



College Station, TX

Meeting Agenda Tourism Committee

1101 Texas Ave, College Station, TX 77840

Internet: www.microsoft.com/microsoft-teams/join-a-meeting

Meeting ID: 241 406 718 727 3 / Passcode: jM3dF3bn

Phone: 979-431-4880 / Phone Conference ID 833 345 516#

The City Council may or may not attend this meeting.

March 4, 2026

3:00 PM

**City Hall Bush 4141 Community
Room**

1. Call to order and introductions.

2. Hear Visitors.

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record.

3. Consent Agenda.

Presentation, discussion, and possible action on consent items which consist of ministerial or "housekeeping" items as allowed by law. A member may request additional information at this time. Any member may remove an item from Consent for discussion or a separate vote.

3.1. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Capstone Design Conference.

Sponsors: Jo Beth Wolfe

Attachments: 1. HOT Grants Summary 3.4.26
2. 2026 Capstone Design ConferencePacket

3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 IEEE SmartGridCom Conference.

Sponsors: Jo Beth Wolfe

Attachments: 1. 2026 IEEE SmartGridCom ConferencePacket

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Campus Fire and Life Safety Forum.

Sponsors: Jo Beth Wolfe

Attachments: 1. Campus Fire and Life Safety Forum 2026Packet

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 SEC Recreation Summit.

Sponsors: Jo Beth Wolfe

Attachments: 1. 2026 SEC Recreation SummitPacket

4. Agenda Items.

4.1. Presentation, discussion, and possible action on FY27 Budget Requests.

March 4, 2026
Item No. 3.1.
Capstone Design Conference HOT Grant

Sponsor: Jo Beth Wolfe

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Capstone Design Conference.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached applications and staff evaluations.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. HOT Grants Summary 3.4.26
2. 2026 Capstone Design ConferencePacket

HOT Grants Executive Summary

Page: 5

Room Nights: 350

Group name: 2026 Capstone Design Conference

Total Direct Economic Impact: \$91,801.67

HOT Economic Impact: \$2,421.38

Dates: 06/01/26 – 06/03/26

Total Recommended Amount: \$10,000

Attendees: 210

Page: 16

Room Nights: 250

Group name: 2026 IEEE SmartGrideCom Conference

Total Direct Economic Impact: \$165,533.11

HOT Economic Impact: \$5,361.33

Dates: 10/26/26 – 10/29/26

Total Recommended Amount: \$5,000

Attendees: 150

Page: 25

Room Nights: 205

Group name: 2026 Campus Fire and Life Safety Forum

Total Direct Economic Impact: \$93,365.63

HOT Economic Impact: \$2,841.12

Dates: 11/09/26 – 11/12/26

Total Recommended Amount: \$5,000

Attendees: 100

Page: 42

Room Nights: 435

Group name: 2026 SEC Recreation Summit

Total Direct Economic Impact: \$167,381.73

HOT Economic Impact: \$5,855.85

Dates: 05/26/26 – 05/29/26

Total Recommended Amount: \$10,000

Attendees: 250

FY26 HOT Grants	
Budget	\$943,860
Actual	\$183,350
Encumbered	\$310,400
Remaining	\$450,110

2026 Capstone Design Conference

*College Station Event Funding- Tourism
Committee Approval*

Texas A&M Mechanical Engineering

Christina Aranda
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College Station, TX 77843

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F: TEES / MEEN

Joanna Tsenn

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Evaluation Form

Event Name

2026 Capstone Design Conference

Number of Room Nights*

350

Number of Attendees*

210

Max Amount of Funding per Guidelines*

\$10,000.00

Staff Recommended Amount*

\$10,000.00

Anything else that would help evaluation of this grant?

Based on the new, weekday business connected to Texas A&M Engineering, staff recommends \$10,000 for 350 room nights.

Application Form

Event or Expenditure Description

Event Name*

2026 Capstone Design Conference

Event Website

Website where event information (details, registration, etc.) may be found.

<https://sites.google.com/tamu.edu/capstone26/home>

Event Type*

Select the type that best fits your event.

Business Meeting

Event Start Date*

The date the event is scheduled to begin.

06/01/2026

Event End Date*

The date the event is scheduled to end.

06/03/2026

Event Description*

Detailed description of the event.

This highly interactive conference continues the tradition established in previous years and provides a forum for anyone involved in capstone courses to share ideas for starting or improving such programs. The conference includes interactive panel sessions, poster presentations, workshops, and a variety of exhibitors. In addition, there will be ample opportunities for networking with other attendees.

This year, the conference will be held on the campus of Texas A&M University in College Station, TX. Faculty, staff, students, and industry representatives are encouraged to attend and share their perspectives, experiences, and insights.

Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

CDC24-Full_Schedule.pdf

Host Venue/Facility*

Primary location where event will be held in College Station.

Zachry Engineering Education Complex

Total number of hotel room nights expected?*

Sum of all hotel rooms over the course of the event.

350

Nights Hotel Rooms are Needed*

Select the days of the week hotel rooms will be needed for attendees.

Sunday

Monday

Tuesday

List host hotel or hotels that currently have a block of rooms for this event:*

List the *College Station* hotels currently holding a contracted room block for the event.

Cavalry Court and The George. Each hotel currently has a 40-room block for 3 nights (120 room nights/hotel).

Tracking Out-of-town guests*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

All attendees must register with their name and organization. We will be able to identify which attendees are part of a local organization (like Texas A&M University) and which ones are tourists. In addition, we will include a survey at check-in asking for hotel information and home zip code.

Events without Spectators

Number of expected attendees/participants:*

210

Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

92

Funding Agreement Acknowledgement

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

Entity Name (As it appears on line 1 of W9 form)*

Texas A&M Engineering Experiment Station

Applicant Name*

By entering your name you are agreeing to the above statement.

Joanna Tsenn

Date*

01/26/2026

Contract Signatory

Contract Signatory Name*

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Joanna Tsenn

Contract Signatory Email*

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

joanna.tsenn@tamu.edu

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$10,000.00

Grant Dependent*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

Fund Expenditures*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

The HOT Stimulus Funds would be used to purchase food and non-alcoholic beverages from local College Station vendors for conference attendees.

List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

The primary financial support for the conference will come from attendee registration fees. We have also secured three sponsors (CapSource, EduSourced, and SICK) at \$1,800 each. We hope to receive additional sponsorships from other engineering education resource organizations, but we do not have any at this time.

Referral

We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.

Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We host one conference every other year and try to rotate host institutions. However, we would be open to coming back to College Station in the future.

Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

I assume the other engineering education conferences and events have worked with you in the past, including ASEE, ASEE GSW, FIE, and the Texas A&M College of Engineering Project Showcase.

File Attachment Summary

Applicant File Uploads

- CDC24-Full_Schedule.pdf

Start	End	Sunday, June 2, 2024			
5:00 PM	7:00 PM	Registration and Welcome Reception (ZEC 1st Floor Atrium)			

Start	End	Monday, June 3, 2024					
7:30 AM	8:30 AM	Registration/Breakfast (Student Union Pilot Ballroom A & B)					
8:30 AM	9:00 AM	Session	Opening Session				
		Facilitators	Conference Co-Chairs				
		Room	Student Union Pilot Ballroom A & B				
9:00 AM	10:00 AM	Session	Plenary Panel on AI in Capstone Design				
		Facilitators	Barbie Bigelow, CEO of Emerald Growth Partners				
		Panelists	Mariano Phielipp (Intel Labs), David Matthews (UTK–Architecture), Haochen Li (UTK-Civil), Edward Magee (Belmont University)				
		Room	Student Union Pilot Ballroom A & B				
10:00 AM	10:30 AM	Break					
10:30 AM	12:00 PM	Session	Panel 1A	Panel 1B	Panel 1C	Panel 1D	Student Session 1
		Title	International Collaboration	Managing large capstone classes	Capstone 101 (targeted for new instructors and those developing their programs)	Professional Skills & Communication	New Job On-Boarding
		Facilitator	Regina Hannemann	Steve Zahos	Elizabeth DeBartolo	Bridget Smyser	UTK Engineering Professional Practice Office
		Panelists	Tim Guggisberg, Nicole Pitterson, Reid Bailey, Lisa Barrager	Todd Polk, Lous Taborda, Rachana Gupta	Robert Hart, Jordan Levy, Susannah Howe	Cassie Bowman, Joanna Tsenn, Eli Patten	
		Room	SU 262A	SU 262BC	SU 362BC	Student Union Ballroom C	Student Union 362A
12:00 PM	12:30 PM	Break					
12:30 PM	2:00 PM	Session	Keynote Lunch				
		Facilitators	Conference Co-Chairs				
		Speaker	Eric Zeanah, President/Owner, American Accessories International, LLC				
		Room	Student Union Pilot Ballroom A & B				
2:00 PM	2:30 PM	Break - Transition to ZEC					
2:30 PM	4:00 PM	Session	Panel 2A	Panel 2B	Panel 2C	Panel 2D	Student Session 2
		Title	Teamwork and Team Formation	Using Reflection in Capstone Design	Multidisciplinary Capstone	Industrial Sponsors and Sponsor-Student Relations	Student Video on Capstone Experiences led by Spencer Villareal
		Facilitator	Susan Sajadi	Elizabeth DeBartolo	Jay Goldberg	Louis Taborda	
		Panelists	Mitchell Gerhardt, Sarah Oman, William Eberle	Julie Ford, Hugh McManus, Annie Abell	Megan Conrad, Matthew Turner, Kristina Kennedy	Hamid Rad, Wade O O Troxel, Rachael Brown	ZEC 258
Room	ZEC 270/278	ZEC 271/277	ZEC 370/378	ZEC 371/377			
4:00 PM	4:30 PM	Break					
4:30 PM	6:00 PM	Session	Poster Session 1				
		Room	ZEC 170/171/177/178				
6:00 PM	7:30 PM	News & Brews (ZEC Ground Floor Atrium, First-Year Design Studio, Kao ICS, and South Plaza) Axe Throwing!!					

Start	End	Tuesday, June 4, 2024				
7:00 AM	8:30 AM	Registration (ZEC 1st Floor Atrium) / Breakfast (ZEC Ground Floor Atrium & First-Year Design Studio)				
8:30 AM	10:00 AM	Session	Workshop 2A		Student Make and Take Tom Duong, Michael Allen, Jeff Foote ZEC G166	
		Title	KEEN/Engineering Unleashed			
		Facilitator(s)	A. L. Ranen McLanahan (The Kern Family Foundation), Dr. Jessica Fick (UW-Platteville)			
		Room	ZEC 270/278			
10:00 AM	10:30 AM	Break				
10:30 AM	12:00 PM	Session	Workshop 3A	Workshop 3B	UTK Campus Tour (meet at ZEC Ground Floor Lobby) or Tickle Engineering College Tour (meet at ZEC Ground Floor Lobby) Off-campus tours to MDF or ORNL (meet at ZEC South Side Plaza) Buses depart at 7:30	
		Title	Systems Engineering Research Center (SERC) and the Acquisition Innovation Research Center (AIRC) -- Two Sources for Capstone Design Projects with US Government Customers	Enhancing University Capstone Projects through Model-Based Design with MATLAB & Simulink		
		Facilitator(s)	CAPT William Shepherd (USN ret), Michael DeLorme, Col. Ken Cameron	Ahmed Mekky (MathWorks)		
		Room	ZEC 270/278	ZEC 271/277		
12:00 PM	1:30 PM	Session	Birds of a Feather Lunch			
		Room	Pick up box lunches in ZEC Ground Floor Atrium - See Conference App for room assignments (all in ZEC)			
1:30 PM	2:00 PM	Break				
2:00 PM	3:30 PM	Session	Panel 3A	Panel 3B	Panel 3C	Panel 3D
		Title	Evaluation and Grading of Capstone Projects	Supporting Underrepresented Students in Capstone	Capstone 201 - Tweaking an existing course & rolling out changes	Student Voices
		Facilitator	John Estell	Sarah Oman	Todd Polk	Susannah Howe
		Panelists	Meg Harkins, Jim Hartman, Tiffany Ling	Bridget Smyser, Lori Houghtalen, Marie Paretti	Kris Jaeger-Helton, Vito Moreno, John Parmigiani, Robin Ott	Deangelo Maestas, Crystal Goecke, Grace Newman, Luc Boswell
Room	ZEC 270/278	ZEC 271/277	ZEC 370/378	ZEC 371/377		
3:30 PM	4:00 PM	Break				
4:00 PM	5:30 PM	Session	Poster Session 2			
		Room	ZEC 170/171/177/178			
5:30 PM	6:00 PM	Break Pick up box dinners in ZEC 4th Floor Atrium				
6:00 PM	7:30 PM	Session	Workshop 4A	Workshop 4B	Workshop 4C	6 Workshops to choose from!
		Title	Ethical Review: Incorporating Ethics Toolkits into Computer Science and Software Engineering Capstones	Using Generative AI to Optimize the Performance Feedback Process and Enhance the Development of Teamwork Behaviors in Capstone Engineering Students	Agile in the Classroom	
		Facilitator(s)	Matthew Bietz, Hadar Ziv	Susan Sajadi, Mark Huerta, Marie Paretti, Robin Ott	Emily Larsen, Darin Aaby	
		Room	ZEC 378	ZEC 271/277	ZEC 370	
		Session	Workshop 4D	Workshop 4E	Workshop 4F	
		Title	Design Signatures in the Wild: Making the Invisible Visible	Improving Teamwork Skills of Undergraduate Engineering Students	Using Pro-Forma Financials to Assess Financial Viability of Engineering Design Projects	
Facilitator(s)	Susannah Howe, Eli Patten, Reid Bailey, Micah Lande	Carlos Corleto, Joanna Tsenn, Jonathan Weaver-Rosen, Mohammad Waqar-	Megan Conrad, Nassif Rayess, Molly Laird, Mary McCall			
Room	ZEC 377	ZEC 270/278	ZEC 371			
7:30 PM	9:30 PM	Dessert Social (ZEC North Plaza)				

Start	End	Wednesday, June 5, 2024				
6:30 AM	7:30 AM		Campus Walk/Run Meet at ZEC First Floor Lobby			
7:30 AM	9:00 AM		Breakfast (ZEC Ground Floor Atrium & First-Year Design Studio)			
9:00 AM	10:30 AM	Session	Panel 4A	Panel 4B	Panel 4C	Panel 4D
		Title	Capstone Without Prototypes	Entrepreneurship in Capstone Design	Managing Conflict	AI & ChatGPT in Capstone
		Facilitator	Kris Jaeger-Helton	Brian Sylcott	Bridget Smyser	Saad Saleh
		Panelists	Michelle Stallard, Jon Loftin, Aaron Rubin, Hadar Ziv	Matthew Swenson, Bob Rhodes, Brady Davies	Nathan Kathir, Hana Mori, Denny Davis	Elizabeth DeBartolo, Bryan Muñoz Morazan, Matthew Bietz
		Room	ZEC 270/278	ZEC 271/277	ZEC 370/378	ZEC 371/377
10:30 AM	11:00 AM		Break			
11:00 AM	12:30 PM	Session	Panel 5A	Panel 5B	Panel 5C	Panel 5D
		Title	Nifty Ideas and Surprising Flops	Working with Military Clients	Different Course Structures in Capstone	Capstone and ABET
		Facilitator	Susannah Howe	Matthew Swenson	Bridget Smyser	Nathan Kathir
		Panelists	TBD	Michael DeLorme, William Shepherd, Kenneth Cameron, Sarah Manes	Emily Larsen, Kannathal Natarajan, Micha Lande	John Estell, Joshua Gargac, Todd Schweisinger, Liesl Klein
		Room	ZEC 270/278	ZEC 271/277	ZEC 370/378	ZEC 371/377
12:30 PM	1:00 PM		Break			
1:00 PM	2:15 PM	Session	Closing Lunch			
		Facilitator	Conference Co-Chairs			
		Room	ZEC Ground Floor Atrium & First-Year Design Studio			

March 4, 2026
Item No. 3.2.
IEEE SmartGridCom Conference HOT Grant

Sponsor: Jo Beth Wolfe

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 IEEE SmartGridCom Conference.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached applications and staff evaluations.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. 2026 IEEE SmartGridCom ConferencePacket

2026 IEEE SmartGridCom Conference

*College Station Event Funding- Tourism
Committee Approval*

Institute of Electrical and Electronics Engineers, Inc.

Bruce Worthman
445 Hoes Lane
Piscataway, NJ 08854

O: 917-275-3391

Melissa Torres

445 Hoes Lane
Piscataway, NJ 08854

m.a.torres@comsoc.org
O: 917-275-3391

Evaluation Form

Event Name

2026 IEEE SmartGridCom Conference

Number of Room Nights*

250

Number of Attendees*

150

Max Amount of Funding per Guidelines*

\$5,000.00

Staff Recommended Amount*

\$5,000.00

Anything else that would help evaluation of this grant?

This international conference will bring high value visitors to our community, based on bringing 250 weekday room nights to College Station, to continue to build our relationship with College of Engineering, staff recommends a \$5,000 grant.

Application Form

Event or Expenditure Description

Event Name*

2026 IEEE SmartGridCom Conference

Event Website

Website where event information (details, registration, etc.) may be found.

<https://sgc2026.ieee-smartgridcomm.org/>

Event Type*

Select the type that best fits your event.

Convention

Event Start Date*

The date the event is scheduled to begin.

10/26/2026

Event End Date*

The date the event is scheduled to end.

10/29/2026

Event Description*

Detailed description of the event.

IEEE International Conference on Communications, Control, and Computing Technologies for Smart Grids (SmartGridComm) focuses on all communications aspects related to the Smart Grid initiative, an initiative aimed at modernizing and optimizing the power grid to make it more reliable, efficient, secure, and environmentally neutral. Key topics include data analytics, privacy and security, control and operations, communications and networking, and power line communications.

The conference features symposia on enabling two-way energy and information flow, faster fault isolation and power outage restoration, renewable energy integration, and consumer energy optimization tools.

Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

Host Venue/Facility*

Primary location where event will be held in College Station.

A&M University

Total number of hotel room nights expected?*

Sum of all hotel rooms over the course of the event.

200

Nights Hotel Rooms are Needed*

Select the days of the week hotel rooms will be needed for attendees.

Sunday

Monday

Tuesday

Wednesday

List host hotel or hotels that currently have a block of rooms for this event:*

List the *College Station* hotels currently holding a contracted room block for the event.

Texas A&M Hotel and Conference Center is the *ONLY* contracted room block for this event.

Tracking Out-of-town guests*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Once our conference registration opens, we will be able to track which region each delegate is coming from.

Events without Spectators

Number of expected attendees/participants:*

150

Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

80

Funding Agreement Acknowledgement

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

Entity Name (As it appears on line 1 of W9 form)*

Institute of Electrical and Electronics Engineers, Inc.

Applicant Name*

By entering your name you are agreeing to the above statement.

Melissa Torres

Date*

02/02/2026

Contract Signatory

Contract Signatory Name*

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Melissa Torres

Contract Signatory Email*

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

m.a.torres@comsoc.org

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$5,000.00

Grant Dependent*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

Fund Expenditures*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

Funding will be used to offset food and beverage cost, as well as venue rental.

List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

None.

Referral

We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.

Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

Not at the moment.

Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

Not at the moment.

File Attachment Summary

Applicant File Uploads

No files were uploaded

March 4, 2026

Item No. 3.3.

Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Campus Fire and Life Safety Forum.

Sponsor: Jo Beth Wolfe

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Campus Fire and Life Safety Forum.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached applications and staff evaluations.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. Campus Fire and Life Safety Forum 2026Packet

Campus Fire and Life Safety Forum 2026

*College Station Event Funding- Tourism
Committee Approval*

Center for Campus Fire Safety

Chief James Rainer
125 Church Street Suite 90-382
Pembroke, MA 02359

supportteam@campusfiresafety.org
O: 978-961-0410
F: CCFS

Ms. Cathy (Caterina) R Tabor

125 Church Street Suite 90-382
Pembroke, MA 02359

ctabor@campusfiresafety.org
O: 978-961-0410
M: 781-831-1165

Evaluation Form

Event Name

Campus Fire and Life Safety Forum 2026

Number of Room Nights*

205

Number of Attendees*

100

Max Amount of Funding per Guidelines*

\$5,000.00

Staff Recommended Amount*

\$5,000.00

Anything else that would help evaluation of this grant?

This group has the opportunity to book in College Station in future years. At 200 weekday room nights, staff recommends a \$5,000 HOT Grant.

Application Form

Event or Expenditure Description

Event Name*

Campus Fire and Life Safety Forum 2026

Event Website

Website where event information (details, registration, etc.) may be found.

<https://www.mycdfs.org/ccfs-forum>

Event Type*

Select the type that best fits your event.

Business Meeting

Event Start Date*

The date the event is scheduled to begin.

11/09/2026

Event End Date*

The date the event is scheduled to end.

11/12/2026

Event Description*

Detailed description of the event.

Campus Fire Forum is the only national conference that focuses exclusively on campus fire and life safety issues and continues to offer you the opportunity to learn from the experts and interact with campus fire safety professionals. We will address issues that are critical to fire & life safety on and off-campus. This is a 2.5 day event with an extra optional day of training we call soft-start, for a total of 3.5 days. The classes we offer carry continuing education units. Attendees are industry professionals and fire department officials from colleges and universities across the country. College Station holds a high interest with our group.

Although not finalized, we are working on offering attendees the opportunity to extend their stay in the College Station area and attend yell practice and the home football game with Tennessee the weekend following our conference to observe the full Aggieland gameday experience.

Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

Full ForumProgramGuide-2024-Rev2.pdf

Host Venue/Facility*

Primary location where event will be held in College Station.

Texas A&M Hotel and Conference Center

Total number of hotel room nights expected?*

Sum of all hotel rooms over the course of the event.

205

Nights Hotel Rooms are Needed*

Select the days of the week hotel rooms will be needed for attendees.

Sunday

Monday

Tuesday

Wednesday

Thursday

List host hotel or hotels that currently have a block of rooms for this event:*

List the *College Station* hotels currently holding a contracted room block for the event.

Texas A&M Hotel and Conference Center

Tracking Out-of-town guests*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Our attendees register electronically and have to include their address. We will be able to collect information that way and will be happy to share a report with you at anytime. We also cross reference our registration with the hotel.

Events without Spectators

Number of expected attendees/participants:*

115

Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

90

Funding Agreement Acknowledgement

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

Entity Name (As it appears on line 1 of W9 form)*

Center for Campus Fire Safety

Applicant Name*

By entering your name you are agreeing to the above statement.

Caterina R Tabor

Date*

01/22/2026

Contract Signatory

Contract Signatory Name*

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Caterina R Tabor

Contract Signatory Email*

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

ctaor@campusfiresafety.org

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$7,500.00

Grant Dependent*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

Yes

Fund Expenditures*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

These funds will help cover the cost of getting good speakers for the event. It would also be used in the event we need to transport attendees from airports outside of College Station, as some may not be able to

rent/afford transportation. If awarded this amount we would also like to add a scholarship registration on behalf of College Station, so that a Fire Chief (without funding from his/her university) can attend.

With regard to the question above, this grant would help us to return in future years to this location.

List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

None. We have registration, but that does not cover the cost of expenses such as AV, Food, etc. We have volunteers that work for this conference.

Referral

We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.

Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We also work with similar organizations, and I actually manage more than one. Yes, between the college, stadium and the TEEX Brayton Fire Training Field, this venue is an amazing location for the partners and organizations we work with. I would highly recommend it. And Texas is a favorite state for a lot of people - me too!

Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

NIFAD.com

AFAA.org

File Attachment Summary

Applicant File Uploads

- Full ForumProgramGuide-2024-Rev2.pdf



26TH CAMPUS FIRE AND LIFE SAFETY FORUM

... Everything you need in one conference.



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CCFS Members and Forum Attendees successfully lead the way in Codes, Education, Fire & Life Safety, and Risk Reduction for Colleges & Universities.

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100 W. Oklahoma City Boulevard Oklahoma City, OK 73109
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Welcome to Oklahoma City

Thanks for attending

More than a Campus Fire & Life Safety Forum ... IT'S FAMILY!

Our focus on Campus Fire & Life Safety is what has made our annual forum so successful over the years. We're the right size and we're focused ... and when we get together ... it's more than an Educational Forum - it's family!

We learn, we network both during the Forum and all year long as CCFS Members. We leave with answers and the realization that many of us share the same issues on campus ... that's the bond.

Our Forum includes a full schedule of education/community presentations, tech & technology updates and exhibits, discussion groups and networking events ... all designed to provide you with an unparalleled experience.

Forum Committee Planners

Cathy Tabor, & Jessica Dinon Executive Directors
Lori Guilfoyle, Bookkeeper

Exhibit Planning

Cathy Tabor, & Jessica Dinon Executive Directors
James Gibbs, CCFS Business Development Manager

Speaker Planning Committee

Jody Nolan, Chair of Education Committee, RIT
James Rainer, Co-Chair, Texas A&M
Seth Statler, Director, NFPA
Raymond Patterson, Advisory Council, Siemens

Event Coordination/Administration

Cathy Tabor, Executive Director, CCFS
Jessica Dinon, Executive Director, CCFS
Lori Guilfoyle, Bookkeeper, CCFS
Lisa Rabon, Support Staff

A Special Thanks to the following CCFS Board Members & Advisory Council

CCFS Executive Committee

President - Justin Daniels, Vice President - Alan Sactor, Secretary Treasurer - Jody Nolan,
Executive Director - Cathy Tabor

Current CCFS Board of Directors

Robert Ferrara, Douglas Gazzale, William Hempstead, Maria Marks, James Rainer,
Rodger Reiswig, Richard Roberts, Nathaniel Smith, Seth Statler

CCFS Advisory Council

Lorraine Carli, NFPA; Amy Daley, Fred Church Insurance; John Fellers, CSHEMA; Jesse Ferri, Student;
John Foley, Safer Buildings Coalition; Raymond Patterson, Siemens; Chief Shane Ray, National Fire Sprinkler
Association (NFSA); Shawn Simons, After The Fire; Michael Spaziani, FM; L. Vance Taylor, Chief of the Office
of Access and Functional Needs at the California Governor's Office of Emergency Services

Center for Campus Fire Safety (CCFS) is a non-profit, membership based organization devoted to reducing the loss of life from fire at our nation's campuses.

Call us if you have questions/problems: Cathy Tabor, 781.831.1165

MONDAY (OPTIONAL TRAINING) ... MUST PRE-REGISTER!

Registration - North Pre Function - Eastside. Stop by to pick up your entry badge and more!

	Event/Presentation	Location	Speaker/Sponsor	Session Type
Mon 11/4				
8:00-8:45	Breakfast (Monday Training Class Only)	Five Moons 1		Food
8:45 - 10:45	Introduction to Fire Alarm Inspection and Testing	Paseo	Tim Knisely, AFAA	Optional Training
10:45-11:00	Break	Five Moons 1		
11:00-12:00	Overview of the NWS Storm Prediction Center	Deep Deuce	Matthew Elliott, Warning Coordination Meteorologist (NWS SPC)	Optional Training
12:00 - 1:00	Lunch (Training Class Only)	Five Moons 1		Food
1:00 - 1:40	Severe Storm Ingredients & Lightning Safety	Deep Deuce	Andrea Melvin, Outreach Programs Coordinator (OCS/ Mesonet)	Optional Training
1:40 - 2:20	Weather Radar Basics	Deep Deuce	James Hocker, OK- First Program Manager (OCS/Mesonet)	Optional Training
2:20 - 2:30	Break	Five Moons 1		Food
2:30 -3:10	Fire Weather	Deep Deuce	Monica Mattox, Assistant State Climatologist (OCS/ Mesonet)	Optional Training
3:10 - 3:50	Resources for Weather & Climate Hazard Planning	Deep Deuce	Rachel Riley, Director (OCS/SCIPP)	Optional Training
3:50 - 4:00	Q&A Session	Deep Deuce		Optional Training
2:00 - 10:00	Exhibitor Set-up	Five Moons 4-8		Exhibit

MONDAY TRAINING PARTNERS:

Automatic Fire Alarm Association (AFAA); The Storm Prediction Center (SPC)/National Weather Service (NWS); The National Centers for Environmental Prediction; The Oklahoma Climatological Survey (OCS); and The Southern Climate Impacts Planning Program (SCIPP).



FIRE SERVICE TRAINING
College of Engineering, Architecture and Technology



Mesonet
Oklahoma's Weather Network

TUESDAY

Registration - North Pre Function-Eastside. Stop by to pick up your entry badge and more!

	Event/Presentation	Location	Speaker/Sponsor	Session Type
Tue 11/5				
8:00 - 9:00	Breakfast in Expo (all welcome)	Five Moons 4-8		Exhibit/Food
8:00 - 5:00	Exhibit	Five Moons 4-8		Exhibit
9:00 - 9:15	Welcome CCFS & OK Officials	Five Moons 1-3	Justin Daniels	General
9:15 - 10:00	KEYNOTE - Influence and Impact.	Five Moons 1-3	Chief Keith Bryant, OK State Fire Marshal	General
10:00 - 10:30	Break in Expo (all welcome)	Five Moons 4-8	Sponsored by Kingfisher Inc.	Food
10:30 - 11:30	The Whole Community: It's About All of Us Disasters disproportionately impact older adults and individuals with disabilities.	Five Moons 1-3	L. Vance Taylor - Chief State Government Emergency Services	General/Virtual
11:30 - 1:00	Lunch with Exhibitors	Five Moons 4-8	Sponsored by UL FSRI	Exhibit/Food
1:00 - 1:15	CCFS Brief Li-Ion Update	Five Moons 1-3	Alan Sactor	General
1:15 - 2:15	Addressing Community Risks Associated with Lithium-Ion Batteries.	Five Moons 1-3	Nicole Sanders, Sr. Research Specialist, UL FSRI.	General
2:15 - 2:45	Break in Expo (all welcome)	Five Moons 4-8	Sponsored by Jensen Hughes	Food
2:45 - 3:45	Keeping Smoke Control Systems Maintained and Ready.	Deep Deuce	William Fletcher, Jensen Hughes	Breakout A
2:45 - 3:45	Successfully Lead the Way: Mastering Event & Incident Management at Colleges & Universities	Five Moons 1-3	Fred Rezler, Edwards	Breakout B
4:00 - 4:30	Fire Detection and Protection for E-Bike Storage Rooms on College Campuses.	Five Moons 1-3	Raymond Patterson, Siemens	General
4:30 - 5:00	UL300A & Fire Suppression for Residential Ranges	Deep Deuce	Jessica Tomczak, Denlar	General
6:30 - 9:30	President's Networking & Dinner Reception ... and Raffle #1	Social Capital	Sponsored by Founding Sponsor, Johnson Controls.	



Social Capital is on the other side of Sizzortail Park. It's a 5 minute walk through the park. Let's meet in front of the hotel at 6:15 PM and we'll start the walk together! We'll have a few cars available if you prefer to ride!

WEDNESDAY

Registration - North Pre Function-Eastside. Stop by to pick up your entry badge!

	Event/Presentation	Location	Speaker/Sponsor	Session Type
Wed 11/6				
7:30 - 8:30	Breakfast with Exhibitors	Five Moons 4-8		Food
7:30 - 2:00	Exhibit	Five Moons 4-8	(Tear down 2:00)	
8:30 - 9:30	KEYNOTE - Emerging issues for campuses across this country. This session will focus on lithium ion batteries, micro-mobility and electric vehicles.	Five Moons 1-3	Kelly Ransdell, NFPA Director of Public Education	General
9:30 - 10:00	Break with Exhibitors	Five Moons 4-8		Food
10:00 - 10:45	Grant Discussions	Five Moons 1-3	Lexipool	General/Virtual
11:00 - 12:00	Smoke Control - The ElectroMechanical Systems for Life Safety	Five Moons 1-3	Michael Ventola, Space Age	Breakout A
11:00 - 12:00	How the digitalization of fire alarm systems can elevate campus safety and enhance efficiency and effectiveness.	Deep Deuce	Jim Loftus and Brian Donovan SIEMENS	Breakout B
12:00 - 1:30	Lunch with Exhibitors	Five Moons 4-8		Exhibit/Food
1:30 - 2:30	Past, Current and Future of the Alarm Transmission Ecosystem.	Five Moons 1-3	Richard Roberts, Honeywell	Breakout A/ Virtual
1:30 - 2:30	How to mitigate property exposures and enhance campus safety with strong partnerships.	Deep Deuce	Jennifer Housel, FM; and Jennie Robison - Director of OU-Health Sciences Campus.	Breakout B
2:45 - 3:30	Flexible Sprinkler Hose Systems (Past, Present and Future)	Five Moons 1-3	Mario Pernas, Victaulic	Breakout A
2:45 - 3:30	Special Events Safety	Deep Deuce	Justin Daniels CCFS	Breakout B
3:30 - 3:45	Break	North Pre-Function Space		Beverage
3:45 - 4:30	An Introduction to Firefighter Air Replenishment Systems (FARS)	Five Moons 1 - 3	Sean Cutting, JCI and Chief Gary L. West, Firefighter Air Coalition	General
4:30 - 5:00	The new crisis in Commercial Fire Communications - The truth about alternative pathways.	Deep Deuce	Daniel Rosales, Ametek	General

THURSDAY

	Event/Presentation	Location	Speaker/Sponsor	Session Type
Thurs 11/7				
7:30 - 8:30	Breakfast and Town Hall Meeting. All attendees and exhibitors are invited!!	Automobile Alley B&C	Hosted by Justin Daniels. Open discussion time!	Food/Meeting
8:30 - 9:30	Special Event Management - It's becoming more frequent.	Automobile Alley A	James Rainer, Texas A&M	General
9:30 - 9:45	Beverage Break	Foyer		
9:45 - 10:45	Fire Marshal Challenges: How to Navigate Roadblocks to Compliance.	Automobile Alley A	Doug Gazzale - College Park Fire Department	General
11:00 - 12:00	Tigers "All In" for Community Risk Reduction: A Campus Approach to Reducing Risk.	Automobile Alley A	Kevin Christenbury & Craig Walters Clemson University Fire & EMS Department	General
12:15 - 2:00	*Lunch and Annual Member Meeting ... Plus Raffle #2	Automobile Alley B&C	Justin Daniels & Directors.	Food/Meeting

***Directors to be Sworn in on Thursday:**

Alan Sactor, University of Maryland ... President of CCFS through 2027

Jody Nolan, Rochester Institute of Technology ... Vice President of CCFS through 2027

James Rainer, Texas A & M ... Director of CCFS re-elected through 2027

Matthew Hicks, University of Maryland ... Director of CCFS through 2027

TOWN HALL AND ANNUAL MEETING - THURSDAY ... PLUS RAFFLE #2

- We hope you will stay for our Town Hall and Annual Meeting on Thursday.
- **Town Hall:** The Town Hall Meeting is an open discussion group started by CCFS in the early 2000's. Today it has grown to be one of our most popular sessions at our Forum. The CCFS Board will host the 2024 Town Hall meeting with Breakfast. Breakfast will blend into casual discussions about problems and solutions on and off campus. The CCFS Board Members will add to the discussion and answer any questions, and we're hoping our exhibitors will join in and help provide solutions to user issues. All are welcome.
- **Annual Meeting and Lunch:** All are welcome - this includes non-members too!!! You will hear our Directors' Report and witness the swearing in of newly elected and re-elected Directors ... plus the "Merch Raffle!!" ... At the **Annual Meeting** we'll have Raffle #2. 10 winners will receive a code to order up to \$38. of CCFS Merch, plus free shipping. Choose from golf shirts, caps, pullovers and more. Visit our Store and [Wear the Cause!!!](#) Must be present to win.



PRESIDENT'S NETWORKING RECEPTION



This event is made possible through the generosity of CCFS
Founding Sponsor:
Johnson Controls.

Tuesday Night @ Social Capital

All are welcome - Live Music! AND FUN

Social Capital is Oklahoma's craft beer headquarters ... and good food!. Just a walk across the park from our hotel, or a 3 minute car ride. We'll be in a casual roof-top setting both inside and outside. LET'S MEET IN FRONT OF THE HOTEL AT 6:15 AND WALK TOGETHER OR CCFS WILL BE HAPPY TO DRIVE YOU.

The menu! ... Apps bar @ 6:30 - Fajita and Taco Bar at 7:30 with beef, chicken and all the fixins.

The Music! ... Classic soft rock hits .. 60's, 70's 80's & 90's as well as early 90's - 2000's country music. Sing along songs!

The Raffle #1: We'll raffle off all exhibitor donations, plus the CCFS donation of a Yeti Cooler. You choose the color you want and we'll have it shipped to you ... simply give us your address. Must be present to win.



TECHNOLOGY EXHIBIT - TUESDAY & WEDNESDAY

- The Technology Exhibit will be in the Five Moons 4 - 8 beginning with Breakfast Tuesday 8AM.
- On Wednesday, we'll start breakfast at 7:30 AM. The Exhibit will end on Wednesday at 1:30PM
- Please refer to the Exhibitor insert for a list of exhibitors and booth numbers.

Thanks for attending!

We look forward to seeing you at Campus Fire & Life Safety Forum 2025.

Where? Hint: It should be warm and sunny .. and will be announced during our Annual Meeting on Thursday.

THANKS TO OUR FORUM SPONSORS



PRESIDENT'S
RECEPTION

Sponsored by:



Tuesday Night
Networking-Fun-Food
ALL ARE WELCOME



Lunch

Sponsored by:



TAKE **CHARGE**
OF BATTERY SAFETY



Break

Sponsored by:



Kingfisher Company Inc.



Break

Sponsored by:



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March 4, 2026
Item No. 3.4.
SEC Recreation Summit HOT Grant

Sponsor: Jo Beth Wolfe

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 SEC Recreation Summit.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached applications and staff evaluations.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. 2026 SEC Recreation SummitPacket

2026 SEC Recreation Summit

*College Station Event Funding- Tourism
Committee Approval*

Texas A&M Recreational Sports

Mr. Nicholas Heiar
187 Corrington Dr.
College Station, TX 77843

jkurten@tamu.edu
O: 979-220-6289
M: 309-738-6544
F: TAMU Dept of Rec Sports

Mr. Jason Henry Kurten

187 Corrington Dr.
College Station, TX 77843

jkurten@tamu.edu
O: 979-845-0383
M: 979-220-6289

Evaluation Form

Event Name

2026 SEC Recreation Summit

Number of Room Nights*

435

Number of Attendees*

250

Max Amount of Funding per Guidelines*

\$15,000.00

Staff Recommended Amount*

\$10,000.00

Anything else that would help evaluation of this grant?

In partnership with Texas A&M Rec Sports, staff worked to bring this event to College Station. For a projected 435 room nights, staff recommends a \$10,000 HOT Grant.

Application Form

Event or Expenditure Description

Event Name*

2026 SEC Recreation Summit

Event Website

Website where event information (details, registration, etc.) may be found.

<https://recsports.tamu.edu/sec-rec-summit-2026/>

Event Type*

Select the type that best fits your event.

Trade Show

Event Start Date*

The date the event is scheduled to begin.

05/26/2026

Event End Date*

The date the event is scheduled to end.

05/29/2026

Event Description*

Detailed description of the event.

Texas A&M Department of Recreational Sports is hosting the second annual SEC Recreation Summit. Recreational Sports Staff Members of all 16 SEC schools are invited to College Station for a 3 day summit to meet with vendors, benchmark with peers, tour our facilities and programs and generally engage in professional development. We have found that many times the issues and dynamics of our SEC schools given our sizes and locations are often similar. Attendees will be staying in the A&M Hotel with some programming occurring there, with the abundance of programming occurring inside the Student Rec Center. At night, there will be opportunities for attendees to explore the local area as well, including a reception in Downtown Bryan where invitees are encouraged to explore local establishments. Throughout the week, we will draw from local caterers and restaurants to provide food and drink. We anticipate most attendees who fly in will do through Austin or Houston.

Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

Host Venue/Facility*

Primary location where event will be held in College Station.

A&M Hotel & Student Recreation Center

Total number of hotel room nights expected?*

Sum of all hotel rooms over the course of the event.

435

Nights Hotel Rooms are Needed*

Select the days of the week hotel rooms will be needed for attendees.

Tuesday

Wednesday

Thursday

List host hotel or hotels that currently have a block of rooms for this event:*

List the *College Station* hotels currently holding a contracted room block for the event.

A&M Hotel and Conference Center

Tracking Out-of-town guests*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

All guests (both attendees and vendors) will register for the conference in advance and will be documented in a spread sheet.

Events without Spectators

Number of expected attendees/participants:*

250

Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

80

Funding Agreement Acknowledgement

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

Entity Name (As it appears on line 1 of W9 form)*

Texas A&M Department of Recreational Sports

Applicant Name*

By entering your name you are agreeing to the above statement.

Jason Kurten

Date*

02/09/2026

Contract Signatory

Contract Signatory Name*

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Jeff Huskey

Contract Signatory Email*

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

jrhuskey@tamu.edu

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$10,000.00

Grant Dependent*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

Fund Expenditures*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

The \$10,000 will be used for marketing materials and work for the event:

\$2000 printing

\$1500 badges, shirts, lanyards

\$2000 backdrop rental

\$1000 attendee welcome bag items

\$1500 marketing student wages

\$ 2000 invited speaker honoraria

List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

Nike - providing in-kind product for attendee gifts

Shake Smart - providing smoothies and snacks for one afternoon break

Various vendors from the recreation industry will provide approximately \$95,000 in funding to offset food costs, facility costs and incidentals

Referral

We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.

Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

We occasionally are asked to host regional NIRSA competitive tournaments as well as a variety of tournaments related to the 40 sport clubs we manage.

Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

Our Sport Club Executive Team. They coordinate with many of our clubs who host state and national tournaments.

File Attachment Summary

Applicant File Uploads

No files were uploaded

March 4, 2026
Item No. 4.1.
FY27 Budget Requests

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: Tourism Committee

Agenda Caption: Presentation, discussion, and possible action on FY27 Budget Requests.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee receive the presentation and make recommendations.

Summary: Staff will bring an update on the FY26 budget and recommendations on the FY27 budget. Recommendations will include items being addressed in the tourism strategic plan, including leisure events, staffing, and Texas A&M partnerships.

Budget & Financial Summary:

Attachments:

None

March 4, 2026
Item No. 4.2.
Large Event Updates

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation and discussion on large event updates.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends that the committee receive the presentation.

Summary: Staff will provide an update on large event negotiations and future impacts on the College Station tourism economy.

Budget & Financial Summary:

Attachments:

None

March 4, 2026
Item No. 4.3.
Public Art

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation and discussion on public art in College Station.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee receive the presentation.

Summary: The Lovett–Keen Statue Project was initiated twelve years ago by three Texas A&M alumni to commemorate the enduring friendship between musicians Lyle Lovett and Robert Earl Keen, a relationship that has shaped the university’s cultural legacy and influenced communities well beyond Aggieland. The statue, created by Texas artist J. Payne Lara, will be installed at Northgate, near the location where Lovett and Keen first met. This placement underscores the project’s intent to honor friendship and music as unifying forces rather than elevate individuals as icons. Both artists have demonstrated a long-standing commitment to Aggieland through benefit concerts, mentorship, and support for education and the arts. The project is funded through private donations and a \$350,000 allocation from the City of College Station, sourced from hotel occupancy tax revenues. Project management is transitioning to the City of College Station, with the Arts Center of Brazos Valley providing professional oversight to ensure cultural alignment and long-term stewardship.

Budget & Financial Summary: The City Council has allocated \$350,000 of funding from the hotel occupancy tax fund to this project.

Attachments:

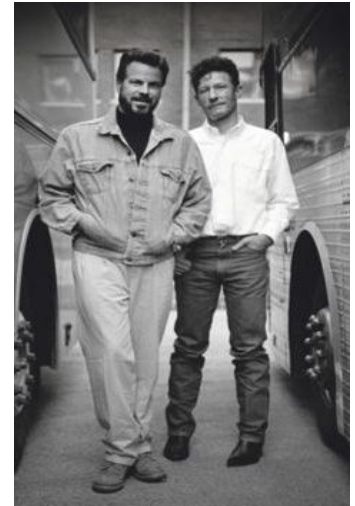
1. LOVETT-KEEN STATUE

Preserving A Legacy

A statue celebrating Aggies Robert Earl Keen & Lyle Lovett and their immensely successful careers in the music industry has been meticulously crafted. Next step: It is at Pyrology Foundry in Bastrop where it will be cast in bronze.

The distinguished former students from Texas A&M University aren't just artists — they are storytellers, historians and symbols of innovation.

And they deserve to be immortalized.



DETAILS

- The life-size bronze sculpture is a likeness of Lyle Lovett & Robert Earl Keen playing guitars while sitting on a replica of Keen's famed front porch.
- An empty stool welcomes visitors to sit & take photos with the famous Aggies.
- Some lyrics from the 'Front Porch Song' will be engraved on a plaque or the porch itself.



Inspiration for the statue came from the famous friendship & the

'Front Porch Song'



Both musicians met with well-known sculptor J. Payne Lara and gave their approval on the sculpture design.

The piece was delivered in Pyrology Foundry & Studio in Bastrop. The statue will be cast in bronze and installed at Northgate across from the Texas A&M campus in College Station.

March 4, 2026
Item No. 4.4.
Data Reports

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation and discussion on data reports from the previous month.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the Committee receive the presentation and provide direction.

Summary: Staff will present on the data reports from the previous month.

Budget & Financial Summary: N/A

Attachments:

None