24, 2005, setting a national standard for sounding train horns at public highway-grade crossings to time based. The rule also established the criteria for establishing quiet zones.

Federal regulations require that locomotive horns begin sounding 15-20 seconds before entering public highway-rail grade crossings, no more than ¼ mile in advance.

Only public authorities, the governmental entity are responsible for traffic control or law-enforcement at the crossings, is permitted to create quite zones.

Quiet Zone Establishment Process

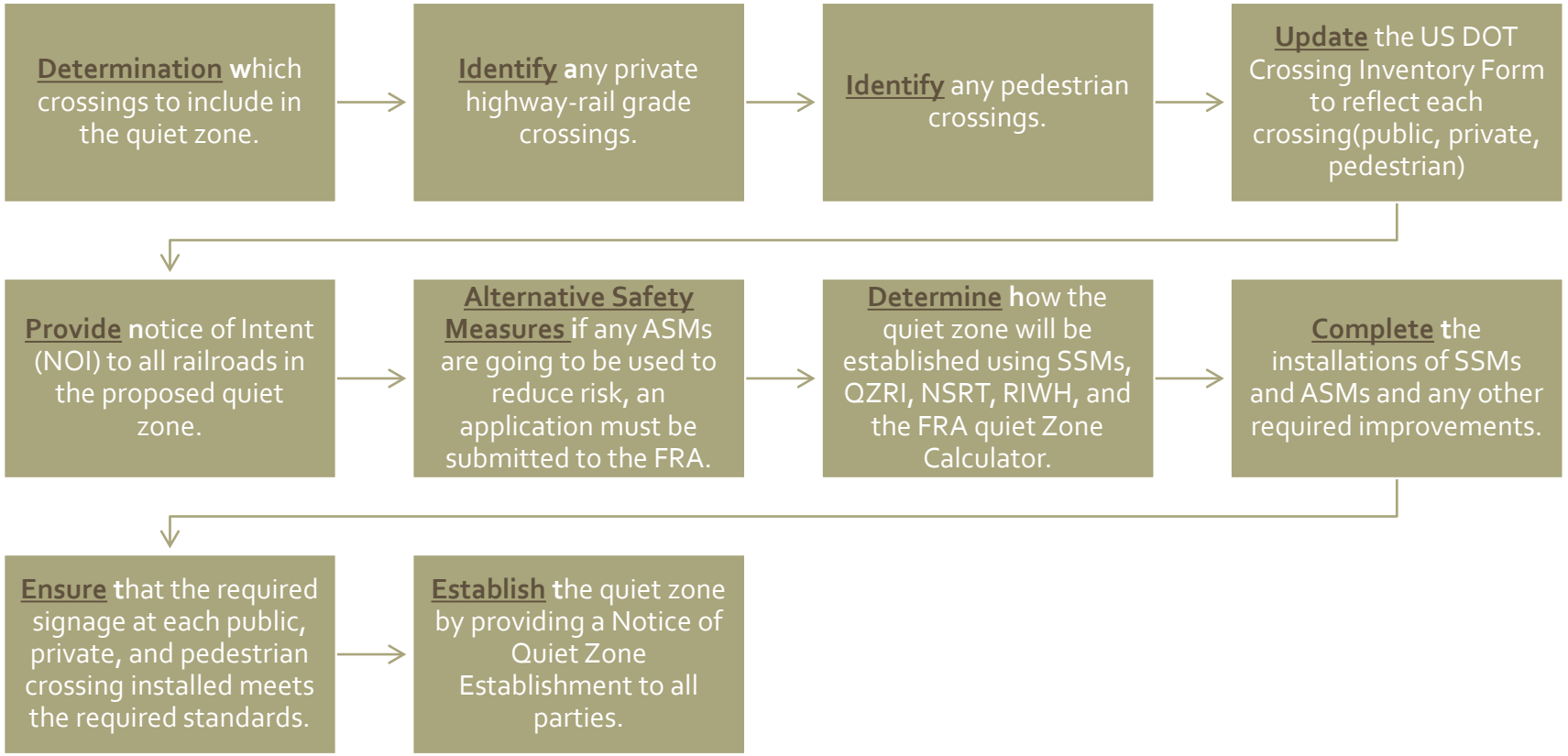
- Because the absence of routine horn sounding increases the risk of a collision, a public authority that desires to establish a quiet zone will be required to mitigate this additional risk.
- At a minimum, each public highway-crossing within a quiet zones must be equipped with active warning devices: flashing lights, gates, constant warning time devices and power out indicators.
- In a quiet zone engineers have no legal duty to sound the horn, but may exercise discretion during emergency situations (i.e. the presence of a vehicle or a person on the track).
- Under federal regulations, engineers must sound the horn to warn railroad maintenance employees or contractors working on the tracks.
- Horns are also blown at any upstream or downstream crossing that are not within the quiet zone.

Quiet Zone Establishment Process (Cont.)

- In order to create quiet zones, one of the following conditions must be met:
  - The Quiet Zones Risk Index (QZRI) is less than or equal to the National Significant Risk Threshold (NSRT) with or without additional safety measures such as Supplementary Safety Measures (SSMs) or Alternative Safety Measures (ASMs).
  - The QZRI is less than or equal to the Risk index with Horns (RIWH) with additional safety measures.
  - Install SSMs at every public-highway crossing. This is the best method to reduce risk in a proposed quiet zone and enhance safety.

Quiet Zone Establishment Process (Cont.)

Example of Steps taken to establish Quiet Zones



Examples of Supplementary Safety Measures (SSMs)

Crossing Closures

Gates with Channelization Devices

Four Quadrants Gate System

Gates with Medians

Alternative to Quiet Zones "Wayside Horns"

-Communities may choose to silence locomotive horns through the installation of wayside horns at each crossing as one substitute for train horns.

-Wayside horns are train-activated stationary acoustical devices directed at highway traffic.

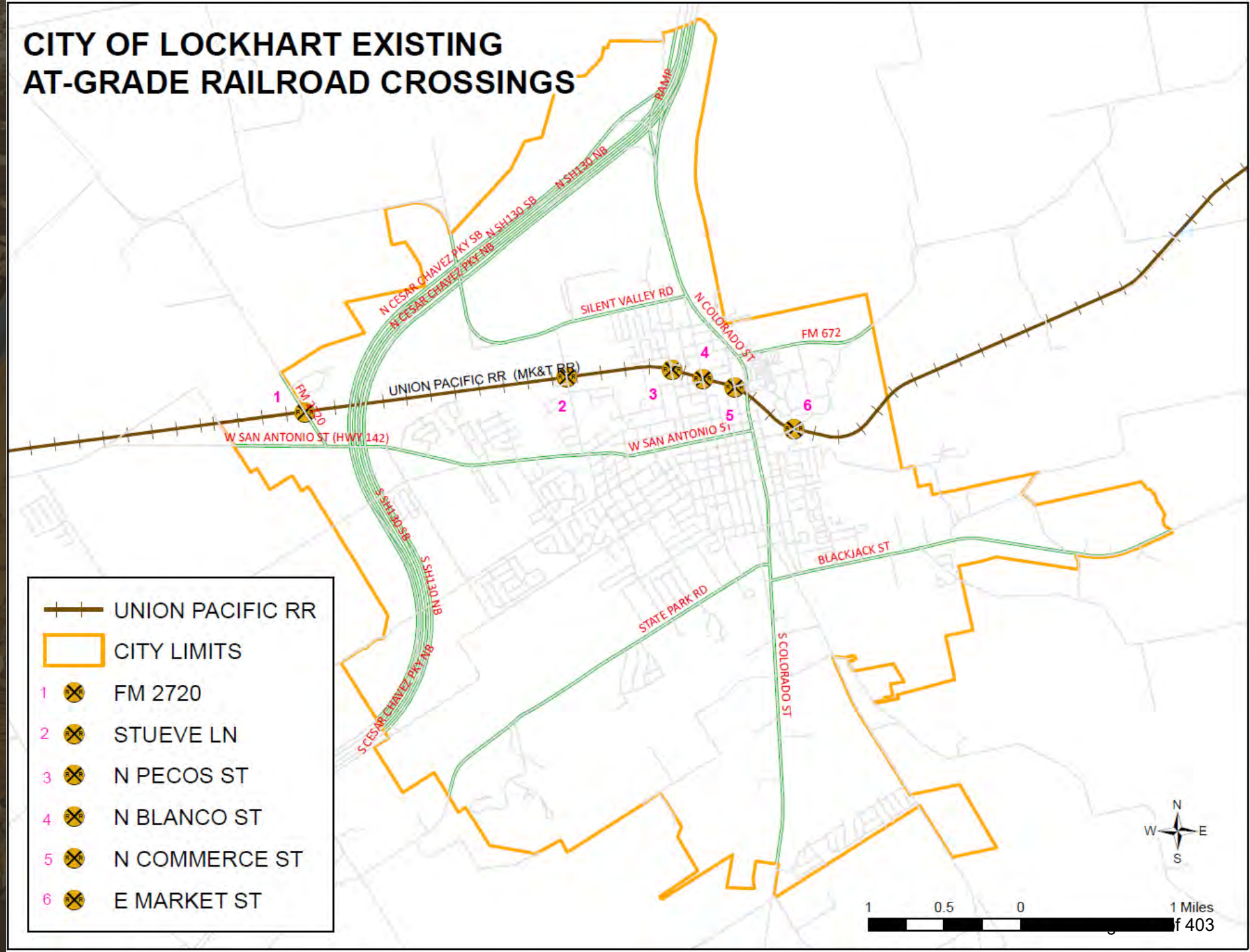
-The wayside horn is positioned at the crossing and will sound when the warning devices are activated.

-The sound is directed down the roadway, which greatly reduces the noise footprint of the audible warning.

-A wayside horn may be installed at highway-rail grade crossings that have flashing lights, gates, constant warning time devices (except in rare circumstances), and power out indicators.

-Use of wayside horns is not the same as establishing a quiet zone although they may be used within quiet zones.

Union Pacific Railroad within the City of Lockhart and Crossing Locations



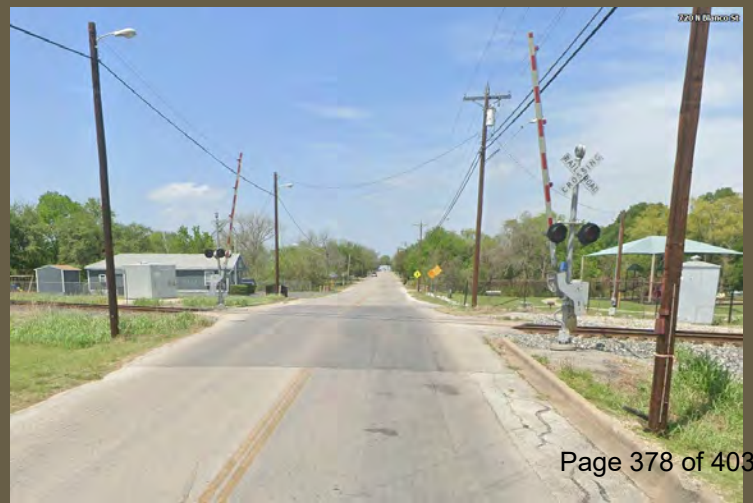
Public Railroad Crossings

-FM 2027- Two Gate System

-Stueve Lane- Two Gate System

-N. Pecos- Four Gate System with additional Railroad Spur

-N. Blanco- Two Gate System



Public Railroad Crossings (Cont.)

-N. Commerce- Two Gate System and Pedestrian Crossing

-E. Market- Three Gate System with Larrimore

-US183 – Overpass over the Railroad

Cost Considerations

- The enabling Federal statute did not provide funding for the establishment of quiet zones.
- Public authorities seeking to establish quiet zones should be prepared to finance the installation of SSMs and ASMs used. Costs can vary from $30,000 per crossing to more than $1 million depending on the number of crossings and the types of safety improvements required.

Potential Funding Opportunities

- Staff reviewed potential funding opportunities for Quiet Zones with a grant administrator.
- The **Consolidated Rail Infrastructure and Safety Improvements (CRISI) Program** appears to be the most viable option for future grant funding.
- The purpose of the program is to fund projects that improve the safety, efficiency, and/or reliability of intercity passenger and freight rail systems.
- Staff will continue to review the potential scope of a Quiet Zone project in consideration of the requirements for this grant funding opportunity.

Legal Considerations

- The courts will ultimately determine who will be held liable if a collision occurs at a grade crossing located within a quiet zone, based upon the facts of each case, as a collision may have been caused by factors other than the absence of an audible warning.
- FRA's rule is intended to remove failure to sound the horn as a cause of action in lawsuits involving collisions that have occurred at grade crossings within duly established quiet zones.

Comments

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

COUNCIL MEETING DATE: May 7, 2024

AGENDA ITEM CAPTION: Discussion and/or action regarding Ordinance 2024-12 amending portions of the personnel policy Section 4-7, to add Juneteenth as holiday for City employees.

ORIGINATING DEPARTMENT AND CONTACT: Administration - Steven Lewis

ACTION REQUESTED: Ordinance

BACKGROUND/SUMMARY/DISCUSSION: In 2021, Juneteenth became a federal holiday in the United States - the first to be approved since Martin Luther King Jr. Day in 1983. Junteenth, officially Juneteenth National Independence Day, is celebrated annually on June 19 to commemorate the ending of slavery.

Since the official federal holiday designation in 2021, several local and county governments have designated Juneteenth as a holiday within their organization. Of 73 Texas cities recently surveyed, 54 now observe Juneteenth as a holiday. The cities of Bastrop, Elgin, San Marcos and Kyle, as well as Caldwell County, have all designated Juneteenth as a holiday and close non-emergency business operations on June 19th each year. Over the past 3 years following the federal holiday designation, there has also been a growing interest among some City of Lockhart employees to also observe the new federal holiday.

Further, during the Evergreen 2020 City of Lockhart Classification and Compensation Study, Evergreen concluded that, at that time, the number of holidays Lockhart observed was similar to other peer cities. However, that study was completed prior to the 2021 designation of Juneteenth. Consequently, Lockhart now lags many surrounding peers that now observe Juneteenth.

If approved by City Council, City Offices would be closed on June 19th each year to provide employees with the opportunity to observe the federal holiday.

PROJECT SCHEDULE (if applicable): N/A

FISCAL NOTE (if applicable):

PREVIOUS COUNCIL ACTION: N/A

COMMITTEE/BOARD/COMMISSION ACTION: N/A

STAFF RECOMMENDATION/REQUESTED MOTION: Discretion of the Council.

City of Lockhart, Texas

Council Agenda Item
Cover Sheet

LIST OF SUPPORTING DOCUMENTS: ORD 2024-12 Juneteenth holiday, 2024 City Holiday Schedule, .

ORDINANCE 2024-12

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS AMENDING PORTIONS OF THE PERSONNEL POLICY SECTION 4-7, HOLIDAYS AND HOLIDAY PAY; PROVIDING A REPEALER; PROVIDING A SEVERABILITY CLAUSE; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, in 2021 Juneteenth was recognized as a federal holiday, when President Joe Biden signed the Juneteenth National Independence Day Act into law; and

WHEREAS, a review of the existing personnel policies demonstrates a need to update and amend specific sections to reflect events and circumstances.

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS, THAT:

I. Policy 4-7, Holidays and Holiday Pay, paragraph 1 is hereby amended to add:

June 19 – Juneteenth

II. Severability: If any provision, section, clause, sentence, or phrase of this ordinance is for any reason held to be unconstitutional, void, invalid, or un-enforced, the validity of the remainder of this ordinance or its application shall not be affected, it being the intent of the City Council in adopting and of the Mayor in approving this ordinance that no portion, provision, or regulation contained herein shall become inoperative or fail by way of reasons of any unconstitutionality or invalidity of any other portion, provision, or regulation.

III. Repealer: All other ordinances, section, or parts of ordinances heretofore adopted by the City of Lockhart in conflict with the provisions set out above in this ordinance are hereby repealed or amended as indicated.

IV. Publication: The City Secretary is directed to cause the caption of this ordinance to be published in a newspaper of general circulation according to law.

V. It is hereby officially found and determined that the meeting at which this ordinance was passed was open to the public as required by law.

VI. Effective Date: This ordinance shall become effective and be in full force upon passage.

PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF LOCKHART, TEXAS, ON THIS THE 7th DAY OF MAY, 2024.

CITY OF LOCKHART

_____
Lew White, Mayor

ATTEST:

_____
Julie Bowermon, City Secretary

APPROVED AS TO FORM:

_____
Brad Bullock, City Attorney

CITY OF
Lockhart
TEXAS

Holiday Schedule
Year 2024

Date	Day	Holiday Observed
January 1, 2024	Monday	New Year's Day
January 15, 2024	Monday	Martin Luther King Jr. Day
February 19 2024	Monday	President's Day
March 29, 2024	Friday	Good Friday
May 27, 2024	Monday	Memorial Day
July 4, 2024	Thursday	Independence Day
September 2, 2024	Monday	Labor Day
November 11, 2024	Monday	Veterans Day
November 28, 2024	Thursday	Thanksgiving Day
November 29, 2024	Friday	Day after Thanksgiving
December 24, 2024	Tuesday	Christmas Eve
December 25, 2024	Wednesday	Christmas Day

Personal Holiday Designated by Employee
(Must be used by 12/20/24)

Lockhart
TEXAS

2022-2023 Strategic Work Plan

The Strategic Planning Process

From January through April 2022, the City of Lockhart embarked on a strategic planning process to create strategic priorities for 2022-2023. The following is the process used to reach the conclusions for the plan:

The process kicked off with a preliminary Zoom between the City Manager, Steve Lewis, Mayor Lew White, and professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. The three met to review key issues facing the city, understand the programs and projects currently underway, and to prepare the process and format for the planning session.

On April 8, 2022, the City of Lockhart Management Team met at the Library for Part 1 of the Strategic Work Planning Session for 2022-2023.

On April 9, 2022, the City of Lockhart City Council and City Manager met at the Library for Part 2 of the Strategic Work Planning Session for 2022-2023.

Day One – Management Team

Day One began with City Manager Steve Lewis reviewing with the Management Team the City of Lockhart's accomplishments and success stories of 2021.

Following that, the City Manager and the facilitator shared some leadership concepts and considerations with the Lockhart Management Team. This led to some group discussions about the importance of continuous learning and leadership development.

The City Manager discussed with the participants that when goals are adopted by the City Council, they provide a positive impact for the Management Team in at least 4 different ways:

a) Direction is clearly set by City Council
b) Once that direction is established, differences can be discussed in a more open, less polarizing manner
c) Saves time in decision making on projects/programs
d) City Manager's recommendations can be better aligned with ultimate objectives

Mission of Lockhart Management Team

To promote and influence the alignment of organizational resources by focusing on:

a) Organizational planning and issues
b) Open communication with elected officials, staff, boards, commissions, and citizens
c) Ensuring City of Lockhart is a leader in Central Texas regarding issues with community relevance
d) Implementing programs that derive from the City Council and community's goals

Start – Stop – Continue

The facilitator then engaged the Management Team in a group exercise called *Start – Stop – Continue* which divides participants into small groups and has them offer feedback on what the City needs to start doing, stop doing, and continue doing.

These are individual manager recommendations and not necessarily agreed to by all managers or by City Council members. The responses are as follows:

Start

- Long-term capital planning
- Increasing non-emergency communications
- Administering annual customer service surveys that are statistically valid
- Developing recreation programs
- Indoor community recreation center
- City facilities and community infrastructure improvements
- New spaces for city facilities
- Modernize Human Resources policies including technology
- A vehicle acquisition fund
- Decreasing steps in the hiring process
- Staff planning for future growth
- Modernizing our contracts, best practices, attorney, etc. including reviewing for mutually beneficial language and avoiding one-sided contracts

Stop

- Ineffective/outdated contracts
- Thinking small
- Six-month probationary period for personnel
- Reconnecting customers after 10pm
- Providing free services (such as banners and road closures) and establish a fee schedule for these special requests
- Requiring utility inspections for every change of occupant

Continue

- Longevity pay
- Forward-looking planning for quality growth
- Law enforcement outreach with community
- Contracting (sending RFPs) for solid waste collection
- Supporting tourism
- Modernizing technology, e.g. paperless, Go Green
- Enhancing community investment
- Planning our wayfinding and signage
- Growing events that enhance overnight stays in Lockhart and maximize HOT $ collections
- Economic growth including considering developing a 4th industrial park
- Striving for improved customer service
- Community engagement including public open houses and social media

Next, the Management Team embarked on a discussion around the following topics which also included some departmental reports on the status of various projects:

- Growth Trends
- Land Development
- Economic Development
- Service Delivery
- Workforce Development
- Long Range Financial Outlook

Following those discussions, the facilitator led the Management Team through a discussion of what they each thought should be the 2022-2023 goals City Council would establish the following day. She recorded those recommendations, then the group reached consensus on what would be put forth to the Council to consider.

The final decisions for 2022-2023 were made by City Council the following day and are listed below.

Day Two – City Council

Day Two began with City Manager Steve Lewis reviewing with City Council the City of Lockhart's accomplishments and success stories of 2021.

Expectations – City Council

Following that, the facilitator asked City Council to share any expectations for the day. Responses were as follows:

- TxDOT – Wayfinding and Signage
- Summerside Subdivision turn lane and traffic light
- Urgent Care facility
- Comprehensive mental health care for first responders
- Keeping City Staff wages competitive
- Need for an Assistant City Manager
- Need for a grantwriter
- Regional animal shelter
- Next industrial park and/or property

The following is the City of Lockhart 2022-2023 Strategic Work Plan.

City of Lockhart Vision:

- To be a first-class community that has maintained its integrity and sense of community characterized by livable neighborhoods and quality schools.
- To be a City that focuses on family by ensuring quality recreational and cultural activities, services, housing, economic, and educational opportunities that promote a well-rounded productive member of the community.
- To be a City that is friendly to visitors and future residents with a spirit of fellowship and cooperation by accommodating their needs and recognizing the wealth in cultural, ethnic and age diversity.
- To be a City committed to sustainability by diligently balancing community needs with available resources and managing growth in a smart and fiscally responsible manner.
- To be a City that celebrates and embraces its long and rich history by reinvesting in neighborhoods, preserving areas and buildings of historic significance and returning the Central Business District to an economically viable and lively activity center.
- To be a City recognized for the quality of its built environment and the integration of the natural landscape throughout the community.
- To be a City that ensures a good balance between residential, commercial, industrial, and public/institutional uses supported by quality infrastructure and transportation systems.
- To be a City known for its innovative solutions to managing growth, progressiveness of City government, and responsiveness to the needs of citizens and businesses.

Source: Lockhart 2020 Comprehensive Plan

Goal #1: City Facilities

Goal #2: Human Resources/ Staffing

Goal #3: Parks & Recreation

Goal #4: Infrastructure

Goal #5: Modernization & Communications

Goal #6: Development & Quality of Life

Goal #7: Revenue Sustainability

2022-2023 Goals:

Each of the following seven goals is guided by the values of diversity and inclusion. Diversity and inclusion are a tapestry that is woven through every goal, every service, and every program.

Goal #1: City Facilities
To begin planning for new city facilities and offices.

Goal #2: Human Resources/Staffing
To enhance our HR services to ensure Lockhart remains a competitive employer.

Goal #3: Parks & Recreation
To develop the Parks & Recreation program and services.

Goal #4: Infrastructure
To enhance physical infrastructure and branded wayfinding throughout Lockhart.

Goal #5: Modernization & Communications
To modernize our in-house and online technology, systems, and communications to serve residents more efficiently and tell the Lockhart story.

Goal #6: Development & Quality of Life
To continually improve the quality of life and employment opportunities of the people of Lockhart.

Goal #7: Revenue Sustainability
To ensure the long-term financial health and sustainability of the City of Lockhart.

Goal #1: City Facilities

To begin planning for new city facilities and offices.

1.1 Consider which facilities improvements should be funded by certificates of obligation vs. bonds
1.2 Begin plans to replace/update City Hall
1.3 Begin plans to replace/update Police/Fire/Training facilities
1.4 Begin plans to replace/update Maintenance/City Barn Utilities
1.5 Reclaim old space at the hospital
1.6 Lease additional space at the EDC building
1.7 Conduct a Facilities Study with architects and engineers
1.8 Consider Airport improvements (TxDOT Aviation) in the study

Goal #2: Human Resources/Staffing

To enhance our HR services to ensure Lockhart remains a competitive employer.

2.1 Hire ACM (Assistant City Manager) immediately
2.2 Hire City Manager Support Staff (Executive Assistant or Administrative Assistant)
2.3 Once new ACM is hired, assign him/her with developing a Staffing Plan
2.4 Once new ACM is hired, assign him/her with developing a Succession Plan
2.5 Consider adding additional staff city-wide as needed
2.6 Retain law enforcement officers by ensuring compensation competitiveness
2.7 Implement a formal EAP (Employee Assistance Program)
2.8 Secure a grantwriter (explore opportunities for hiring one vs. contractor)

Goal #3: Parks & Recreation

To develop the Parks & Recreation program and services.

3.1 Develop adult and youth programming that utilize existing facilities
3.2 Conduct successful outreach to sports leagues across Texas and neighboring states
3.3 Consider new Parks & Rec facilities such as pickleball, volleyball, and frisbee golf
3.4 Plan for and implement safety improvements of existing facilities
3.5 Plan for and implement aesthetic improvements of existing facilities
3.6 City Council requests to meet with Parks & Rec Director and City Manager to discuss ideas and brainstorm next steps in the Parks Plan including:
- Work session, then tour Parks facilities with Parks & Rec Director
- Discuss short-term vs. long-term Parks & Rec needs
- Develop plan to survey citizens including bond exploration

Goal #4: Infrastructure

To enhance physical infrastructure and branded wayfinding throughout Lockhart.

4.1 Conduct public open houses to determine public wishes for Downtown
4.2 Council to approve a final Downtown Conceptual Design and authorize staff to implement
4.3 Consider an additional commercial district with retail and mixed-use offerings
4.4 Issue the RFP for a Comprehensive Plan update (hire firm by January 2023, then CIP (capital improvement plan) to follow
4.5 Explore downtown WiFi options including geofencing

Goal #5: Modernization & Communications

To modernize our in-house and online technology, systems, and communications to serve residents more efficiently and tell the Lockhart story.

5.1 PIO (Public Information Officer) to secure proposals for a new website design including:
- Online forms and application portals (permitting, employment, variance requests, etc.)
- Must be mobile responsive platform
- Ensure ease of use and innovative utility of site
- Include a portal to the Lockhart Economic Development Corporation website

5.2 Hire a consultant to 1) build a survey to ask the public what information they seek to find on the City of Lockhart website and 2) compare Lockhart website to other communities with high utilization of an innovative website

5.3 Streamline application processes of permits, developer proposals, engineering, employment, etc. to be placed on website (see 5.1)

5.4 Verify internet access at all City facilities

Goal #6: Development & Quality of Life

To continually improve the quality of life and employment opportunities of the people of Lockhart.

6.1 Consider proposed sidewalk ordinance
6.2 Facilitate/incentivize more housing options including:
- Rental housing options
- Workforce housing options
- Higher-income housing
- Infill/revitalized housing within centers of commerce (existing or planned)
- Senior/retiree housing

6.3 Continue to promote family-friendly events in Downtown
6.4 Encourage higher development standards (within state legislature contraints) to research modernization techniques and make recommendations to City Manager for consideration
6.5 Continue to implement Animal Control Audit recommendations
6.6 Continue to provide concerts on the square

Goal #7: Revenue Sustainability

To ensure the long-term financial health and sustainability of the City of Lockhart.

7.1 Explore and increase film production permitting fees
7.2 Create and implement fees for banners, road closures, event special requests
7.3 Use grantwriter (see 2.8) to find and write grants that benefit the City of Lockhart and its residents
7.4 Conduct discussions between City Council and Staff regarding which items can/should be funded by certificates of obligation vs. bonds
7.5 Update/increase construction permit fees and impact fees
7.6 Explore a bond vote for the items proposed by Parks & Rec and Council from Goal #3
7.7 Explore the concept of a Community Foundation with community benefactor options including other communities who have successfully created and implemented a Community Foundation

City of Lockhart Leadership

The 2022 City Council and Management Team participating:

City Council:

Lew White, Mayor
Angie Gonzales-Sanchez, Mayor Pro-Tem
Brad Westmoreland, Councilmember At-Large
Juan Mendoza, Councilmember District 1
David Bryant, Councilmember District 2
Kara McGregor, Councilmember District 3
Jeffry Michelson, Councilmember District 4

Management Team:

Steve Lewis, City Manager
Julie Bowermon, Director of Human Resources
Connie Constancio, City Secretary
Travis Hughes, Director of Parks & Recreation
Randy Jenkins, Fire Chief
Mike Kamerlander, Economic Development Director
Sean Kelley, Public Works Director
Pam Larison, Director of Finance
Bobby Leos, Electric Superintendent
Victoria Maranan, Public Information Officer
Bertha Martinez, Director of Library Services
Ernest Pedraza, Chief of Police

Facilitated by Opportunity Strategies LLC

Lockhart
TEXAS

City of Lockhart

2020-2021 Strategic Priorities

Prepared by:

Opportunity Strategies LLC