



## College Station, TX

### Meeting Agenda Tourism Committee

1101 Texas Ave, College Station, TX 77840

Internet: [www.microsoft.com/microsoft-teams/join-a-meeting](http://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.

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May 6, 2026

3:00 PM

City Hall Bush 4141 Community  
Room

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#### 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 the minutes of the previous meeting.

3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas A&M AgriLife Extension Service for the 2026-2028 Texas 4-H Roundup.

Sponsors: Jo Beth Wolfe

Attachments: 1. HOT Grant Executive Summary  
2. 4H\_Roundup\_HOT\_Grant\_Evaluation\_FY26

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Association of College and University Student Personnel Administrators for the 2026 Annual Conference.

Sponsors: Jo Beth Wolfe

Attachments: 1. TACUSPA\_HOT\_Grant\_Evaluation\_FY26

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Rural Rental Housing Association of Texas for the 2026 Annual Convention and Trade Show.

Sponsors: Jo Beth Wolfe

Attachments: 1. RRHA\_HOT\_Grant\_Packet\_FY26

3.5. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the International Rescue & Emergency Care Association for the 2026 IRECA/TEEX Annual Conference & Challenges.

Sponsors: Jo Beth Wolfe

Attachments: 1. IRECA\_TEEX\_HOT\_Grant\_Evaluation\_FY26

- 3.6. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with NXTPRO Sports for the 2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live.  
Sponsors: Alex Aguero  
Attachments: 1. NXTPRO\_HOT\_Grant\_Packet\_FY26
- 3.7. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with South Texas Youth Soccer Association for the 2026 STYSA State Cup Finals (NCS State Cup).  
Sponsors: Alex Aguero  
Attachments: 1. STYSA\_HOT\_Grant\_Packet\_FY26 (2)
- 3.8. Presentation, discussion, and possible action on a sponsorship agreement with Texas A&M University not to exceed \$175,683 for the upcoming track event, USA Track & Field's Lone Star Grand Prix on June 6, 2026.  
Sponsors: Jeremiah Cook  
Attachments: 1. USATF Event Trust Fund Application  
2. USATF Event Trust Fund Economic Impact Study  
3. Event Trust Fund Application Approval Letter
- 3.9. Presentation, discussion, and possible action on an agreement with Texas A&M University in an amount not to exceed \$500,000 for the upcoming soccer match at Kyle Field on June 6, 2026.  
Sponsors: Jeremiah Cook  
Attachments: None

**4. Agenda Items.**

- 4.1. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.  
4.2. Presentation and discussion on the Quarterly Marketing Report for FY26 Q2.  
4.3. Presentation and discussion on the Quarterly Sales Report for FY26 Q2.  
4.4. Presentation, discussion, and possible action on data reports from the previous month.

**5. Discussion and possible action on future agenda items.**

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

**6. Adjourn.**

Adjournment into Executive Session may occur in order to consider any item listed on the agenda if a matter is raised that is appropriate for Executive Session discussion.

I certify that the above Notice of Meeting was posted on the website and at College Station City Hall, 1101 Texas Avenue, College Station, Texas, on April 27, 2026 at 5:00 p.m.

  
\_\_\_\_\_  
City Secretary

This building is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need accommodations, auxiliary aids, or services such as interpreters,

readers, or large print are asked to contact the City Secretary's Office at (979) 764-3541, TDD at 1-800-735-2989, or email [adaassistance@cstx.gov](mailto:adaassistance@cstx.gov) at least two business days prior to the meeting so that appropriate arrangements can be made. If the City does not receive notification at least two business days prior to the meeting, the City will make a reasonable attempt to provide the necessary accommodations.

**Minutes Of The Tourism Committee  
City Of College Station  
April 1, 2026**



**1. Call to order and introductions.**

With a quorum present, the meeting of the Tourism Committee was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 3:01 pm on Wednesday, April 1, 2026 in the City of College Station Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

**Present:**

Chairperson Cortney Phillips  
Vice Chairperson Greg Stafford  
Committee Member Hunter Goodwin (Virtual)  
Committee Member Rhianon Elizabeth Whitney  
Committee Member Costa Dallis  
Committee Member Paul Allen Loy  
Committee Member Scott Logan  
Committee Member Tina Duncan  
Committee Member Connor Clark  
Committee Member Kevin Davis  
Committee Member William L. Peel, Jr.

**Absent:**

Non-Voting Member Brandy Tuck  
Non-Voting Member Erin Jones

**City Staff:**

Michael Ostrowski, Chief Development Officer  
Jeremiah Cook, Assistant Director Tourism  
Brian Piscacek, Assistant Director Economic Development  
Kelsey Heiden, Director Parks and Recreation  
Jo Beth Wolfe, Convention Sales Manager  
Alex Aguero, Sports Sales Manager  
Angie Bertinot, Marketing Manager  
Jennifer Luna, District Manager  
Lisa McCracken, Administrative Support Specialist

**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.

Eric Capps addressed the committee regarding a competitive pinball initiative proposing the use of HOT funds to support 20–30 pinball machines and monthly tournaments.

### 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.

**MOTION:** Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Kevin Davis, the Committee voted 10 for and 0 opposed, to Approve.

3.1. Presentation, discussion, and possible action on the minutes of the previous meeting.

3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Adidas 3SSB Tournament.

Committee approved in the amount of \$ 10,000

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the Texas Club Championships Tournament.

Committee approved in the amount of \$10,000

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026-2028 Texas Travel & Tourism College.

Committee approved in the amount of \$30,000 (\$10,000 per year per event).

Vice Chairperson Greg Stafford arrived at 3:17 pm.

### 4. Agenda Items.

4.1. Presentation, discussion, and possible action on the Visit College Station Partner Engagement Plan.

Casey Barone, Visitor Engagement Manager, presented on the Partner Engagement Plan to strengthen tourism growth through structured partner education, relationship development, and shared community ownership of the visitor experience. The Plan includes 3 distinct phases designed to ensure tourism partners are engaged in the visitor economy.

The Committee engaged in a discussion about the cost of execution, staffing resources, alignment with hotel performance, and opportunities for Texas A&M University partnerships. Staff will bring back an update at a later date.

4.2. Presentation, discussion, and possible action on the Visit College Station Sales Plan.

Alex Agüero, Sports Sales Manager, and Jo Beth Wolfe, Convention Sales Manager, presented the FY26 Sales Plan, including goals, 80,000 definite room nights, and year-to-date pacing. Committee discussion centered on trade show strategy, hotel market outlook, and transient travel softness.

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 11 for and 0 opposed, to Approve the Sales Plan.

**4.3. Presentation and discussion on an update on the Northgate Entertainment District.**

Jennifer Luna, District Manager, presented an update on the Northgate Entertainment District. This included 2025 visitation trends (over 500,000 visitors; average 5 visits each; peak times at 10 p.m. and 11 p.m.). Discussion included safety infrastructure, barricades, bollards, bicycle paramedics, brand activations, and future capital projects.

**4.4. Presentation, discussion, and possible action on data reports from the previous month.**

Jeremiah Cook, Assistant Director Tourism, reviewed the hotel and Short Term Rental (STR) performance for January and February 2026. STR now represents ~10–12% of lodging revenue. Committee requested validation of Short Term Rental (STR) trends against HOT collections.

**5. Discussion and possible action on future agenda items.**

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

The Committee requested the following:

- Mock sales presentation
- District snapshots

**6. Adjourn.**

The meeting adjourned at 4:38 pm.

**May 6, 2026**  
**Item No. 3.2.**  
**2026-2028 Texas 4-H Roundup 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 Texas A&M AgriLife Extension Service for the 2026-2028 Texas 4-H Roundup.

**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 Grant Executive Summary
2. 4H\_Roundup\_HOT\_Grant\_Evaluation\_FY26

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## HOT Grants Executive Summary

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**Page: 10**

**Group name:** Texas 4-H Roundup, Texas A&M AgriLife Extension Service  
**Dates:** 6/1/26-6/4/26 (Yr 1) | 6/7/27-6/10/27 (Yr 2) | 6/5/28-6/8/28 (Yr 3)  
**Attendees:** 3,000 (per year)  
**Contract Term:** 3-Year (2026, 2027, 2028)

**Room Nights:** 1,250 per year | 3,750 total  
**Direct Economic Impact:** \$1,706,216 (per year, estimated)  
**HOT Economic Impact:** \$29,927 (per year, estimated)  
**Total Recommended Amount:** \$150,000 (\$50,000 per year)

	2023	2024	2025
Room Nights	3,270	1,995	2,488
HOT Grant	\$50,000	\$50,000	\$50,000
Direct EIC	\$1,586,160	\$1,635,611	\$1,671,442
Local HOT EIC	\$23,046	\$23,924	\$29,328

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**Page: 27**

**Group name:** 2026 Texas Association of College and University Student Personnel Administrators Annual Conference  
**Dates:** 10/14/26-10/16/26  
**Attendees:** 275

**Room Nights:** 450  
**Direct Economic Impact:** \$221,980  
**HOT Economic Impact:** \$6,454  
**Total Recommended Amount:** \$10,000

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**Page: 38**

**Group name:** Rural Rental Housing Association of Texas, Inc. of Texas Annual Convention & Trade Show,  
**Dates:** 6/16/26-6/18/26  
**Attendees:** 350

**Room Nights:** 825  
**Direct Economic Impact:** \$336,376  
**HOT Economic Impact:** \$10,205  
**Total Recommended Amount:** \$7,800

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**Page: 52**

**Group name:** 2026 IRECA/TEEX Annual Conference & Challenges  
**Dates:** 6/17/26-6/19/26  
**Attendees:** 52

**Room Nights:** 200  
**Direct Economic Impact:** \$147,861  
**HOT Economic Impact:** \$3,545  
**Total Recommended Amount:** \$5,000

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**Page: 62**

**Group name:** 2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live

**Dates:** 7/16/26-7/19/26

**Attendees:** 10,500

**Room Nights:** 1,500

**Direct Economic Impact:** \$6,478,895

**HOT Economic Impact:** \$141,722

**Total Recommended Amount:** \$25,000

	2025
Room Nights	907
HOT Grant	\$25,000
Direct EIC	\$5,395,366
Local HOT EIC	\$121,910

**Page: 70**

**Group name:** South Texas Youth Soccer Association State Cup Finals (NCS State Cup),

**Dates:** 5/23/26-5/25/26

**Attendees:** 5,275

**Room Nights:** 275

**Direct Economic Impact:** \$355,890

**HOT Economic Impact:** \$6,760

**Total Recommended Amount:** \$3,000

	2023	2024	2025
Room Nights	350		116
HOT Grant	\$9,000		\$4,500
Direct EIC	\$632,373		\$267,693
Local HOT EIC	\$12,364		\$4,507

\* Event was not held in 2024 due to hotel availability.

FY26 HOT Grants	
<b>Budget</b>	\$943,860
<b>Actual</b>	\$233,100
<b>Encumbered</b>	\$305,400
<b>Remaining</b>	<b>\$405,360</b>

# Staff Evaluation Form

Event Identity		
<b>Event Name</b> Texas 4-H Roundup	<b>Contract Term</b> 3-Year (2026, 2027, 2028)	<b>Number of Attendees (Per Year)*</b> 3,000
<b>Event Type</b> Convention	<b>Out-of-Town Attendees</b> 85%	<b>Need Date / Weekday Business</b> Yes / Yes
<b>Repeat Group</b> Yes	<b>Potential for Repeat</b> Yes	

Funding Summary		
<b>Max Funding per Guidelines (Per Year)*</b> \$50,000.00	<b>Staff Recommended Amount (Per Year)*</b> <b>\$50,000.00</b>	<b>Grant Dependent</b> No
<b>Year 1 Recommended</b> \$50,000.00	<b>Year 2 Recommended</b> \$50,000.00	<b>Year 3 Recommended</b> \$50,000.00
<b>Total Recommended Amount*</b> <b>\$150,000.00</b>		

Economic Impact (Per Year — Estimated)		
<b>Year 1 Event Dates</b> June 1 to 4, 2026	<b>Total Direct Economic Impact</b> \$1,706,216.30	<b>Local HOT Economic Impact</b> \$29,927.09
<b>Year 2 Event Dates</b> June 7 to 10, 2027	<b>Total Direct Economic Impact</b> \$1,706,216.30 *	<b>Local HOT Economic Impact</b> \$29,927.09 *
<b>Year 3 Event Dates</b> June 5 to 8, 2028	<b>Total Direct Economic Impact</b> \$1,706,216.30 *	<b>Local HOT Economic Impact</b> \$29,927.09 *
<b>Room Nights (Per Year)</b> 1,250	<b>Total Room Nights (3 Years)</b> 3,750	

\* Years 2 and 3 economic impact figures are estimates based on the 2026 EIC report. Hotel room blocks and rates for 2027 and 2028 have not yet been finalized.

<b>Event History</b>			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Room Nights</b>	3,270	1,995	2,488
<b>HOT Grant</b>	\$50,000	\$50,000	\$50,000
<b>Direct EIC</b>	\$1,586,160	\$1,635,611	\$1,671,442
<b>Local HOT EIC</b>	\$23,046	\$23,924	\$29,328

**Anything else that would help evaluation of this grant?**

Texas 4-H Roundup is one of College Station's most significant and long-standing annual events, held here continuously since 1946 with only two exceptions. The event draws approximately 3,000 attendees from across the state each June — a traditionally slower period for local hospitality — generating over \$1.7 million in direct economic impact annually and occupying 1,250 room nights across 19 contracted hotel properties. The event spans multiple Texas A&M; campus facilities as well as city venues, and includes more than 50 competitive contests, scholarship banquets awarding over \$2 million annually, a College and Career Fair, and nightly assemblies. The partnership between Texas 4-H and Visit College Station is well-established; Visit College Station has been named a 2026 Salute to Excellence Winner in part due to this collaboration. Staff recommends the full requested amount of \$50,000 per year for all three years, reflecting the event's scale, sustained economic contribution, demonstrated history of performance, and strategic importance during a need period. Year 2 and Year 3 figures are estimates based on the 2026 EIC report pending finalization of future hotel blocks and rates.

## Texas 4-H Roundup

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*College Station Event Funding- Tourism  
Committee Approval (Multi-Year Application)*

### ***Texas A&M AgriLife Extension Service***

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Ms. Natalie Hejl  
600 John Kimbrough Boulevard  
Suite 509  
College Station, TX 77845

dayla.hall@ag.tamu.edu  
O: 979-314-8202  
M: 713-409-4719  
F: Texas A&M AgriLife Exten

### ***Jana Barrett***

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1470 William D Fitch Parkway  
College Station, TX 77845

jcbarrrett@ag.tamu.edu  
O: 979-458-0910  
M: 979-220-6043  
F: 979-845-6495

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

Texas 4-H Roundup

### Event Website

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

<https://texas4-h.tamu.edu/events/roundup/>

### Event Type\*

Select the type that best fits your event.

Convention

### Years Applying for\*

3 Year

### (Year 1) Event Start Date\*

The date the event is scheduled to begin.

06/01/2026

### (Year 1) Event End Date\*

The date the event is scheduled to end.

06/04/2026

### Event Description\*

Detailed description of the event.

Since 1946, Texas 4-H Roundup has been hosted in College Station, with the exception of 2012 (Lubbock) and 2020 (canceled), serving as the premier statewide event for senior 4-H members and reflecting nearly eight decades of sustained impact. The event features approximately 50 competitive contests, many requiring qualification at the county and district levels, alongside invitational opportunities that expand access. In addition to contests, Roundup offers a College and Career Fair and educational workshops, enhancing the overall learning experience. This structure promotes both excellence and inclusivity, engaging youth from across Texas at varying experience levels. Roundup complements county 4-H programs by delivering high-

quality educational experiences across Agriculture and Livestock, Family and Community Health, Leadership and Citizenship, Natural Resources, and STEM, while building leadership, confidence, and career readiness.

## Schedule of Events

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

2026 Texas 4-H Roundup - Subject to change (Updated 2\_17\_2026 - Google Sheets.pdf)

## Host Venue/Facility\*

Primary location where event will be held in College Station.

Texas A&M University Campus facilities (Reed Arena, Rudder, MSC, Rosenthal, Pearce Pavilion, Hildebrand Equine Complex) City venues : Brazos County Expo, Anderson Bible Church

## Total number of hotel room nights expected? (Year 1)\*

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

1250

## 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.

Best Western Plus, Comfort Suites, Courtyard, Drury, Embassy Suites, Hampton Inn & Suites, Hawthorn Extended Stay, Hilton Conference Center, Holiday Inn & Suites, Holiday Inn Express, Home2 Suites, Hyatt Place, La Quinta North, La Quinta South, The George, Towneplace Suites, VOCO College Station Aggieland, Wingate by Wyndham, Wyndham Garden Inn

## Tracking Out-of-town guests\*

It is **required** that you determine how the event will track out-of-town guests, demonstrating that the event will attract tourists who will support the tourism and hotel industry in College Station. This could include hotel pickup reports, surveys, etc...

Describe the tracking method here:

Through room blocks as well as survey to gather hotel occupancy onsite at registration pickup as well as we will ask at registration where they "plan" to stay. For 2026 we are offering an incentive counties to stay at hotels, versus AirBnb or other locations through a chance to earn a \$500 travel stipend if they book the most hotel nights. We are hopeful that might encourage those "saving" on staying not in hotels to see a benefit to stay in hotels for a chance at the travel grant. for 2026 we are planning to conduct an "on-site" survey to capture hotel night information. We typically include this in the registration system, but those who register onsite would miss out on this step.

## *Events without Spectators*

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**Number of expected attendees/participants per year:\***

3000

### **Out-of-Town Percentage**

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

85

## *Year 2 Event Information*

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### **(Year 2) Event Start Date**

The date the event is scheduled to begin.

06/07/2027

### **(Year 2) Event End Date**

The date the event is scheduled to end.

06/10/2027

### **(Year 2) Total number of hotel room nights expected?**

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

1250

## Event History/ Forecast

Any other information (such as a change in size or stay pattern from the previous year or in the future) that would be helpful in the evaluation of the application.

Texas 4-H Roundup consistently brings approximately 1,600 senior-level youth post-COVID, with pre-COVID attendance near 1,800. Participation patterns have shifted, with more short-term attendance, so efforts are focused on encouraging full-week stays to increase both educational value and economic impact. Since 2023, the Healthy Texas Youth Summit, held the Sunday prior to Roundup, has added bringing in approximately 400 high school-aged participants to College Station. Many remain through Thursday for Roundup, increasing multi-night stays, while others attend only the Summit, still contributing at least one overnight stay. This addition has strengthened early-week hotel occupancy and provides continued opportunity to grow extended stay patterns and overall tourism impact. As we continue to "reimage Roundup" we are working with focus groups to develop an event that fits today's youth and families.

## Year 3 Event Information

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### (Year 3) Event Start Date

The date the event is scheduled to begin.

06/05/2028

### (Year 3) Event End Date

The date the event is scheduled to end.

06/08/2028

### (Year 3) Total number of hotel room nights expected?

Sum of all hotel room nights over the course of the event.

1250

## Event History/ Forecast

Any other information (such as a change in size or stay pattern from the previous year or in the future) that would be helpful in the evaluation of the application.

Looking toward 2028, projections include a return to and growth beyond pre-COVID attendance, along with expanded workshops and enhanced career exploration opportunities. The College and Career Fair will continue to grow as a centralized experience, connecting 4-H members with universities, trade schools, and industry partners from across the country. While Texas 4-H is part of Texas A&M AgriLife Extension, the program supports diverse post-secondary pathways, and Roundup provides a key space for that exploration. Additional efforts include targeted marketing to increase full-week participation over day passes, expanded evening programming to encourage longer stays, and stronger integration between the Healthy Texas Youth Summit and Roundup. These strategies are designed to increase attendance, extend length of stay, and strengthen both youth outcomes and local economic impact, while continuing to offer a unique, high-quality experience for senior-level 4-H members.

## ***Funding Agreement Acknowledgement***

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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 AgriLife Extension

### **Applicant Name\***

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

Jana Barrett

### **Date\***

03/24/2026

## *Funding Request Overview*

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### **Amount Requested (Total)\***

\$150,000.00

### **Amount Requested (Year 1)\***

Total amount of funds requested for the event.

\$50,000.00

### **Amount Requested (Year 2)\***

\$50,000.00

### **Amount Requested (Year 3)**

(if applicable)

\$50,000.00

### **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.

HOT Stimulus Funds will support the planning and execution of the 2026 Texas 4-H Roundup, a large-scale statewide youth event with a long-standing history of growth and impact. Based on extensive experience managing this event, approximately half of the overall budget is dedicated to facility and operational costs necessary to successfully host an event of this size and scope.

Operational expenses include venue rentals, specialized contest spaces, equipment, awards, meals, and participant experiences. With more than 50 contests, each requiring unique space and logistical coordination, significant planning is required to ensure a seamless experience. The event also features nightly assemblies that recognize youth achievements, celebrate success, and foster a strong sense of community among participants.

Texas 4-H Roundup also includes multiple scholarship banquets in partnership with the Texas 4-H Foundation. These banquets are a cornerstone of the event, where more than 200 youth are awarded over \$2 million in scholarships annually. This component highlights Roundup's role in expanding educational access and preparing youth for future careers.

HOT funds will also help offset participant registration costs, keeping the event accessible to families and communities across Texas. Affordability is essential to maintaining strong attendance and ensuring participation from diverse geographic and economic backgrounds.

The event generates significant economic impact for the City of College Station. Thousands of attendees travel to the area, increasing demand for hotels, dining, retail, transportation, and local services. Multi-day programming, including contests, assemblies, and banquets, encourages extended stays and increased visitor spending.

Strategic marketing and promotion further drive attendance. Statewide outreach through digital platforms, social media, and the official event website builds awareness and participation. Collaboration with local hotels, businesses, and community partners enhances the visitor experience and supports repeat visitation, reinforcing College Station as a premier destination for large-scale events.

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

Include Name and Amount to Receive

Texas 4-H Roundup receives support from a variety of financial and in-kind sources that contribute to the overall success of the event:

Participant Registration Fees – Approximately 50% of total event revenue

Texas A&M University System / Office of the President / COALS / AgriLife Extension – \$40,000–\$50,000 (cash and in-kind support)

Texas 4-H Foundation (Scholarship Support & Event Coordination) – In-kind coordination; \$2,000,000+ in scholarships awarded annually

Buckle Blitz Sponsorship Campaign (Individual Donors & Industry Partners) – ~\$30,000 (209 champion buckles at \$150 each)

Corporate & Industry Sponsors (via Sponsorship Packet) – Estimated \$50,000–\$100,000 annually (varies by year and level of support) and includes Visit College Station our signature sponsor for this event on an annual basis

Local Hospitality Partners (Hotels, CVB, Local Businesses) – In-kind support (room blocks, promotional assistance, visitor experience enhancements)

Volunteers & Judges (Statewide Network) – Significant in-kind contribution (estimated 500+ individuals supporting event operations)

## *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.

Dr. Montza Williams

## Contract Signatory Email\*

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

montza.williams@ag.tamu.edu

## Referral

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**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.

Texas 4-H State Horse Show held at Brazos County Expo

Multi-District Livestock Judging held on campus of Texas A&M University in late April/early May annually bringing in 600+ 4-H members. Many just come in for the day, but some due to travel will stay in hotels. You development know when the group is in town because restaurants close to Pearce Pavilion on campus are full  
Texas 4-H Council training - will be held July 2026 in College Station at our new Headquarters at RELLIS Campus. We will be staying 4 nights at the Drury Hotel

Ambassador Trainings (Livestock, Poultry, Water, STEM and Healthy Lifestyles

Texas 4-H Foundation Gala will be hosting it's 5th year of event as well in conjunction with Texas 4-H Roundup bringing in additional outside guest

### 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.

## File Attachment Summary

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### *Applicant File Uploads*

- 2026 Texas 4-H Roundup - Subject to change (Updated 2\_17\_2026 - Google Sheets.pdf)

<b>Monday, June 1, 2026</b>		
<b>TIME</b>	<b>CONTEST/EVENT</b>	<b>LOCATION</b>
1:00 - 7:00 pm	Registration	Reed Arena Concourse
12:00 – 2:00 pm	College/Career Fair Booth Set-up	Reed Arena Floor
2:00 - 5:00 pm	College/Career Fair	Reed Arena Floor
4:00 PM	Say Yes to FCS!	Reed Arena Stage
5:30-6:00 pm	Dinner Provided to Kickoff Participants	Reed Arena Floor
6:30-7:30 pm	Agents Got Talent!!!	Reed Arena Stage
7:30 - 8:30 pm	Texas 4-H Council At-Large Delegate Candidate Presentations	Reed Arena Stage
8:30 - 10:00 pm	Mo Betta DJ - Mini Kickoff Dance	Reed Arena Floor

Tuesday, June 2, 2026		
TIME	CONTEST/EVENT	LOCATION
7:00 am – 7:00 pm	Registration	Reed Arena Concourse
7:15 AM	Livestock Skill-a-thon Check-in	Hildebrand Equine Complex
7:45 AM	Fashion Show Check-in – Dressing Rooms Open	Richard and Patsy Wallrath AgriLife Extension Bldg
7:30 AM	3D Archery Check-in	Brazos County Archery Club – Hwy 21 (1715 Louis St, Bryan, TX 77803)
8:00 am	Food Show Check-in	Brazos Expo Center
8:00 AM	Range & Pasture Grass Identification Check-In	Horticulture/Forest Science Bldg - Room 124 (Come in loading dock at back of building) 495 Horticulture Rd
8:00 AM	Leaders for Life Contest Check-in <b>Wave 1</b>	Rudder - Room 301
8:30 AM	Agricultural Products Identification Check-in	Reed Arena Practice Gym
8:00 AM	Robotics Challenge Check-in	Reed Arena - Floor
8:00 AM	Fashion Show Judges Orientation	Richard and Patsy Wallrath AgriLife Extension Bldg
8:00 am	Livestock Quiz Bowl Check-in	Grace Bible Church Creekside Campus, 4601 Williams Creek Dr, College Station, TX 77845
8:00 am	Horse Quiz Bowl Check-in	Grace Bible Church Creekside Campus, 4601 Williams Creek Dr, College Station, TX 77845
8:00 AM	Family & Community Health Quiz Bowl Check-In	Grace Bible Church Creekside Campus, 4601 Williams Creek Dr, College Station, TX 77845
8:00 am - 11:30 am	Fashion Show Dressing Rooms open	Richard and Patsy Wallrath AgriLife Extension Bldg
8:00 AM	Photography Judging Check-in	AgriLife Center
9:00 - 10:00 am	WORKSHOP	Reed - 3rd floor (Kyle Field Side)
9:00 - 10:00 am	WORKSHOP	Reed - 2nd floor (Kyle Field Side)
10:00 - 10:30 am	WORKSHOP	
<b>10:00 am - 12:00 pm</b>	<b>Trade Show - Vendor Set-up</b>	<b>Reed Arena Concourse</b>
10:30 AM	Leaders for Life Contest Check-in <b>Wave 2</b>	Rudder - Room 301
10:30 - 11:30 am	WORKSHOP	Reed - 3rd Floor (Reed Arena Side)
10:30 - 11:30 am	Community Service Activity	Reed - 2nd Floor (Reed Arena Side)
11:30 - 12:30 am	LUNCH BREAK	Food Truck Options outside of Reed
9:00 am - 11:00 am	Fashion Show Judging  <b>ASSIGNMENTS WILL BE SENT TO CONTESTANT FAMILY EMAIL</b>	TBD <b>Categories at this location:</b> <i>Buying Business/Interview Attire</i> <i>Buying Fantastic Fashions Under \$25</i> <i>Buying Semi-Formal to Formal</i> <i>Buying Special Interest</i> <i>Construction Everyday Living</i> <i>Construction ReFashion</i> <i>Construction Semi-Formal to Formal</i> <i>Construction Theatre/Costume</i> <i>Natural Fibers</i> <i>Wool/Mohair/Alpaca</i> <i>Cotton</i>
11:00 am – 3:00 pm	Food Show District Interview Judging Times <b>ASSIGNMENTS WILL BE SENT TO CONTESTANT FAMILY EMAIL</b>	Brazos Expo Center
12:00 PM	Range & Pasture ID Lunch/Awards	Ecology and Natural Resources Training Area (ENRTA Range Area)
<b>1:00 pm - 7:00 pm</b>	<b>TRADE SHOW</b>	<b>Reed Arena Concourse</b>
1:00 - 2:00 pm	WORKSHOP	Reed - 3rd floor (Kyle Field Side)

1:00 - 2:00 pm	WORKSHOP	Reed - 2nd floor (Reed Arena Side)
1:00 - 2:00 pm	WORKSHOP	Reed - 3rd floor (Reed Arena Side)
2:30 pm - 4:00 pm	Public Fashion Show & Awards	Reed Arena - Stands
2:00 - 2:30 pm	WORKSHOP BREAK - Explore Trade Show Area	
2:30 - 3:30 pm	WORKSHOP	Reed - 3rd Floor (Reed Arena Side)
2:30 - 3:30 pm	Community Service Activity	Reed - 2nd Floor (Reed Arena Side)
6:00 PM	Winner Lineup Reception (For Top 3 Teams / Top 3 Individuals)	Reed Arena Practice Gym
7:00 PM	Awards Assembly	Reed Arena
Following Assembly	4-H Dance - Live Music by Garrett Talamantes	AgriLife Center
11:00 pm	Curfew	Reed Arena

<b>Wednesday, June 3, 2026</b>		
<b>TIME</b>	<b>CONTEST/EVENT</b>	<b>LOCATION</b>
6:30 AM	Qualifying Livestock Judging Check-in	Pearce Pavilion
7:00 am – 7:00 pm	Registration	Reed Arena Concourse
7:30 AM	Consumer Decision Making Check-in	Memorial Student Center (Bethancourt)
7:30 AM	Qualifying Meat Judging & Identification Check-in	Rosenthal Meat Center
7:30 AM	Invitational Meat Judging & Identification Check-in	Rosenthal Meat Center
7:30 AM	Soil Judging Check-in	Scott's Miracle Grow Turfgrass Center
7:30 AM	Qualifying Horse Judging Check-in	Hildebrand Equine Complex
7:30 AM	Wool Judging Check-in (Mohair only will check in at 10:00 am)	Hildebrand Equine Complex
8:00 AM	Range Evaluation Check-in	Ecology and Natural Resources Training Area (ENRTA Range Area)
8:00 AM	Food Challenge Check-in DISTRICTS in check-in waves <b>ASSIGNMENTS WILL BE SENT TO CONTESTANT FAMILY EMAIL</b>	Reed Arena – Stands
8:30 AM	Entomology ID Check-in	Heep Center Room 103
8:30 AM	4-H Talent Showcase Check-in: Musical/Instrumental	Rudder – Theater
8:30 AM	4-H Talent Showcase Check-in: Vocal	Rudder – Auditorium
8:30 AM	4-H Talent Showcase Check-in: Variety Show	Rudder -Theater
8:30 AM	4-H Talent Showcase Check-in: Choreographed Routines	Rudder – Auditorium
9:00 - 10:30 am	WORKSHOP	Reed - 3rd floor (Kyle Field Side)
9:00 - 10:00 am	WORKSHOP	Reed - 2nd floor (Kyle Field Side)
10:00 - 10:30 am	WORKSHOP BREAK - Explore Trade Show Area	
9:10 AM	Food Challenge Check-in DISTRICTS in check-in waves <b>ASSIGNMENTS WILL BE SENT TO CONTESTANT FAMILY EMAIL</b>	Reed Arena – Stands
10:00 AM	Mohair ONLY Judging Check-In (If competing in Wool, check in at 7:30 am)	Hildebrand Equine Complex
10:30 - 11:30 am	WORKSHOP	Reed - 3rd floor (Kyle Field Side)
10:30 - 11:30 am	WORKSHOP	Reed - 2nd floor (Reed Arena Side)
11:30 - 12:30 am	LUNCH BREAK	Food Truck Options outside of Reed
<b>11:30 am - 1:00 pm</b>	<b>Salute to Excellence Luncheon</b>	<b>AgriLife Center</b>
<b>1:00 pm - 7:00 pm</b>	<b>TRADE SHOW</b>	<b>Reed Arena Concourse</b>
1:00 pm	Food Challenge Awards	Reed Arena – Stands
1:00 - 2:30 pm	WORKSHOP	Reed - 3rd floor (Kyle Field Side)
1:00 - 2:00 pm	WORKSHOP	Reed - 2nd floor (Kyle Field Side)
2:00 - 2:30 pm	WORKSHOP	
2:30 PM	Wool & Mohair Judging Awards (jointly)	Hildebrand
2:30 PM	Qualifying Livestock Judging Awards	Reed Arena - Stands
2:30 - 3:30 pm	WORKSHOP	Reed - 3rd floor (Reed Arena Side)
1:00- 3:30 pm	Community Service Activity & Quilts of Valor	Reed - 2nd floor (Reed Arena Side)
3:00 pm - 4:00 pm	4-H Talent Showcase Prop Unloading and Walk-thru- THURSDAY CATEGORIES ONLY	Rudder - Loading Dock
3:00 pm	Consumer Decision Making Awards	Reed Arena Practice Gym
3:30 PM	Invitational Meat Judging Awards	Reed Arena – Stands
3:30 PM	Qualifying Meat Judging Awards	Reed Arena – Stands
<b>4:15 PM</b>	<b>Texas 4-H Foundation Scholarship Banquet (by invitation only)</b>	<b>Memorial Student Center - Bethancourt</b>
<b>4:30 PM</b>	<b>San Antonio Livestock Exposition Scholarship Banquet (by invitation only)</b>	<b>Memorial Student Center - Bethancourt</b>
4:30 pm	Qualifying Horse Judging Contest Awards	Reed Arena - Stands
6:00 PM	Winner Lineup Check In	Reed Arena Practice Gym
6:00 PM	Winner Lineup Reception (For Top 3 Teams / Top 3 Individuals)	Reed Arena Practice Gym
7:00 PM	Assembly and Scholar Recognition	Reed Arena
Following Assembly	4-H Dance – Featuring MoBetta DJs	Reed Arena
10:30 PM	Curfew	Reed Arena

Thursday, June 4, 2026		
TIME	CONTEST/EVENT	LOCATION
7:00 am – 7:00 pm	Registration	Reed Arena Concourse
7:00 AM	Invitational Livestock Judging Contest Check-in	Pearce Pavilion
7:30 AM	Hippology Check-in	Hildebrand Equine Complex
7:30 AM	Agriculture & Natural Resources Education Presentation Check-in	MSC 2406A
7:30 AM	Open Education Presentation Check-in	Rudder Tower 601
7:30 AM	Health & Wellness Education Presentation Check-in	MSC 1400
7:30 AM	Animal Science- Small Animal Educational Presentation Check-in	Rudder Tower 707
7:30 am	Open - Family Community Health Check-in	Rudder Tower
7:30 AM	Beef Education Presentation Check-in:	MSC 2405
7:30 am	Swine Educational Presentation Check-in:	MSC 2401
7:30 AM	Sheep and Goat Educational Presentation Check-in:	MSC 2406B
8:00 AM	4-H Science Fair Poster Check-in	Rudder Exhibit Hall
8:00 AM	Horse Education Presentation Check-in	Rudder Tower 410
8:00 AM	STEM Educational Presentation Check-in	Rudder 404
8:00 AM	Safety & Injury Prevention Education Presentation Check-in	Rudder Tower 401
8:30 AM	Promote 4-H Education Presentation Check-in	Rudder Tower 302
8:00 AM	Duds to Dazzle Check-in - All contestants	Reed Arena - Stands
8:00 AM	Healthy Lifestyles Invitational Check-in	Reed Arena Practice Gym
8:00 AM	Poultry Judging Check-in	TAMU Poultry Science Center
8:00 AM	Public Speaking Check-in <b>ALL CONTESTANTS</b>	Rudder Tower 501
8:00 AM	Wildlife Challenge Check-in	Ecosystems Management Field Lab
8:30 AM	4-H Talent Showcase Check-in: Solo/Band Performance	Rudder – Theater
8:30 AM	4-H Talent Showcase Check-in: Poetry Prose	Rudder – Theater
8:30 AM	4-H Talent Showcase Check-in: Celebrate 4-H	Rudder – Auditorium
9:00 - 10:00 am	WORKSHOP	
9:00 - 10:00 am	WORKSHOP	
10:00 - 10:30 am	BREAK - Explore Trade Show	Reed
9:00 AM	Vet Science Skill-a-thon Check-in	TAMU Vet School
10:30 - 11:30 am	WORKSHOP	
10:30 - 11:30 am	Community Service Activity	Reed - 2nd Floor (Reed Arena Side)
11:30 - 12:30 am	LUNCH BREAK	Food Truck Options outside of Reed
<b>1:00 pm - 7:00 pm</b>	<b>TRADE SHOW</b> (some vendors may close at 4:00 pm)	<b>Reed Arena Concourse</b>
1:00 - 2:00 pm	WORKSHOP	
1:00 - 2:00 pm	WORKSHOP	
2:00-2:30 pm	BREAK - Explore Trade Show	Reed
1:30 - 2:30 pm	Healthy Lifestyles Awards	AgriLife Center
1:30 PM	Duds to Dazzle Awards	Reed Floor
2:30 - 3:30 pm	WORKSHOP	
2:30 - 3:30 pm	Community Service Activity	Reed - 2nd Floor (Reed Arena Side)
2:00 PM	Final Duds to Dazzle Check-in	Reed Floor
2:00 pm	Hippology Contest Awards	Reed Arena Stands
3:00 PM	Invitational Livestock Judging Contest Awards	Reed Arena Stands
4:00 PM	Wildlife Challenge Awards	Reed Arena Stands or 2nd Floor
<b>4:30 PM</b>	<b>Houston Livestock Show and Rodeo Scholarship Banquet (by invitation only)</b>	<b>Memorial Student Center - Bethancourt</b>
6:00 PM	PROFESSIONAL HEADSHOT PHOTOS by Roundup Photography team	Reed Arena
6:00 PM	4-H Tailgate	North Lawn under the big tent
6:00 PM	Winner Lineup Reception (For Top 3 Teams / Top 3 Individuals)	Reed Arena Practice Gym
<b>6:00 pm – 10:30 pm</b>	<b>Texas 4-H Foundation Gala (pre purchase ticket holder only)</b>	<b>Hilton Hotel &amp; Conference Center</b>
7:00 PM	Awards Assembly	Reed Arena Floor
Following Assembly	Closing Concert - Aaron Watson	Reed Arena Floor
11:00 PM	Curfew	

**May 6, 2026**  
**Item No. 3.3.**  
**2026 TACUSPA Annual 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 Texas Association of College and University Student Personnel Administrators for the 2026 Annual 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. TACUSPA\_HOT\_Grant\_Evaluation\_FY26

# Staff Evaluation Form

<b>Event Name</b> 2026 TACUSPA Annual Conference	<b>Number of Room Nights*</b> 450	<b>Number of Attendees*</b> 275
<b>Max Amount of Funding per Guidelines*</b> \$15,000.00	<b>Staff Recommended Amount*</b> <b>\$10,000.00</b>	
<b>Event Dates</b> October 14 to 16, 2026	<b>Total Direct Economic Impact</b> \$221,980.33	<b>Local HOT Economic Impact</b> \$6,454.23
<b>Need Date</b> Yes	<b>Weekday Business</b> Yes	<b>Grant Dependent</b> No
<b>Repeat Group</b> No	<b>Potential for Repeat</b> Possible	

## Anything else that would help evaluation of this grant?

TACUSPA is a first-time group to College Station, bringing a statewide professional development conference for higher education administrators from across Texas. The event is hosted at the Texas A&M Hotel and Conference Center and occupies a Tuesday through Thursday need period in October. Approximately 95% of attendees are expected from outside a 50-mile radius. While TACUSPA has not previously held this conference in College Station, the organization has demonstrated strong statewide attendance at past events and has been highly engaged throughout the planning process. Many Texas A&M professionals are actively involved in the organization, and the conference rotates among Texas cities, leaving open the possibility of a future return visit. Staff recommends \$10,000, below the maximum eligible award of \$15,000, reflecting the event's first-year status in College Station while recognizing its strong economic fit and repeat potential.

## 2026 TACUSPA Annual Conference

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*College Station Event Funding- Tourism  
Committee Approval*

### ***Texas Association of College and University Student Personnel Administrators***

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Brooke Errington  
Box C-121  
Sul Ross State University  
Alpine, TX 79832

tacuspa@tacuspa.net  
O: 979-458-6575  
F: Dr. Suzanne Harris

### ***Shelby Hearn***

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Box C-121  
Sul Ross State University  
Alpine, TX 79832

tacuspa@tacuspa.net  
O: 9794586575

# Application Form

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## *Event or Expenditure Description*

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### **Event Name\***

2026 TACUSPA Annual Conference

### **Event Website**

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

<https://www.tacuspa.net/>

### **Event Type\***

Select the type that best fits your event.

Convention

### **Event Start Date\***

The date the event is scheduled to begin.

10/14/2026

### **Event End Date\***

The date the event is scheduled to end.

10/16/2026

### **Event Description\***

Detailed description of the event.

The TACUSPA Annual Conference is a statewide professional development event hosted by the Texas Association of College and University Student Personnel Administrators (TACUSPA), bringing approximately 275 higher education professionals from across Texas. Attendees work in areas such as residence life, student leadership, and student support services. While the conference is typically held in major metropolitan areas, this year TACUSPA is intentionally hosting in College Station to offer a new experience and highlight a university-centered community. The multi-day conference includes educational sessions, keynote speakers, and networking opportunities. Structured events and informal gatherings are designed to foster collaboration, relationship-building, and the exchange of ideas, contributing to ongoing partnerships and professional growth across the region.

### Schedule of Events

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

2025 TACUSPA Annual Conference Schedule.xlsx

### 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.

450

### 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.

Texas A&M Hotel and Conference Center (450 rooms)

### 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:

During the registration process, all attendees will be required to provide their home institution, city, and state. This will allow us to distinguish between local and out-of-town participants and quantify the number of visitors traveling to College Station specifically for the conference. Based on historical attendance and current projections, the conference is expected to draw attendees from across the state of Texas. In addition, we will utilize our hotel room block data to track the number of rooms booked under the TACUSPA conference block. This data will provide a direct measure of hotel usage generated by the event. Attendees are strongly encouraged to book within the designated room blocks.

## *Events without Spectators*

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### Number of expected attendees/participants:\*

275

### Out-of-Town Percentage

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

95

## *Funding Agreement Acknowledgement*

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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 Association of College and University Student Personnel Administrators

**Applicant Name\***

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

Brooke Errington

**Date\***

03/31/2026

***Contract Signatory***

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**Contract Signatory Name\***

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

Shelby Hearn

**Contract Signatory Email\***

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

tacuspa@tacuspa.net

***Funding Request Overview***

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**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.

HOT Stimulus Funds will be strategically utilized to enhance the overall attendee experience while directly supporting tourism-related industries in College Station. A significant portion of funds will be allocated to

food and beverage, including hosted meals, refreshment breaks, and networking receptions throughout the conference. These offerings are intentionally designed to increase attendee engagement, encourage participation across the full conference schedule, and create meaningful opportunities for connection. Whenever possible, TACUSPA will prioritize partnering with local restaurants, caterers, and vendors to provide these services, ensuring that funds are directly reinvested into the College Station community. By incorporating locally sourced food and beverage options, the conference will both elevate the attendee experience and highlight the unique offerings of the area.

Marketing and promotional efforts will be enhanced through the use of HOT funds to attract a strong out-of-town audience. This includes digital marketing campaigns, targeted outreach to institutions across Texas and neighboring states, and the development of conference materials that highlight College Station as a destination. These efforts are designed to increase attendance and maximize overnight stays within local hotels.

Additionally, funds will support attendee materials and branded items (swag) that enhance the conference experience and create a cohesive, welcoming environment. TACUSPA will prioritize sourcing these materials through local businesses and vendors whenever feasible, further contributing to the local economy.

Promotional materials will also be used to highlight local attractions, dining, and experiences, encouraging attendees to explore and engage with the community during their stay.

Overall, HOT funds will be used intentionally to elevate the conference experience while driving hotel occupancy, supporting local businesses, and increasing visitor engagement throughout the College Station community.

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

Include Name and Amount to Receive

## *Referral*

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**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.

### 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.

## File Attachment Summary

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### *Applicant File Uploads*

- 2025 TACUSPA Annual Conference Schedule.xlsx

<b>Day 0: Tuesday, September 30, 2025</b>	
3:00pm-5:30pm	Conference Set-Up
6:00pm-8:00pm	Conference Team Dinner
<b>Day 1: Wednesday, October 1, 2025</b>	
8:00am-6:00pm	Conference Check-In/Registration
8:00am-10:00pm	Conference Team Room
9:00am-3:00pm	Vendors and Silent Auction Set Up
9:00am-10:00am	Campus Tour
10:00am-2:00pm	Graduate Student Institute (Prior Registration Required)
10:00am-2:00pm	New Professional Institute (Prior Registration Required)
10:00am-2:00pm	Mid-Manager's Institute (Prior Registration Required)
12:00pm-2:00pm	TACUSPA Board Meeting (Closed Meeting)
3:00pm-10:00pm	Silent Action and Vendor Fair Open
2:30pm-4:30pm	University of Houston System Meeting (Invitation Only)
2:30pm-4:30pm	University of Texas System Meeting (Invitation Only)
2:30pm-4:30pm	Texas A&M University System Meeting (Invitation Only)
2:30pm-4:30pm	Texas State University System Meeting (Invitation Only)
2:30pm-4:30pm	Texas Tech University System Meeting (Invitation Only)
2:30pm - 4:00pm	Insights from the SAoC Journal – Special Edition
4:00pm-5:30pm	SSAO Reception (Invitation Only)
4:00pm - 5:00pm	First Time Attendee Meeting
5:00pm - 5:30pm	Grad Student Case Study Orientation
5:30pm-7:00pm	Opening & Keynote #1 <i>Sponsored By TimelyCare</i>
7:00pm-8:00pm	Dinner
8:00pm-10:00pm	Centennial Celebration
<b>Day 2: Thursday, October 2, 2025</b>	
7:30am-5:00pm	Conference Check-In/Registration
8:00am-9:00am	Breakfast
8:00am-9:00am	Graduate Student Breakfast
8:00am-9:00am	Faculty Breakfast
8:00am-9:30am	Texas Dean of Students Council (TXDOS) Meeting & Breakfast (Closed Meeting)
8:30am-10:00am	TCCSAO Fall Meeting (Closed Meeting)
8:00am - 5:00pm	Vendors/Grad Programs/Silent Auction
8:00am - 5:00pm	Vice President Lounge <i>Sponsored By TimelyCare</i>
8:00am - 5:00pm	Faculty Lounge
9:00am -9:50 am	Educational Session 1

10:00am-10:50am	Educational Session 2
11:00am - 12:15pm	State of Higher Education Panel
12:15pm-1:50pm	Lunch and TACUSPA Business Meeting
2:00pm-2:50 pm	Educational Session 3
2:50pm-3:10pm	Snack Break
3:10pm-4:00 pm	Educational Session 4
4:10pm-5:00 pm	Educational Session 5
6:30pm-9:00pm	Presidents' Reception at the Houston Aquarium
<b>Day 3: Friday, October 3, 2025</b>	
7:30am-9:30am	Graduate Student Case Study Presentations
8:00am-9:00am	Breakfast
8:00am-10:00am	Vendors/Grad Programs/Silent Auction
9:00am-9:50am	Educational Session 6
9:30am-10:00am	Grad Student Case Study Judging Compilation
10:00am-11:00am	Keynote #2
11:00am-12:00pm	Conference Awards and Closing
12:00pm-12:30pm	Grab Lunch to Go
12:30pm-2:30pm	TACUSPA Board Meeting (Closed Meeting)
12:00pm-2:00pm	Texas Deans of Students Fall Meeting

**May 6, 2026**

**Item No. 3.4.**

**Rural Rental Housing Association of Texas Annual Convention and Trade Show 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 Rural Rental Housing Association of Texas for the 2026 Annual Convention and Trade Show.

**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. RRHA\_HOT\_Grant\_Packet\_FY26

# Staff Evaluation Form

<b>Event Name</b> RRHA of Texas Annual Convention & Trade Show	<b>Number of Room Nights*</b> 825	<b>Number of Attendees*</b> 350
<b>Max Amount of Funding per Guidelines*</b> \$35,000.00	<b>Staff Recommended Amount*</b> <b>\$7,800.00</b>	
<b>Event Dates</b> June 16 to 18, 2026	<b>Total Direct Economic Impact</b> \$336,376	<b>Local HOT Economic Impact</b> \$10,205
<b>Need Date</b> Yes	<b>Weekday Business</b> Yes	<b>Grant Dependent</b> No
<b>Repeat Group</b> No	<b>Potential for Repeat</b> Yes	

## Anything else that would help evaluation of this grant?

RRHA of Texas is a first-time group to College Station, filling a weekday need period in June. The event rotates among Texas cities on a 3 to 5 year cycle, creating strong potential for a future return booking. The total direct economic impact of \$336,376 significantly exceeds the stimulus request, and 80% of attendees are expected from outside a 50-mile radius. Staff recommends \$7,800, the full amount requested, to assist in offsetting speaker fees and an off-premise excursion, both of which will enhance the attendee experience and strengthen the likelihood of a repeat visit to College Station.

# RRHA of Texas Annual Convention & Trade Show

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*College Station Event Funding- Tourism  
Committee Approval*

## ***Rural Rental Housing Association of Texas, Inc.***

---

Ms. Robbye Meyer  
2 N 9th Street, Ste. B  
Temple, TX 76501

office@rrhatx.com  
O: 254-778-6111  
M: 512-963-2555  
F: RRHA of Texas

## ***Ms. Royce Ann Wiggins***

---

2 N 9th Street, Ste. B  
Temple, TX 76501

office@rrhatx.com  
O: 254-778-6111  
M: 254-718-6164

# Application Form

---

## *Event or Expenditure Description*

---

### Event Name\*

RRHA of Texas Annual Convention & Trade Show

### Event Website

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

www.rrhatx.com

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

06/16/2026

### Event End Date\*

The date the event is scheduled to end.

06/18/2026

### Event Description\*

Detailed description of the event.

RRHA of Texas will be celebrating our 46th Annual Convention & Trade Show. This annual event moves around the State each year with College Station being on a 3 to 5 year rotation. Beginning on Tuesday, June 16, 2026 we will have organized activities planned throughout the city of College Station including golf, shopping trips, visiting area attractions, and enjoying the many diverse restaurants College Station has to offer. On Wednesday and Thursday (June 17-18), we will have 2 full days of training, along with a trade show, meals and networking time which will be held inside the Hilton College Station. On Wednesday night, we plan to give each attendee a gift card for them to enjoy the amenities College Station has to offer. This gift card can be redeemed for dining, shopping, entertainment, or anything of their discretion. On Thursday night, we are considering using the George H. W. Bush Presidential Library and Marine One/4141 Locomotive Pavilion for an outing and reception.

### Schedule of Events

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

Convention Agenda 2025 -1.pdf

### Host Venue/Facility\*

Primary location where event will be held in College Station.

Hilton College Station & Conference Center

### Total number of hotel room nights expected?\*

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

825

### Nights Hotel Rooms are Needed\*

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

- 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.

Hilton College Station & Conference Center  
801 University Drive East  
College Station, Texas 77840

### 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:

RRHA is a state-wide nonprofit trade association; therefore, our conference attendees will come from all over Texas, plus numerous other states. Most of our attendees will bring their families (a plus for having the conference in June); allowing the families to explore College Station for its ideal location, major attractions, shopping, and unique recreation facilities. Each attendee is required to complete a registration form, enabling me to document/track what city they are from, what company they represent, etc. A hotel rooming list, following the conference, can also be used to track out-of-town guests.

## *Events without Spectators*

---

### **Number of expected attendees/participants:\***

350

### **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)\***

Rural Rental Housing Association of Texas, Inc.

**Applicant Name\***

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

Royce Ann Wiggins

**Date\***

04/02/2026

***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.

Royce Ann Wiggins

**Contract Signatory Email\***

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

office@rrhatx.com

***Funding Request Overview***

---

**Amount Requested\***

Total amount of funds requested for the event.

\$7,800.00

**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.

RRHA of Texas wishes to apply for the \$7,800 grant to enhance and increase the educational resources for our membership during our conference. The endowment money would assist our organization in educating our members about the potential opportunities in acquiring, maintaining, and managing affordable housing. It would go a long way toward defraying the costs of professional trainers and speakers, while making the entire event more enjoyable and productive for all of those who attend. The Stimulus Funds will also be used in assisting with defraying our cost in providing an off-premise excursion/tour (our hope is to have a tour of the George H.W. Bush Presidential Library & Museum, followed by a meal at the Marine One/4141 Locomotive Pavilion - currently checking on prices for busing, touring, food and beverage expenses, and table & chair rentals for that particular facility).

Thank you for your consideration of our request. Our hope is that you determine that the merits of our proposal are worthy of your funds.

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

Include Name and Amount to Receive

Commercial Insurance Solutions - \$4,000

Hamilton Valley Management - \$2,500

Other smaller financial commitments to follow after more information is released to the membership (this is based on previous years).

## 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.

RRHA of Texas Training Meetings

RRHA of Texas Committee Meetings

### 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.

# File Attachment Summary

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## *Applicant File Uploads*

- Convention Agenda 2025 -1.pdf

**RURAL RENTAL HOUSING ASSOCIATION OF TEXAS, INC.**

**45<sup>H</sup> ANNUAL CONVENTION & TRADE SHOW**

HYATT REGENCY FRISCO DALLAS HOTEL | 2615 PRESTON ROAD | FRISCO, TEXAS 75034 | 469.598.1235

**JULY 15-17, 2025**

**PRELIMINARY AGENDA**

**Site Mgr.** Project Site Managers  
**Sr. Mgmt.** Senior Supervisors | Mid-Management | Small Owners  
**Own/Dev.** Owners | Developers

**TUESDAY, JULY 15, 2025**

1:00 p.m. **Exhibitor Set-Up**

1:00 p.m. – 3 p.m. **“THE STAR” Tour**

- Buses will load at hotel at 12:30 p.m.
- Leave hotel at 12:45 p.m.
- Tour starts at 1:00 p.m.
- Return to hotel at approximately 2:45 p.m.

3:00 p.m. – 5:00 p.m. **TopGolf ...** attendees to provide their own transportation

4:00 p.m. – 6:00 p.m. **Early Registration**

**DINNER ON YOUR OWN**

**WEDNESDAY, JULY 16, 2025**

7:30 a.m. - 5:00 p.m. **Registration**

7:45 a.m. - 8:30 a.m. **Grab-n-Go Breakfast**

8:00 a.m. - 5:00 p.m. **Exhibits Open**

8:35 a.m. - 9:20 a.m. **Welcome | Opening Session | Awards Ceremony**

**Concurrent Sessions:**

**Site Mgr.** 9:25 a.m. – 10:25 a.m. **How Do YOU Eat an Elephant???**  
Angie Ruddock, Commercial Insurance Solutions  
Sandra Streit, Legacy Wealth Partners, Inc.

Big dreams demand small steps – taken every day, not all at once. In this fun and interactive seminar, you will learn that the lottery isn’t the only way to gain wealth and fad diets aren’t the best way to improve health. Why gamble on your goals when you can start achieving them now through practical persistence. ***How do you eat an elephant? One bite at a time!***

**Own/Dev.** 9:25 a.m. - 10:25 a.m. **Discussion of the Plan for the Two Days**  
Robbye Meyer, Arx Advantage

10:30 a.m. – 10:45 a.m. **Refreshment Break**

**Concurrent Sessions:**

**Site Mgr.** 10:50 a.m. – 11:50 a.m. **All in on Compliance: Fair Housing & Assistance Animals**  
Katie Rigsby, Katie Rigsby Inspires

In the high-stakes world of property management, understanding Fair Housing laws is a winning strategy you can't afford to gamble on. This session covers the fundamentals of the Fair Housing Act, including protected classes, common missteps, and strategies for staying compliant. Then, we'll raise the stakes with a focused look at Assistance Animals: how to handle accommodation requests, the difference between service animals and emotional support animals, and what documentation is (and isn't) required. Join Multifamily Maven Katie Rigsby and walk away with the tools and confidence to navigate Fair Housing situations fairly, consistently, and by the rules.

**Own/Dev.** 10:50 a.m. - 11:50 a.m. **Washington Wire**  
Colleen Fisher, CARH  
Todd Kercheval, RRHA Legislative Consultant  
Patrick Barbolla, Fountainhead Management  
Robbye Meyer, Arx Advantage

12:00 noon - 1:20 p.m. **Lunch**

**Concurrent Sessions:**

**Site Mgr.** 1:30 p.m. - 2:30 p.m. **Stacking the Deck: Fair Housing Changes & Future Moves**  
Katie Rigsby, Katie Rigsby Inspires

You've learned the basics, now it's time to stack the deck in your favor. In this 50-minute session, we'll deal with the latest changes in Fair Housing laws, highlight evolving trends, and reveal emerging issues in advertising, screening, and compliance. Join Multifamily Maven Katie Rigsby for expert guidance on staying proactive and avoiding costly mistakes. Walk away ready to confidently navigate the changing landscape and protect your property and residents for the long game.

**Key Takeaways:**

- Understand recent Fair Housing updates affecting HUD and USDA properties
- Spot potential compliance risks in advertising and tenant screening
- Apply practical strategies to maintain strong, future-ready Fair Housing compliance

**Own/Dev.** 1:30 p.m. - 2:30 p.m. **Texas Legislative Update**  
Todd Kercheval, RRHA Legislative Consultant  
Patrick Barbolla, Fountainhead Management  
Robbye Meyer, Arx Advantage

## WEDNESDAY, JULY 16, 2025, *continued*

### **Concurrent Sessions:**

**Site Mgr.** 2:35 p.m. – 3:35 p.m. **RRHA TX Lease Generation Program Overview**  
Duane Tinsley, Simply Computer Software

This will be a guided tour that covers of all the features & forms provided with the RRHA of Texas USDA/RD Approved Lease Generation Program that is available to RRHA of Texas Members. Come see all the benefits this program has to offer and have your related questions and/or concerns answered.

**Own/Dev.** 2:35 p.m. - 3:35 p.m. **USDA Rural Development ... via Zoom**  
Karissa Stiers, Acting Deputy Administrator | Field  
Operations Division Director  
Multifamily Housing | Rural Housing Service  
Saykorn Kannika, Team Lead  
Multi-Family Housing | Field Operations  
Division/South Region | South Routine Team 4

3:40 p.m. – 3:55 p.m. **Refreshment Break**

**Site Mgr.** 4:00 p.m. – 5:00 p.m. **Physical Inspections, Part 1 of 2**  
Ken Morton, Greystone

### **Joint Session between Owners, Developers, and Tax Credit Managers**

**Tax Credit Properties ONLY** 4:00 p.m. – 5:00 p.m. **ROUNDTABLE DISCUSSION - TAX CREDIT PROPERTIES ONLY**  
Robbye Meyer, Arx Advantage  
Jason Rabalais, MAC Real Estate  
Justin Meyer, Arx Advantage

Topics to include, but not limited to: 811 Units, Resident Services, and Compliance Issues

5:00 p.m. - **ON YOUR OWN ... Down-time & Dinner**

**WANT A NIGHT OUT TO YOURSELF ... well, you got it!** Enjoy the amenities Frisco has to offer – head to The Star, walk the adjoining mall, or visit any of the hundreds of restaurants and stores nearby. On Wednesday afternoon, following our last session of the day, all paying attendees will receive a \$40 pre-paid gift card to be redeemed for dining, shopping, entertainment, or anything of your discretion. Although this card is not redeemable for cash, you should treat it like cash ... if lost, destroyed, or stolen, it will NOT be replaced.

## THURSDAY, JULY 17, 2025

7:30 a.m. - 3:00 p.m. **Registration**

7:45 a.m. - 8:30 a.m. **Grab-n-Go Breakfast**

8:00 a.m. - 3:30 p.m. **Exhibits Open**

**THURSDAY, JULY 17, 2025, continued**

**Concurrent Sessions:**

Site Mgr. 8:35 a.m. – 9:35 a.m.

**Physical Inspections, Part 2 of 2**  
Ken Morton, Greystone

Own/Dev. 8:35 a.m. - 9:35 a.m.

**Work Session – Who, What, When and How**  
Robbye Meyer, Arx Advantage  
Jason Rabalais, MAC Real Estate  
Justin Meyer, Arx Advantage

9:40 a.m. – 9:55 a.m.

**Refreshment Break**

**Concurrent Sessions:**

Site Mgr. 10:00 a.m. – 11:00 a.m.

**HOTMA, Part I of 2**  
Craig Barbolla, Fountainhead Management  
Patrick Barbolla, Fountainhead Management

Own/Dev. 10:00 a.m. - 11:00 a.m.

**Water Conservation & Optimization ... via Zoom**  
Orlando Valdes, ION Water

**Concurrent Sessions:**

Site Mgr. 11:05 a.m. – 12:05 p.m.

**HOTMA, Part 2 of 2**  
Craig Barbolla, Fountainhead Management  
Patrick Barbolla, Fountainhead Management

Own/Dev. 11:05 a.m. - 12:05 p.m.

**Market Update**  
Chris Mullen, Bonneville Multifamily Capital  
David Danenfelzer, Texas State Affordable Housing Corp.  
Blair Henderson, Churchill Stateside Group

12:10 p.m. - 1:25 p.m.

**Lunch** [general membership]

12:10 p.m. - 1:25 p.m.

**BOARD of DIRECTORS MEETING & LUNCH**

**Concurrent Sessions:**

Site Mgr. 1:30 p.m. - 2:30 p.m.

**RRHA Lease / Rental Applications**  
Patrick Barbolla, Fountainhead Management  
Craig Barbolla, Fountainhead Management

Sr. Mgmt. 1:30 p.m. – 2:30 p.m.

**515/8 Properties: Successes & Challenges for HUD PBRA Participants**  
Chris Petty, Southwest Housing Corporation  
Sarah Snow Gamble, Southwest Housing Corporation

Own/Dev. 1:30 p.m. - 3:30 p.m.

**TDHCA ... via Zoom**  
Cody Campbell, Director of Multifamily Programs, TDHCA

2:35 p.m. – 2:50 p.m.

**Refreshment Break**

All Attendees 3:00 p.m. – 4:15 p.m.

**Motivational Speaker**  
Dennis Swanberg, Motivational Speaker

**THURSDAY, JULY 17, 2025, *continued***

- 4:15 p.m. – 5:15 p.m.      **Basket Raffles | Door Prizes**
- 5:15 p.m. – 6:15 p.m.      **R & R (1 Hour to Rest and Relax prior to Dinner & Casino Night)**
- 6:15 p.m. - 7:00 p.m.      **Dinner**
- 7:00 p.m. – 10:00 p.m.      **Casino Night | Casino Prizes**

CONCLUSION OF RRHA OF TEXAS' CONVENTION and TRADE SHOW

**PLEASE NOTE THAT SOME TOPICS AND CONTENT ARE SUBJECT TO CHANGE**

**May 6, 2026**

**Item No. 3.5.**

**2026 IRECA/TEEX Annual Conference & Challenges 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 International Rescue & Emergency Care Association for the 2026 IRECA/TEEX Annual Conference & Challenges.

**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. IRECA\_TEEX\_HOT\_Grant\_Evaluation\_FY26

# Staff Evaluation Form

<b>Event Name</b> 2026 IRECA/TEEX Annual Conference & Challenges	<b>Number of Room Nights*</b> 200	<b>Number of Attendees*</b> 52
<b>Max Amount of Funding per Guidelines*</b> \$5,000.00	<b>Staff Recommended Amount*</b> <b>\$5,000.00</b>	
<b>Event Dates</b> June 17 to 19, 2026	<b>Total Direct Economic Impact</b> \$147,861.22	<b>Local HOT Economic Impact</b> \$3,545.38
<b>Need Date</b> Yes	<b>Weekday Business</b> Yes	<b>Grant Dependent</b> No
<b>Repeat Group</b> No	<b>Potential for Repeat</b> Yes	

## Anything else that would help evaluation of this grant?

IRECA has previously brought this conference to the College Station area, but this marks their first year with a hotel room block located within College Station. The event centers on fire rescue and emergency pre-hospital medicine, with the technical rescue challenge competition held at the TEEX Brayton Fire Training Field. 100% of attendees are expected from outside a 50-mile radius. The event falls entirely within a weekday need period (Wednesday through Friday), making it a strong fit for the stimulus program. IRECA has indicated that grant funds will be used to enhance programming quality by offsetting speaker and subject-matter expert costs, which are anticipated to improve attendee experience and support future return bookings. The requested amount of \$9,000 exceeds the maximum allowable stimulus under the Conventions/Meetings guidelines for 200 room nights; staff recommends the maximum eligible award of \$5,000.

## 2026 IRECA/TEEX Annual Conference & Challenges

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*College Station Event Funding- Tourism  
Committee Approval*

### ***IRECA ( International Rescue & Emergency Care Association )***

---

Sean M Ahlers  
PO Box 431000  
Minneapolis, MN 55443

gleafblad@ireca.org  
O: 612-314-9532  
M: 612-805-9122  
F: IRECA

### ***Gary P Leafblad***

---

PO Box 431000  
Minneapolis, MN 55443

gleafblad@ireca.org  
O: 612-790-1535  
M: 612-790-1535

# Application Form

---

## *Event or Expenditure Description*

---

### Event Name\*

2026 IRECA/TEEX Annual Conference & Challenges

### Event Website

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

www.ireca.org

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

06/17/2026

### Event End Date\*

The date the event is scheduled to end.

06/19/2026

### Event Description\*

Detailed description of the event.

The International Rescue & Emergency Care Association hosts an annual conference featuring themed educational sessions based on the latest and greatest tools, technology, and information relevant to fire-rescue & emergency pre-hospital medicine. This year's event will prominently feature a competition-style skill verification event featuring teams of up to 6 individuals participating in rope rescue and emergency medicine scenarios seen primarily in industrial or technical rescue setting.

### Schedule of Events

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

2026 DRAFT Schedule.pdf

### Host Venue/Facility\*

Primary location where event will be held in College Station.  
Texas A&M Extension Service (TEEX) Brayton Fire Training Field

### 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.  
Tuesday  
Wednesday  
Thursday  
Friday

### 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.  
Drury Plaza Hotel College Station

### 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:

We will track attendees as they register through our online registration system, hosted by CVENT. Furthermore, we will be tracking the attending teams online in a Google Sheet to assure that we do not grant registrations to more competing teams than we are capable of handling in each of our competition events.

## *Events without Spectators*

---

### Number of expected attendees/participants:\*

52

## Out-of-Town Percentage

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

100

## *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)\***

International Rescue & Emergency Care Association

### **Applicant Name\***

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

Gary Leafblad

**Date\***

03/20/2026

***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.

Gary Leafblad

**Contract Signatory Email\***

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

gleafblad@ireca.org

***Funding Request Overview***

---

**Amount Requested\***

Total amount of funds requested for the event.

\$9,000.00

**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.

We plan to use funds to offset the costs associated with bringing in speakers and subject-matter experts to aid in evaluation of the teams in the challenge event with the anticipated breakdown:

- Travel Stipend = \$250
- 4 hotel nights @\$150/night = \$600
- Conference registration = \$100
- Awards Dinner = \$50

--TOTAL of \$1,000 per person with 9 speakers/instructor spots being filled, equaling \$9,000

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

Include Name and Amount to Receive

Texas A&M University Engineering Extension Service (TEEX) - \$3,800 in-kind support for the use of their Brayton Fire Training Facility (estimated based on 2025 figures, adjusted for shorter conference length)

We are working to secure educational sponsors with added goal of securing financial support from these organizations beyond their non-cash contributions.

## *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.

### 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.

## File Attachment Summary

---

### *Applicant File Uploads*

- 2026 DRAFT Schedule.pdf

# 2026 IRECA/TEEX Annual Conference & Challenges

	Tuesday 6/16/2026	Wednesday 6/17/2026	Thursday 6/18/2026	Friday 6/19/2026	Saturday 6/20/2026	
7:00						7:00
7:15						7:15
7:30						7:30
7:45						7:45
8:00						8:00
8:15						8:15
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20:45						20:45
21:00						21:00

\*\* ALL EVENTS HELD AT THE DRURY HOTEL UNLESS OTHERWISE NOTED \*\*

**May 6, 2026**

**Item No. 3.6.**

**2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live HOT Grant**

**Sponsor:** Alex Agüero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with NXTPRO Sports for the 2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live.

**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. NXTPRO\_HOT\_Grant\_Packet\_FY26

# Staff Evaluation Form

<b>Event Name</b> 2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live	<b>Number of Room Nights*</b> 1,500	<b>Number of Attendees*</b> 10,500
<b>Max Amount of Funding per Guidelines*</b> \$40,000.00	<b>Staff Recommended Amount*</b> <b>\$25,000.00</b>	
<b>Event Dates</b> July 16–19, 2026	<b>Total Direct Economic Impact</b> \$6,478,895	<b>Local HOT Economic Impact</b> \$141,722
<b>Need Date</b> Yes	<b>Weekday Business</b> Yes	<b>Grant Dependent</b> No
<b>Repeat Group</b> Yes	<b>Potential for Repeat</b> Yes	

## Anything else that would help evaluation of this grant?

The NXTPRO Puma Basketball Circuit Finals/NCAA Live is a repeat event with strong and growing economic impact for College Station. The 2026 event is expected to draw 400+ teams and 10,500 attendees, including NCAA Division I coaches and NBA scouts during the NCAA Live evaluation period, generating \$6,478,895 in direct economic impact. With 90% of attendees from outside a 50-mile radius and a stay-to-play hotel structure ensuring all 1,500 room nights remain in College Station, the event represents exceptional return on investment relative to the stimulus requested. Staff recommends \$25,000, the full amount requested, consistent with the prior year award and commensurate with the event's scale, need-period timing, and demonstrated history of growth.

## Event Grant History

	2025
<b>Room Nights</b>	907
<b>HOT Grant</b>	\$25,000
<b>Direct EIC</b>	\$5,395,366
<b>Local HOT EIC</b>	\$121,910

# 2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live

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*College Station Event Funding- Tourism  
Committee Approval*

## ***NXTPRO Sports***

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Matt Reynolds  
8800 Tralee Rd  
Lincoln, NE 68520

marketing@nxtprosports.com  
O: 210-214-2491  
F: NXTPRO Sports

## ***Greg Sise***

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8800 Tralee Rd  
Lincoln, NE 68520

marketing@nxtprosports.com  
O: 5312425103

# Application Form

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## *Event or Expenditure Description*

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### **Event Name\***

2026 NXTPRO Puma Basketball Circuit Finals/NCAA Live

### **Event Website**

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

<https://nxtprohoops.com/>

### **Event Type\***

Select the type that best fits your event.

Sports

### **Event Start Date\***

The date the event is scheduled to begin.

07/16/2026

### **Event End Date\***

The date the event is scheduled to end.

07/19/2026

### **Event Description\***

Detailed description of the event.

We will host a 400+ team Basketball Tournament event in Bryan, TX for youth ages 15-17.

### **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.

Legends Event Center

### Total number of hotel room nights expected?\*

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

1500

### Nights Hotel Rooms are Needed\*

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

- Wednesday
- Thursday
- Friday
- Saturday

### 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.

- Wingate by Wyndham College Station South
- Drury Plaza Hotel College Station
- La Quinta Inn & Suites by Wyndham College Station North
- Home2 Suites by Hilton College Station
- Red Roof Inn College Station
- Aloft College Station
- Hyatt Place College Station
- Courtyard by Marriott Bryan College Station
- Super 8 College Station
- La Quinta Inn & Suites by Wyndham College Station South
- Baymont by Wyndham College Station
- Staybridge Suites College Station by IHG
- Hawthorn Extended Stay by Wyndham College Station South
- Wyndham Garden College Station
- Hampton Inn and Suites College Station
- Texas A&M Hotel and Conference Center
- Hilton College Station & Conference Center
- voco College Station Aggieland

### 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:

This is a stay to play tournament in the Bryan/College Station area. All entrants have to stay in the hotels we book. This is done through Event Connect. The Numbers listed above are for the entire event. Breakdown details can be provided following the completion of the event including spectator attendance numbers.

## *Events with Spectators*

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### **Number of expected participants\***

Participants only include those taking part in the event.

Be sure to include staff attending.

4000

### **Number of expected spectators\***

Spectators only include those watching the event.

6500

### **Out-of-Town Percentage\***

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

90

### **Number of expected teams (if applicable):**

400

## *Funding Agreement Acknowledgement*

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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)\***

Supreme Tournaments LLC

**Applicant Name\***

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

Greg Sise

**Date\***

04/13/2026

***Contract Signatory***

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**Contract Signatory Name\***

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

Matt Reynolds

**Contract Signatory Email\***

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

Matt@nxtprosports.com

## Funding Request Overview

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### Amount Requested\*

Total amount of funds requested for the event.

\$25,000.00

### 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.

- Rental
- Operational Staff to run the event
- Security
- Sports Medicine/trainers
- Meals for College coaches and NBA Scouts

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

Include Name and Amount to Receive

Destination Bryan

## Referral

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**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 will have hosted 2 other events at the same location prior to this event. Averaging 150 teams each. This event, due to the NCAA Live period will attract NCAA DI coaches as well as NBA Scouts and as a result the team attendance will be significantly higher. 2025's Finals event was at the same location and attracted over 400 teams.

**May 6, 2026**

**Item No. 3.7.**

**2026 STYSA State Cup Finals (NCS State Cup) HOT Grant**

**Sponsor:** Alex Agüero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with South Texas Youth Soccer Association for the 2026 STYSA State Cup Finals (NCS State Cup).

**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. STYSA\_HOT\_Grant\_Packet\_FY26 (2)

# Staff Evaluation Form

<b>Event Name</b> STYSA State Cup Finals (NCS State Cup)	<b>Number of Room Nights*</b> 275	<b>Number of Attendees*</b> 5,275
<b>Max Amount of Funding per Guidelines*</b> \$20,000.00	<b>Staff Recommended Amount*</b> <b>\$3,000.00</b>	
<b>Event Dates</b> May 23 to 25, 2026	<b>Total Direct Economic Impact</b> \$355,890	<b>Local HOT Economic Impact</b> \$6,760
<b>Need Date</b> Yes	<b>Weekday Business</b> No	<b>Grant Dependent</b> No
<b>Repeat Group</b> Yes	<b>Potential for Repeat</b> Yes	

## Anything else that would help evaluation of this grant?

The STYSA State Cup Finals is a repeat regional sports event held at Veterans Park and Athletic Complex, drawing 53 teams and 5,275 attendees with 98% from outside a 50-mile radius. While room night tracking has shown a decline, the event organizer has confirmed that team size has not decreased. Staff is actively working with the group to improve tracking accuracy. Staff recommends \$3,000 based on current verified room night history, with the expectation that improved tracking in future cycles will better reflect the event's true economic contribution to College Station.

## Event Grant History

	2023	2024	2025
<b>Room Nights</b>	350		116
<b>HOT Grant</b>	\$9,000		\$4,500
<b>Direct EIC</b>	\$632,373		\$267,693
<b>Local HOT EIC</b>	\$12,364		\$4,507

\* Event was not held in 2024 due to hotel availability.

# STYSA State Cup Finals (NCS State Cup)

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*College Station Event Funding- Tourism  
Committee Approval*

## ***South Texas Youth Soccer Association***

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Billy Hart  
2851 Joe DiMaggio Blvd. #23  
Round Rock, TX 78665

execvp@stxsoccer.org  
O: 512-272-4553  
M: 979.571.6658  
F: STYSA

## ***Billy Hart***

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2851 Joe DiMaggio Blvd. #23  
Round Rock, TX 78665

bhartaggie99@yahoo.com  
O: 9795716658  
M: 9795716658

# Application Form

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## *Event or Expenditure Description*

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### **Event Name\***

STYSA State Cup Finals (NCS State Cup)

### **Event Website**

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

<https://www.stxsoccer.org/state-cup/>

### **Event Type\***

Select the type that best fits your event.

Sports

### **Event Start Date\***

The date the event is scheduled to begin.

05/23/2026

### **Event End Date\***

The date the event is scheduled to end.

05/25/2026

### **Event Description\***

Detailed description of the event.

South Texas State Cup, part of the US Youth Soccer National Championships, is the highest level of competition in the South Texas Spring Cup Series. It is an open entry competition for South Texas Youth Soccer registered teams in the 11U to 19U age groups who competed in a South Texas Youth Soccer Association qualifying league. Top Division I teams are typically defined as teams playing in the US Youth Soccer National League Frontier Conference (Premier I and FDL), State Classic League (SCL), and the 11U-13U Division I teams competing in the EDPL Division I or WDDOA Prime league brackets.

### **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.

Veterans Park & Athletic Complex

**Total number of hotel room nights expected?\***

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

275

**Nights Hotel Rooms are Needed\***

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

- Sunday
- Friday
- Saturday

**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.

Working with Lindsey LaZaroff with Successful Sporting Events and Visit College Station for the Following Hotels:

- Baymont Inn & Suites CS
- Comfort Suites University Dr.
- Courtyard by Marriott
- Days Inn University Dr.
- Embassy Suites
- Hawthorn Suites
- Hilton CS & Conference Center
- Home2 Suites
- La Quinta North
- La Quinta South
- TownePlace Suites
- Wyndham Garden

**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:

- Team Check-In Online
- Working on New Tracking System

## *Events with Spectators*

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### **Number of expected participants\***

Participants only include those taking part in the event.

Be sure to include staff attending.

3275

### **Number of expected spectators\***

Spectators only include those watching the event.

2000

### **Out-of-Town Percentage\***

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

98

### **Number of expected teams (if applicable):**

53

## *Funding Agreement Acknowledgement*

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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)\***

South Texas Youth Soccer Association

**Applicant Name\***

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

Billy Hart

**Date\***

04/09/2026

***Contract Signatory***

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**Contract Signatory Name\***

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

Billy Hart or Charles Rotramel

**Contract Signatory Email\***

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

execvp@stxsoccer.org

## Funding Request Overview

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### 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.

Funds will be used to help cover event costs including field usage fees, referees, medical trainers, security personnel, golf carts and hospitality for staff and volunteers to help keep registration fees reasonable for teams and families.

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

Include Name and Amount to Receive

## Referral

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**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.

Various Local and State Soccer Soccer Tournaments, State League Play and STYSA Cups (South Texas, Directors, Presidents and State Cup).

### 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.

**May 6, 2026**

**Item No. 3.8.**

**USATF Lone Star Grand Prix Sponsorship**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a sponsorship agreement with Texas A&M University not to exceed \$175,683 for the upcoming track event, USA Track & Field's Lone Star Grand Prix on June 6, 2026.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee approve the general contract terms.

**Summary:** The City Council will approve the final agreement prior to execution as final terms are still in negotiation. This agreement is between the City of College Station and Texas A&M University System for the City's sponsorship of the USATF Lone Star Grand Prix, a track and field event scheduled for June 6, 2026, at E.B. Cushing Stadium in College Station, Texas. The purpose of the sponsorship is to support bringing the large-scale Track and Field event to College Station. In exchange for the City's financial sponsorship, Texas A&M University System will provide a package of broadcast, digital, and on-site recognition benefits. Attached is the approval of the Event Trust Fund from the state of Texas, as well as the economic impact projections provided as part of that application.

**Budget & Financial Summary:** Both payments under this agreement will be funded through the City's Hotel Occupancy Tax fund. The City's total sponsorship commitment consists of two components: a direct cash sponsorship of \$75,000, payable within 30 calendar days of the City's receipt of an invoice submitted by Texas A&M University System within seven calendar days of the event date; and a contingent additional cash sponsorship of \$100,683 payable only if and when the City receives that amount as reimbursement from the Texas Office of the Governor through the Event Trust Fund program, making the maximum potential total \$175,683. The \$100,683 contingent amount is pass-through in nature, the City is not obligated to pay it unless State reimbursement is received, and any amount received from the Governor's office above \$100,683 will be retained by the City to offset its local share payment previously made to the Office of the Governor.

- \$75,000- initial cash sponsorship
- \$100,683- Event Trust Fund from State of Texas

**Attachments:**

1. USATF Event Trust Fund Application
2. USATF Event Trust Fund Economic Impact Study
3. Event Trust Fund Application Approval Letter

# EVENTS TRUST FUND

## Application

Office of the Governor  
Economic Development and Tourism (EDT)

**APPLICANT NAME:** City of College Station

**APPLICANT ADDRESS:** PO Box 9960, College Station, TX 77842

**EVENT NAME:** 2026 USATF Lone Star Grand Prix

**DATE(S) OF EVENT:** June 6, 2026

**EVENT LOCATION (CITY):** College Station, TX

**DATE APPLICATION SUBMITTED:** February 6, 2026

**Event Trust Funds Application**  
**Events Trust Fund (ETF), Major Events Reimbursement Program (MERP)**  
**or Motor Sports Racing Trust Fund (MSRTF)**

Please review the ETF Guidelines document and applicable Statutes and TAC Rules before submitting this application. Links can be found in the Program Documents section at <https://gov.texas.gov/business/page/event-trust-funds-program>.

An application is not complete until all required documents are submitted, except for the Event Support Contract and the Human Trafficking Prevention Plan (MERP only). See Section 8: Checklist for required documents.

Deadlines for application submission are as follows:

ETF & MSRTF: Not earlier than one year and no later than 120 days prior to the first day of the event.

MERP: Not earlier than one year and no later than 45 days prior to the first day of the event.

Not later than the 30th day before the first day of the event, a site selection organization must submit a plan to prevent the trafficking of persons in connection with the event to the Office of the Attorney General and the Chief of the Texas Division of Emergency Management (see Section 8: Checklist and ETF Guidelines document for trafficking plan submittal details).

*Please submit all documents to [eventsfund@gov.texas.gov](mailto:eventsfund@gov.texas.gov).*

**SECTION 1: ENDORSING MUNICIPALITY OR COUNTY**

Name of Endorsing Municipality or County:	City of College Station
Municipality or County Contact Name:	Jeremiah Cook
Contact Title:	Assistant Director, Tourism
Contact Email:	jcCook@cstx.gov
Contact Phone Number:	979-764-2619

1. Has the endorsing municipality or county reviewed the event and found that it meets all eligibility requirements as listed in Texas Government Code Chapter 478. Major Events Reimbursement Program, Chapter 479. Motor Sports Racing Trust Fund, or Chapter 480. Events Trust Fund?

Yes  No

2. Has the endorsing municipality or county determined that it will contribute other local money (“local share”) to the Trust Fund per Sec. 478.0153 or Sec. 480.0153, if established?

Yes  No

**If “Yes”, the local share must be received not later than the 90<sup>th</sup> after the last day of the event. Otherwise, the event will be deemed ineligible.**

**If “No”, EDT will notify the Comptroller to satisfy the local share amount per Sec. 478.0152 or Sec. 480.0152.**

## SECTION 2: LOCAL ORGANIZING COMMITTEE

1. Has the municipality or county authorized a *nonprofit* Local Organizing Committee (LOC) to enter into an agreement with the site selection organization to host the event on behalf of the municipality or county?  
**Yes**  **No**
2. If Question 1 is selected as “No”, the municipality or county must directly enter into the Event Support Contract with the site selection organization.

If “Yes”, provide the following information for the LOC:

Name of LOC:	
LOC Contact Name:	
LOC Contact Title:	
Contact Email:	
Contact Phone Number:	

Is the LOC designated in the endorsing letter submitted with the application? **Yes**  **No**

## SECTION 3: SITE SELECTION ORGANIZATION

Name of Site Selection Organization:	USA Track & Field
Site Selection Contact Name:	Max Siegel
Site Selection Contact Title:	CEO
Site Selection Contact Email:	
Contact Phone Number:	317-261-0500

\*EDT reserves the right to contact the site selection organization, or any other organization directly related to this event.

## SECTION 4: FUND REQUEST AMOUNT

Total Fund Amount Requested:	\$139,039
State Share:	\$119,861
Local Share:	\$19,178

\*In accordance with statute, the State Share must be no more than 6.25 times the Local Share. To calculate the Local Share, divide the State Share by 6.25. Total Fund = State Share + Local Share. Use whole numbers and round to the nearest dollar.

**For MERP Applications only:**

Estimated Direct Impact Total:	
Estimated Secondary Impact Total:	

\*Direct Impact + Secondary Impact = State Share. Calculate the Total Fund, then determine the Local Share and State Share. Use whole numbers and round to the nearest dollar.

**SECTION 5: EVENT INFORMATION**

Official Event Name:	2026 USATF Lone Star Grand Prix
Event Fund being applied for: (ETF, MERP, or MSRTF)	ETF
Venue(s) of Event:	EB Cushing Stadium, Texas A&M University
Venue(s) Address:	977 Penberthy Blvd, College Station, TX 77840
Event Website:	<a href="https://www.usatf.org/events/2026/2026-usatf-lone-star-grand-prix-presented-by-44-fa">https://www.usatf.org/events/2026/2026-usatf-lone-star-grand-prix-presented-by-44-fa</a>
Date(s) of the Primary Event:	June 6, 2026
Location of Event for the previous 5 years: (List most recent year first) (City and State/Country)	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
Source of information for previous Events:	No previous events
Other locations outside of Texas considered to host the event: (City and State/Country)	
Was the site selected as a part of a multi-year agreement? If yes, what years?	no
Will there be a fee charged by the Site Selection Organization, which must be paid as a condition to holding the event, including host fees, sanction fees, participation fees, or bid fees for the event?*	no
If yes, what is the <b>total</b> amount of the above referenced fee(s)?*	
Additional information:	

\*Reimbursement will not be made for such a fee in excess of the amount listed. See TAC Rule § 184.45(18).

## SECTION 6: ECONOMIC IMPACT INFORMATION

Please provide the following information. The information provided should align with the information provided in the Economic Impact Study.

**Estimated Attendance Chart:** Complete the supplemental Excel worksheet and include with the application submission. Instructions for completing the chart are in the worksheet.

**Estimated Attendance Data:** The information provided below should align with the information provided in the Estimated Attendance Chart.

Desired Market Area (area that will be affected by the economic impact of the event. This is usually the county in which the event is held and may sometimes include adjacent counties):	Brazos County
Primary event day(s) on which attendance will be measured and used for reporting attendance after the event:	June 4-6, 2026
Estimated Daily Average Attendance at Primary Event (average of the total estimated attendance from the day(s) listed above):	5,580

**Spending Rates and Percentages:** Provide the estimated daily average spending rates per person in the following categories for all attendees below. Include only taxable expenses (e.g. most food purchased at a store is not taxed and would not be included, but food purchased at a restaurant is taxed and may be included.)

Daily Spending Rate for Food & Non-Alcoholic Beverages:	\$68.00
Daily Spending Rate for Shopping & Entertainment:	\$64.00
Daily Spending Rate for Alcoholic Beverages:	\$14.00
Daily Spending Rate for Hotel:	\$157.17
On average, how many people per room?	2.54
Daily Spending Rate for Vehicle Rental:	\$76.00
On average, how many people per vehicle?	2.57

## SECTION 7: ATTENDANCE REQUIREMENT

In accordance with TAC Rule § 184.13(d), 184.23(d) and 184.30, no later than 45 days after the event, the *total actual attendance* and the estimated number of attendees that are not residents of Texas at the event must be provided to EDT. Supporting documentation must be submitted for verification. Please see TAC Rule for acceptable methods. Other methods may be approved by the OOG in its sole discretion prior to the first day of the event.

Please explain which of these methods or another method, subject to approval, that will be used:	Registration for athletes, coaches, officials, staff, and media. Ticket counts will be used for spectators.
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## SECTION 8: CHECKLIST

***EDT must receive the following documents (except the Event Support Contract and Human Trafficking Prevention Plan) by the application deadline before it can issue an estimate of incremental taxes.***

EDT is statutorily required to make a determination within 30 days after receiving a complete application. If an application is incomplete, it will not be processed until all required information is submitted. **Early submission is encouraged.**

- Events Trust Fund Application** completed and signed by someone that the applying entity has determined is eligible to bind the entity.
- Estimated Attendance Chart** completed with information that aligns with the Economic Impact Study.
- Endorsement Documentation** from the endorsing municipality or endorsing county requesting participation in the trust fund program and signed by a person authorized to bind the municipality or county. The documentation should clearly indicate the municipality or county's endorsement of the event and the name of the LOC, if applicable. The information in the document should coincide with the Selection Letter.
- Selection Letter** A signed letter from the site selection organization selecting the site in Texas that clearly indicates and describes a highly competitive selection process by which site selection occurred including the locations considered outside of Texas, and that the selection was based on an application by the endorsing municipality, county, or LOC. This selection letter must clearly indicate the selected LOC (if applicable), the selected municipality or county, and the event date(s). The event date(s) indicated in the letter must match in all submitted application documents.
- Economic Impact Study** or other data sufficient for EDT to make the determination of the estimated incremental increase in tax revenue directly attributable to the preparation or presentation of the event, including data for any related activities. The Economic Impact Study should contain detailed information on the direct expenditures for the event in the requested market area relating to the economic activity of attendees and other persons associated with the event. It may also include information on taxable event expenditures in the market area, if applicable. For MERPs only, secondary impacts must be included and stated separately from the direct impact in order for these impacts to be considered in the EDT analysis.
- Affidavit for Economic Impact** signed by the person(s) who prepared the Economic Impact Study for the application.
- Affidavit of Endorsing Entity** signed by each endorsing municipality, county, and/or LOC.
- Human Trafficking Prevention Plan (MERP Only)** No later than the 30th day before the first day of the event, the site selection organization must submit a plan to the trafficking of persons in connection with the event to the office of the attorney general and the chief of the Texas Division of Emergency Management. Plans shall be submitted to the following contacts or other designees as applicable:
  - Sgt. Boone Cadwell – Office of the Attorney General [boone.cadwell@oag.texas.gov](mailto:boone.cadwell@oag.texas.gov)
  - Wes Rapaport, Blair Walsh – Texas Division of Emergency Management [wes.rapaport@tdem.texas.gov](mailto:wes.rapaport@tdem.texas.gov), [blair.walsh@tdem.texas.gov](mailto:blair.walsh@tdem.texas.gov)
- Event Support Contract** is a contract by and between a site selection organization and a local organizing committee, an endorsing municipality, or an endorsing county setting out the representations and assurances of the parties with respect to the selection of a site in this state for the location of an event, and the requirements and costs necessary for the preparation or presentation of the event. The Event Support Contract is due before the first day of the event.

**Note: Disclosure of Information under the Public Information Act.** All documents submitted to the Office of the Governor (OOG) may be subject to disclosure under the Texas Public Information Act, Chapter 552 of the Texas Government Code ("the Act"), including, but not limited to, the application, event support contract, economic impact analysis, and all disbursement documentation submitted after the event, whether created or produced by the applicant or by any third-party. If it is necessary to include proprietary or otherwise confidential information in the documents submitted, that particular information should be clearly identified as such. **Merely making a blanket claim that all documents are protected from disclosure because they may contain some proprietary or confidential information is not acceptable and will not render the information confidential.** Any information that is not clearly identified as proprietary or confidential will be released in accordance with the Act.

I, the authorized representative of the applicant, certify that the representations made, the facts stated in this application and all supplemental documents are true and correct, and that no relevant facts have been intentionally omitted, as evidenced by my signature below. I hereby agree on behalf of the applicant, to comply with the reporting requirements and will provide other documentation as requested.

Jeremiah Cook  
Signature

Jeremiah Cook  
Name (Printed)

Assistant Director, Tourism  
Title

2/6/26  
Date

**Economic Impact Study**  
**2026 USATF Lone Star Grand Prix**  
**College Station, TX**  
**June 6, 2026**

Submitted for consideration under the Events Trust Fund by the

**City of College Station**

February 6, 2026

## Event Background

The 2026 USATF Lone Star Grand Prix is one of two gold-level meets on the inaugural USATF Tour, a collection of World Athletics-labeled meets throughout the country. This event, put on by the National Governing Body for Track and Field, allows competition from top athletes across the United States. After a competitive bid process, College Station and Texas A&M were selected due to the high-quality facilities at Texas A&M University, namely E.B. Cushing Stadium.

Table 1 outlines the expected schedule of events and the attendance of players, coaches, staff, officials, media/tv crews, friends, family, and spectators.

**Table 1**  
**Expected Schedule of Events and Total Attendance<sup>1</sup>**

Date	Schedule	Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators	Total
6/4/2026	Load In	135		45		35	250	465
6/5/2026	Load In	135	25	45	35	140	2,500	2,880
6/6/2026	Event Day	135	25	45	35	140	5,200	5,580
								8,925

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<sup>1</sup> Total attendance is determined based on estimates provided by the event organizer.

## Total Economic Gain

The economic gain from events such as the 2026 USATF Lone Star Grand Prix, which is expected to bring in more than 120 athletes from around Texas and the United States to Texas is significant for the state and local economy. Events of this magnitude help generate state economic contributions by keeping expenditures in Texas that otherwise had left the state and bringing in outside expenditures from outside the state.

As detailed in Table 2, the 2026 USATF Lone Star Grand Prix should fill more than 2,915 hotel room nights and generate an estimated total spending by teams, media, staff, officials, and fans of \$1,770,159. This gain is comprised of \$458,217 in lodging expenditures, \$504,499 in food and non-alcoholic beverage expenditures, \$474,823 in entertainment and shopping expenditures, \$80,837 in alcoholic beverage expenditures, and \$251,783 in vehicle rental expenditures.

**Table 2**  
**Expenditure and Impact Summary**  
**2026 USATF Lone Star Grand Prix**

<b>Total Hotel Room Nights</b>	<b>2,915</b>
Hotel Expenditure	\$458,217
Food and Non-Alcoholic Beverage	\$504,499
Entertainment & Shopping	\$474,823
Alcoholic Beverage	\$80,837
Vehicle Rental	\$251,783
<b>Total Economic Impact</b>	<b>\$1,770,159</b>

## Event Trust Fund Gain

In 2009, the Texas legislature established the Events Trust Fund to assist in attracting to Texas or retaining in Texas sporting and other events that could be moved or held outside the state. The provisions of this law allow the Comptroller to deposit into a trust fund established for a qualifying event by the Governor's Office of Economic Development and Tourism the amount of state hotel, sales, and use, motor vehicle rental, and alcohol taxes that can be attributed to the incremental gain in economic activity to the state from hosting the event. To qualify for reimbursement from the Trust Fund, the local sponsoring municipality or county must contribute matching tax revenues received from hosting the event at the rate of \$1 local tax dollar for every \$6.25 in state tax contributions.

Based on the attendance and schedule of events presented in Table 1, Appendix A estimates the incremental tax gain to the state and the City of College Station, as well as the surrounding area, from *out-of-state visitors* of the USATF Lone Star Grand Prix 2026. In addition, Appendix B estimates the incremental tax gain to the state and the City of College Station, as well as the surrounding area, from *Texas visitors originating from more than 50 miles away* from College Station, Texas. In total, this event is estimated to generate a total of \$119,861 in state tax revenues, which could be deposited into a trust fund supporting this event. Appendices A and B also note that the total local tax gain to the City of College Station and the surrounding areas, is estimated to reach \$19,178, which is required by the city to fully match the state funds for a maximum total trust fund level of \$139,039 for this event.

The primary costs of presenting the USATF Lone Star Grand Prix 2026 are estimated to be in excess of \$1,200,000 to include facility costs, temporary bleachers for increased capacity, transportation, housing, and food for workers and athletes. Since expected expenditures on this event are above expected allowable state and local tax gains under the Event Trust Fund statutes and rules, this report requests that the Governor's Office of Economic Development and Tourism approve a trust fund for this event under Texas Government Code Chapter 480. Events Trust Fund to receive \$119,861 in state tax contributions, which, when matched by \$19,178 in tax contributions by the City of College Station, account for a total Trust Fund level of \$139,039.

# Appendix A

## Out-of-State Participants Only Estimated Player, Coach, Fan and Other Attendance 2026 USATF Lone Star Grand Prix, June 6, 2026

Schedule	Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators	Total
Load In	100	0	36	0	21	119	275
Load In	100	20	36	20	85	1188	1448
Event Day	100	20	36	20	85	2472	2731
							<b>4455</b>

## State & Local Tax and Expenditure Summary 2026 USATF Lone Star Grand Prix, June 6, 2026

Hotel Expenditures		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Persons per room	2	2	2	2	1	2.5		
	Percent Staying in hotel	100%	100%	100%	100%	100%	100%		
	Hotel Cost Per Night	\$157.17	\$157.17	\$157.17	\$157.17	\$157.17	\$157.17		
Day								<b>Total Spending</b>	<b>State Tax</b>
6/4/2026	Load In	\$7,832	\$0	\$2,792	\$0	\$3,325	\$7,470	\$21,419	\$1,285
6/5/2026	Load In	\$7,832	\$1,572	\$2,792	\$1,572	\$13,299	\$74,701	\$101,768	\$6,106
6/6/2026	Event Day	\$7,832	\$1,572	\$2,792	\$1,572	\$13,299	\$155,379	\$182,445	\$10,947
								<b>\$305,632</b>	<b>\$18,338</b>

Food and Beverage Expenditures		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Spending Rate	\$68	\$68	\$68	\$68	\$68	\$68		
Day								<b>Total Spending</b>	<b>State Tax</b>
6/4/2026	Load In	\$6,778	\$0	\$2,416	\$0	\$1,438	\$8,080	\$18,712	\$1,170
6/5/2026	Load In	\$6,778	\$1,360	\$2,416	\$1,360	\$5,754	\$80,801	\$98,468	\$6,154
6/6/2026	Event Day	\$6,778	\$1,360	\$2,416	\$1,360	\$5,754	\$168,066	\$185,733	\$11,608
								<b>\$302,914</b>	<b>\$18,932</b>

<b>Shopping and Entertainment Expenditures</b>		<b>Competitors</b>	<b>Coaches</b>	<b>Staff</b>	<b>Officials</b>	<b>Media / TV Crew</b>	<b>Friends, Family, Spectators</b>		
	<b>Spending Rate</b>	\$64	\$64	\$64	\$64	\$64	\$64		
<b>Day</b>								<b>Total Spending</b>	<b>State Tax</b>
6/4/2026	<b>Load In</b>	\$6,379	\$0	\$2,274	\$0	\$1,354	\$7,605	\$17,611	\$1,101
6/5/2026	<b>Load In</b>	\$6,379	\$1,280	\$2,274	\$1,280	\$5,415	\$76,048	\$92,676	\$5,792
6/6/2026	<b>Event Day</b>	\$6,379	\$1,280	\$2,274	\$1,280	\$5,415	\$158,180	\$174,808	\$10,925
								<b>\$285,095</b>	<b>\$17,818</b>

<b>Alcoholic Beverages Expenditures (Mixed Beverage Tax)</b>		<b>Competitors</b>	<b>Coaches</b>	<b>Staff</b>	<b>Officials</b>	<b>Media / TV Crew</b>	<b>Friends, Family, Spectators</b>		
	<b>Spending Rate</b>	\$14	\$14	\$14	\$14	\$14	\$14		
	<b>Percent Consuming</b>	95%	100%	100%	100%	100%	75%		
<b>Day</b>								<b>Total Spending</b>	<b>State Tax</b>
6/4/2026	<b>Load In</b>	\$1,326	\$0	\$497	\$0	\$296	\$1,248	\$3,367	\$236
6/5/2026	<b>Load In</b>	\$1,326	\$280	\$497	\$280	\$1,185	\$12,477	\$16,044	\$1,123
6/6/2026	<b>Event Day</b>	\$1,326	\$280	\$497	\$280	\$1,185	\$25,951	\$29,519	\$2,066
								<b>\$48,930</b>	<b>\$3,425</b>

<b>Alcoholic Beverages Expenditures (Title 5 ABC Tax)</b>		<b>Competitors</b>	<b>Coaches</b>	<b>Staff</b>	<b>Officials</b>	<b>Media / TV Crew</b>	<b>Friends, Family, Spectators</b>		
	<b>Spending Rate</b>	\$14	\$14	\$14	\$14	\$14	\$14		
	<b>Percent Consuming</b>	95%	100%	100%	100%	100%	75%		
<b>Day</b>								<b>Total Spending</b>	<b>State Tax</b>
6/4/2026	<b>Load In</b>	\$1,326	\$0	\$497	\$0	\$296	\$1,248	\$3,367	\$13
6/5/2026	<b>Load In</b>	\$1,326	\$280	\$497	\$280	\$1,185	\$12,477	\$16,044	\$64
6/6/2026	<b>Event Day</b>	\$1,326	\$280	\$497	\$280	\$1,185	\$25,951	\$29,519	\$118
								<b>\$48,930</b>	<b>\$196</b>

Vehicle Rental Tax <sup>2</sup>		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Percent Renting	79%	100%	100%	50%	40%	75%		
	Cost Per Day	\$76	\$76	\$76	\$76	\$76	\$76		
	Average People per Rental Car	2.00	2.00	1.50	1.50	1.50	2.50		
Day								Total Spending	State Tax
6/4/2026	Load In	\$5,984	\$0	\$2,700	\$0	\$643	\$6,773	\$16,100	\$1,610
6/5/2026	Load In	\$5,984	\$1,520	\$2,700	\$760	\$2,572	\$67,730	\$81,267	\$8,127
6/6/2026	Event Day	\$5,984	\$1,520	\$2,700	\$760	\$2,572	\$140,879	\$154,416	\$15,442
								<b>\$251,783</b>	<b>\$25,178</b>

<sup>2</sup> Based on average pre-tax prices of Expedia search of rental car companies at Bush Intercontinental Airport on February 6, 2024, for June 5-7, 2026. SUV, paid at pickup, no additional charges.

# Appendix B

## Texas Visitors (outside of 50 miles of College Station) Estimated Player, Coach, Fan and Other Attendance 2026 USATF Lone Star Grand Prix, June 6, 2026

Schedule	Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators	Total
Load In	35	0	9	0	9	86	139
Load In	35	5	9	10	35	856	951
Event Day	35	5	9	10	35	1779	1875
							<b>2964</b>

## State & Local Tax and Expenditure Summary 2026 USATF Lone Star Grand Prix, June 6, 2026

Hotel Expenditures		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Persons per room	2	2	2	2	1	2.5		
	Percent Staying in hotel	100%	100%	50%	100%	100%	75%		
	Hotel Cost Per Night <sup>3</sup>	\$157.17	\$157.17	\$157.17	\$157.17	\$157.17	\$157.17		
Day								Total Spending	State Tax
6/4/2026	Load In	\$2,776	\$0	\$372	\$0	\$1,390	\$4,034	\$8,572	\$514
6/5/2026	Load In	\$2,776	\$393	\$372	\$786	\$5,560	\$40,337	\$50,224	\$3,013
6/6/2026	Event Day	\$2,776	\$393	\$372	\$786	\$5,560	\$83,901	\$93,788	\$5,627
								<b>\$152,585</b>	<b>\$9,155</b>

Food and Beverage Expenditures		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Spending Rate	\$68	\$68	\$68	\$68	\$68	\$68		
Day								Total Spending	State Tax
6/4/2026	Load In	\$2,402	\$0	\$644	\$0	\$601	\$5,817	\$9,465	\$592
6/5/2026	Load In	\$2,402	\$340	\$644	\$680	\$2,406	\$58,174	\$64,646	\$4,040
6/6/2026	Event Day	\$2,402	\$340	\$644	\$680	\$2,406	\$121,002	\$127,474	\$7,967
								<b>\$201,586</b>	<b>\$12,599</b>

<sup>3</sup> Based on the average daily rate of a similar event in College Station, the 2025 D1 Outdoor Track and Field Championships West First Round, May 28<sup>th</sup>-31<sup>st</sup>, 2025. The hotel data was provided by STR, of CoStar Group.

Shopping and Entertainment Expenditures		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Spending Rate	\$64	\$64	\$64	\$64	\$64	\$64		
Day								Total Spending	State Tax
6/4/2026	Load In	\$2,261	\$0	\$606	\$0	\$566	\$5,475	\$8,909	\$557
6/5/2026	Load In	\$2,261	\$320	\$606	\$640	\$2,264	\$54,752	\$60,843	\$3,803
6/6/2026	Event Day	\$2,261	\$320	\$606	\$640	\$2,264	\$113,884	\$119,976	\$7,498
								<b>\$189,728</b>	<b>\$11,858</b>

Alcoholic Beverages Expenditures (Mixed Beverage Tax)		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Spending Rate	\$14	\$14	\$14	\$14	\$14	\$14		
	Percent Consuming	95%	100%	100%	100%	100%	75%		
Day								Total Spending	State Tax
6/4/2026	Load In	\$470	\$0	\$133	\$0	\$124	\$898	\$1,625	\$114
6/5/2026	Load In	\$470	\$70	\$133	\$140	\$495	\$8,983	\$10,291	\$720
6/6/2026	Event Day	\$470	\$70	\$133	\$140	\$495	\$18,684	\$19,992	\$1,399
								<b>\$31,907</b>	<b>\$2,233</b>

Alcoholic Beverages Expenditures (Title 5 ABC Tax)		Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators		
	Spending Rate	\$14	\$14	\$14	\$14	\$14	\$14		
	Percent Consuming	95%	100%	100%	100%	100%	75%		
Day								Total Spending	State Tax
6/4/2026	Load In	\$470	\$0	\$133	\$0	\$124	\$898	\$3,367	\$13
6/5/2026	Load In	\$470	\$70	\$133	\$140	\$495	\$8,983	\$16,044	\$64
6/6/2026	Event Day	\$470	\$70	\$133	\$140	\$495	\$18,684	\$29,519	\$118
								<b>\$31,907</b>	<b>\$128</b>



GOVERNOR GREG ABBOTT  
ECONOMIC DEVELOPMENT & TOURISM

March 4, 2026

Mr. Bryan Woods  
City Manager  
City of College Station  
1101 Texas Avenue  
College Station, Texas 77840

Dear Mr. Woods:

Thank you for your interest in the establishment of an Event Trust Fund. The Office of the Governor has completed its review of the application and economic information submitted by the City of College Station for the establishment of an Event Trust Fund under Texas Government Code Chapter 480. Events Trust Fund relating to the 2026 USATF Lone Star Grand Prix (the "event"). Based on the representations and the information submitted and certified in the application, the event meets the eligibility requirements set by the Texas Legislature. Establishment of an Event Trust Fund is therefore required by law, and upon receipt of the local share, a fund will be established as follows:

Event:	2026 USATF Lone Star Grand Prix
Project Code:	260021
Location:	College Station, TX
Market Area:	Brazos County
Venue:	EB Cushing Stadium, Teas A&M University
Date:	June 6, 2026

The estimated incremental increase in tax revenue to the State of Texas is \$119,861.00 or 6.25 times the amount of local revenue retained or remitted to the Texas Comptroller of Public Accounts as local funds from eligible endorsing municipalities.

Local funds required:	\$19,178.00
Total contribution to the Event Trust Fund established for this event:	\$139,039.00

Attendance metric used to estimate the incremental increase in tax revenue: 5,580 attendance on game day (June 6, 2026)

Page Two  
Mr. Woods  
March 4, 2026

Following the event, you will need to complete and submit the Attendance Certification Form, which is enclosed for your convenience. The Attendance Certification Form and supporting documentation must be submitted no later than 45 calendar days after the conclusion of the event.

The local funds must be submitted no later than 90 calendar days after the conclusion of the event. If the funds for the local share amount are not submitted by the 90-day deadline, the Event Trust Fund will not be available for disbursement.

To initiate a disbursement from an Event Trust Fund, a Disbursement Request Form, Disbursement Request Worksheet and all supporting documentation must be submitted no later than 180 calendar days after the conclusion of the event. The establishment of an Event Trust Fund does not entitle or guarantee that disbursements from the fund will be available for the reimbursement of any particular expenditure relating to the event. All disbursements will be subject to the requirements of Chapter 480. Events Trust Fund, the Event Fund Program Administrative Rules under Title 10, Chapter 184 of the Texas Administrative Code, and the policies and guidelines of the Office of Economic Development & Tourism within the Office of the Governor, including timely submittal of the Event Support Contract, Attendance Certification Form, local funds, Disbursement Request Form, and other documentation as required.

This letter addresses only the establishment of an Event Trust Fund under Chapter 480. Events Trust Fund and does not constitute approval of the event for any other purpose or supersede any applicable laws, including executive orders.

If you have any questions or need further assistance, please contact Cody Cruz at [cody.cruz@gov.texas.gov](mailto:cody.cruz@gov.texas.gov) or (512) 936-0248. If you'd like to reach another member of the program staff, they can be reached at [eventsfund@gov.texas.gov](mailto:eventsfund@gov.texas.gov) or (512) 936-0100.

Thank you for all that your organization does to support the Texas economy.

Sincerely,



Terry Zrubek  
Deputy Executive Director  
Economic Development & Tourism

TZ: cc

**May 6, 2026**  
**Item No. 3.9.**  
**RoadTo26 Soccer Match Sponsorship**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on an agreement with Texas A&M University in an amount not to exceed \$500,000 for the upcoming soccer match at Kyle Field on June 6, 2026.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee approve the general contract terms.

**Summary:** The City Council will approve the final agreement prior to execution as final terms are still in negotiation. This Sponsorship Agreement is between the City of College Station and the Texas A&M University System (Texas A&M Athletics). The purpose of the Agreement is for the City to serve as a cash sponsor of the International Friendly Soccer Match between Argentina and Honduras, scheduled for June 6, 2026, at Kyle Field in College Station, Texas. Under the Agreement, the City is responsible for making the sponsorship payments, while Texas A&M University System is responsible for delivering the sponsorship recognition benefits detailed in Exhibit A, which include broadcast mentions, in-stadium logo placement, a branded fan activation space at Kyle Field, a suite with seating for 20, and post-event sharing of ticket sales data with the City.

**Budget & Financial Summary:** The contract is funded through the City's Hotel Occupancy Tax Fund. The total contract value shall not exceed \$500,000.00, structured in two parts: an Initial Cash Sponsorship of \$250,000.00, invoiced upon event completion; and an Additional Cash Sponsorship of up to \$250,000.00, contingent on hotel occupancy tax revenue generated within College Station city limits on June 5 and June 6, 2026, (gathered through CoStar data) with the additional amount calculated as double the estimated hotel occupancy tax revenue minus the Initial Sponsorship, and payable by August 31, 2026. If the formula yields zero or a negative number, no additional payment will be made.

**Attachments:**

None

**May 6, 2026**  
**Item No. 4.1.**  
**Strategic Plan Steering**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee participate in the steering process for the strategic plan.

**Summary:** Representatives from Jones Lang Lasalle will lead a discussion about the tourism strategic plan. Members will be sent a draft of the plan for review prior to the meeting.

**Budget & Financial Summary:** N/A

**Attachments:**

None

**May 6, 2026**  
**Item No. 4.2.**  
**Quarterly Marketing Report**

**Sponsor:** Angie Bertinot

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation and discussion on the Quarterly Marketing Report for FY26 Q2.

**Relationship to Strategic Goals:**

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

**Summary:** See attached report for FY26 Q2.

**Budget & Financial Summary:** N/A

**Attachments:**

1. Q2 FY2026 Exec Summary + Marketing Report



## Q2 FY2026 Marketing Report — Executive Summary

Reporting period: January – March 2026 | Prepared for the Tourism Committee

Q2 delivered **strong year-over-year growth across every major channel**, with website traffic up 22.6%, social engagement more than doubling, and paid campaigns outperforming industry benchmarks. The Houston Livestock Show & Rodeo partnership served as the centerpiece of the quarter — extending our reach into a priority drive market and generating earned media, on-the-ground activations, and high-performing social content.

<p><b>165,139</b> Website Sessions (+22.6% YoY)</p>	<p><b>140,781</b> Unique Users (+27.4% YoY)</p>	<p><b>2.55M</b> Social Impressions</p>	<p><b>102,753</b> Social Engagements (+93.9% QoQ)</p>
<p><b>37,198</b> Total Social Followers (+12.4% QoQ)</p>	<p><b>392,972</b> Video Views (+35.6% QoQ)</p>	<p><b>26X</b> Adara Paid Digital ROI</p>	<p><b>\$305K+</b> Adara Est. Booking Revenue</p>

### WEBSITE PERFORMANCE

Traffic remains on a healthy upward trajectory year-over-year, with a natural seasonal dip from Q1's football and holiday peak. Users are arriving with **clearer planning**, finding what they need faster and converting into the directory, events and things-to-do pages that guide the visitor's journey.

- **Top visitor markets:** Houston (11.6%), College Station (11.1%), Dallas (5.1%), Bryan (3.4%)
- **Top traffic sources:** organic search (35.9%), paid social (26.9%), direct (23.8%), paid search (6.9%)
- **Top landing pages:** Things to Do, Events, Food & Drink
- **Mobile-first audience:** 64% of users on mobile devices

### ORGANIC SOCIAL MEDIA

Audience crossed the **37,000-follower mark** with our engagement rate climbing to **4% more than double the Destinations International industry benchmark of 1.9%**. Video and Reels continued to anchor performance, and event-driven content around the Houston Rodeo drove link clicks up nearly 4X quarter-over-quarter.

- Link clicks: 12,694 (+391.8% QoQ) users actively planning their visit
- Net follower growth: +4,122 in Q2 alone
- Video views: 392,972 (+35.6% QoQ), with Reels and real-time moments leading

### PAID DIGITAL — ZIMMERMAN AGENCY

Paid channels outperformed benchmarks across the board. **Meta led the way** with engagement up 668% year-over-year, and LinkedIn optimization unlocked significant new momentum for meetings and group business.

- **Adara:** \$305,000+ in estimated revenue, 1,250+ bookings, 18,000 searches, 26X ROI
- **Paid Search:** CTR climbed to 15.35% (200% above benchmark); CPC dropped 31% to \$0.29
- **Meta:** CPM 33% below target at \$5.39; 5.7% CTR (2X industry standard); 668% YoY engagement growth
- **LinkedIn:** 90% CPM reduction to \$7 after layering behavioral signals, driving 242% YoY traffic growth for MICE

## **PUBLIC RELATIONS & INFLUENCER MARKETING — PUBLIC CONTENT**

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The **Houston Livestock Show & Rodeo partnership** came to life with 21 days on the ground, direct engagement with attendees, and influencer activations that extended reach well beyond the event. PR efforts also laid the groundwork for upcoming milestone moments: America250 and the Texas A&M 150th anniversary.

- Secured coverage in the *Houston Chronicle* and a KBTX segment on College Station's rodeo presence (amplified by the Texas Travel Alliance)
- Activated three Houston-based, Aggie alumni and Texas lifestyle influencers at HLSR, producing high-engagement social content
- Finalized the Visit College Station press kit (sales, complete, and evergreen releases; bios; fact sheet)
- Coordinated upcoming Texas Lifestyle Magazine media stay and KBTX *Free Music Friday* feature
- Began pitching America250 and Texas A&M 150th anniversary storylines for national reach

## **LOOKING AHEAD TO Q3**

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- **Creative refresh for spring/summer** using new photo and video assets now with the Zimmerman team
- **Meta:** shift back toward topical and events-focused messaging; boost niche blog content (e.g., pet-friendly)
- **LinkedIn:** maintain MICE momentum with a creative refresh — no course correction needed
- **PR:** lean into spring/summer happenings, especially large sporting events, continue building America250 and A&M 150th story pipeline; pitch 4-H Round Up at College Station to media in local and drive markets



# COLLEGE STATION

## Marketing Performance Report

Q2 FY2026 | January – March 2026

### QUICK SNAPSHOT

<b>165,139</b> Website Sessions	<b>243,767</b> Website Page Views	<b>4,079</b> Total New Social Followers	<b>2,532,954</b> Total Social Impressions	<b>102,235</b> Total Social Engagements (4% rate)
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### WEBSITE OVERVIEW

During Q2 (January–March), the Visit College Station website continued to show strong year-over-year growth, while also coming down from the natural high of Q1. We saw almost 140,800 users (+27.4% YoY) and just over 165,100 sessions (+22.6% YoY), which reinforces that overall awareness and interest in College Station is still moving in a positive direction. At the same time, both users (–11.8%) and sessions (–11.1%) declined compared to last quarter, which aligns with what we typically see coming out of football season and a heavier fall/Christmas event calendar.

Engagement metrics followed a similar trend quarter-over-quarter. Engaged sessions, engagement rate (42.0%) and page views all saw declines, along with slight dips in pages per session and average session duration, while bounce rate increased to 58.0%. Rather than signaling a major concern, this points more toward a shift in user behavior; people are arriving with clearer intent, finding what they need more quickly and not needing to explore as deeply.

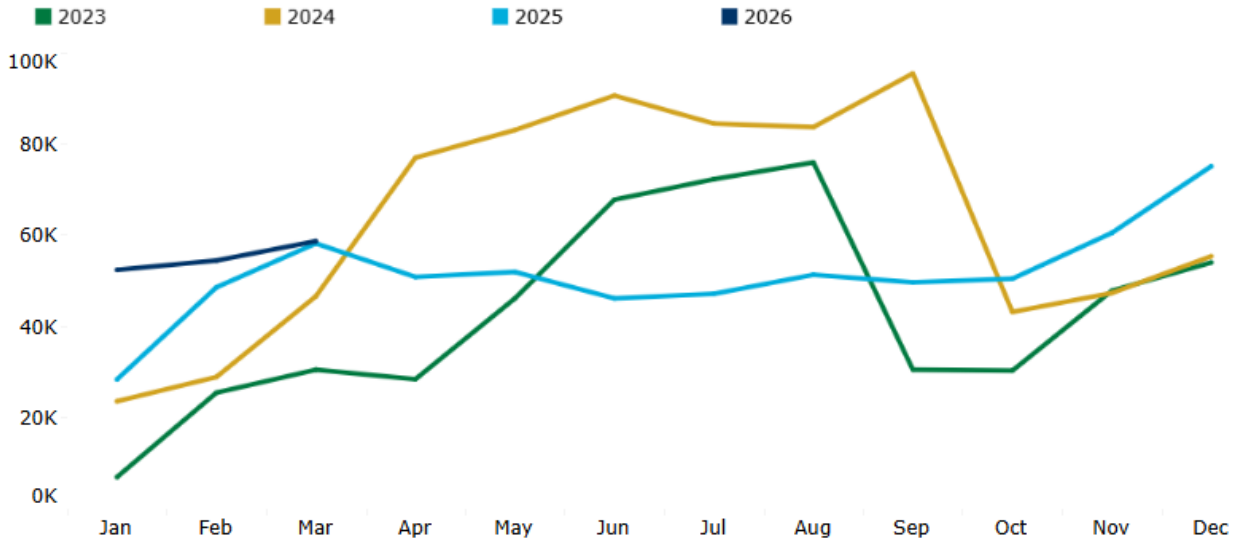
From an acquisition standpoint, things remained steady. Organic search, paid social and direct traffic continue to drive the majority of sessions, giving us a strong mix of discovery and high-intent traffic. Mobile devices continue to lead at 64% of users, which reinforces the importance of keeping the experience streamlined and easy to navigate on smaller screens.

Content-wise, the story remains consistent and encouraging. “Things to Do,” “Events” and “Food and Drink” continue to be the top entry points into the site, showing that users are landing with planning intent and looking for actionable information right away. These pages continue to do a lot of heavy lifting in guiding the visitor journey.

Overall, Q2 reflects a healthy seasonal reset rather than a drop in performance. The demand is still there, and users are continuing to engage with the right types of content—we just have an opportunity now to guide them a bit further into the site and turn that intent into a deeper, more complete planning experience.

# Sessions Analysis

## Monthly Trend



### PERFORMANCE Total Sessions: 165,139 (+22.6% YoY)

- Total Users: 140,781 (+27.4% YoY)
  - Houston (11.6%)
  - College Station (11.1%)
  - Dallas (5.1%)
  - Bryan (3.4%)
- Page Views: 243,767 (+1.9% YoY)
- Engagement Rate: 42% (-8.12% YoY)
- Top Three Landing Pages
  - Things to Do
  - Events
  - Food & Drink
- Top Traffic Sources (organic search, direct, referral, social, paid)
  - Google/Organic (35.85%)
  - Meta/Paid Social (26.87%)
  - Direct-to-Site (23.78%)
  - Paid Search (6.9%)
- Bounce Rate: 58% (+8.12% YoY)
- Still above benchmark of 50.65% and growing QoQ

### SOCIAL MEDIA OVERVIEW

Q2 marked another strong step forward for Visit College Station's social presence, with steady audience growth pushing total followers past 37,000 (+12.44 QoQ) and reinforcing continued interest in our content. Performance remained consistent across key metrics, with more than 2.5 million impressions (-26.6% QoQ) and over 100,000 engagements (+93.9% QoQ) reflecting a healthy balance of reach and interaction. Content continues to drive





meaningful action as well, with more than 12,000 link clicks (+391.8% QoQ) pointing to users actively exploring and planning their time in College Station. This growth was largely driven by a strong mix of timely, event-based content, particularly around the Houston Livestock Show and Rodeo paired with high-performing video and Reels that captured real-time experiences and community moments. These types of video content remained a clear standout this quarter, generating over 390,000 views (+35.6% QoQ) and continuing to lead the way in capturing attention and engagement across platforms.

Metric	Oct–Dec	Jan–Mar	QoQ Change
Total Audience	33,058	37,198	+12.4%
Net Audience Growth	3,825	4,122	+8%
Impressions	3.47M	2.55M	-26.6%
Engagements	52,994	102,753	+93.9%
Engagement Rate	1.5%	4%	+164.2%
Link Clicks	2,581	12,694	+391.8%
Video Views	289,894	392,972	+35.6%
Posts Published	337	286	-15.1%


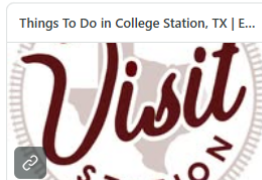
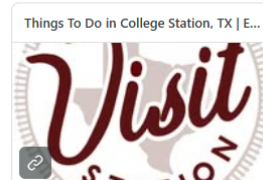

- Impressions: 2,549,974 (-26.6% QoQ)
  - January: 855,364
  - February: 600,778
  - March: 1,093,832
- Engagements: 102,753/4% average (industry average 1.9% average according to Destinations International, so well over industry standard)
  - January: 13,981 (1.6% engagement rate)
  - February: 37,184 (6.2% engagement rate)
  - March: 51,588 (4.7% engagement rate))
- Video Views: 392,972 (+35.6% compared to Q1)
  - January: 170,101
  - February: 9,605
  - March: 213,266
- Total Followers: 37,198 (+4,122 net growth/ +12.4% total and 8% net growth compared to Q1)
- Link Clicks: 12,694 (+391.8% compared to Q1)
  - January: 1,399
  - February: 5,450
  - March: 5,845

## BEST-PERFORMING POSTS



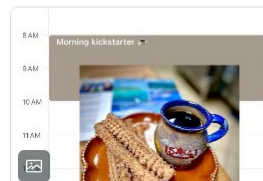

### BY IMPRESSIONS

<p><b>Visit College Station</b> Mon 3/16/2026 5:17 pm CDT</p> <p>There's a new (old) dance floor in town... and it's ready for your best two-step. 🍷</p>  <p><b>Views</b> 362,042</p>	<p><b>Visit College Station</b> Tue 1/6/2026 2:05 pm CST</p> <p>2026 isn't just another year in College Station—it's a milestone. From iconic homecomings to national spotlights, we're leveling up...</p>  <p><b>Views</b> 357,257</p> <p>Boosted</p>	<p><b>Visit College Station</b> Tue 3/24/2026 10:59 am CDT</p> <p>We're teaming up with Forefront Studios to bring a FREE live taping of Texas Music Scene TV to Aggie Park on Saturday, April 18! 🍷 ...</p>  <p><b>Views</b> 84,809</p>	<p><b>Visit College Station</b> Wed 1/14/2026 9:01 am CST</p> <p>If you only have 24 hours in Aggieldand... make every second count!</p>  <p><b>Views</b> 62,125</p> <p>Boosted</p>
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**BY ENGAGEMENT RATE**

<p><b>Visit College Station</b> Tue 1/6/2026 2:05 pm CST</p> <p>2026 isn't just another year in College Station—it's a milestone. From iconic homecomings to national spotlights, we're leveling up...</p>  <p><b>Engagement Rate (per Impression)</b> 56.2%</p> <p><b>Impressions</b> 1,242</p> <p><b>Engagements</b> 698</p>	<p><b>Visit College Station</b> Tue 1/27/2026 5:59 pm CST</p> <p>If you only have 24 hours in Aggieldand... make every second count!</p>  <p><b>Engagement Rate (per View)</b> 17.1%</p> <p><b>Views</b> 181</p> <p><b>Engagements</b> 31</p>	<p><b>Visit College Station</b> Sun 3/29/2026 11:33 am CDT</p> <p>If you only have 24 hours in Aggieldand... make every second count!</p>  <p><b>Engagement Rate (per View)</b> 16.1%</p> <p><b>Views</b> 31</p> <p><b>Engagements</b> 5</p>	<p><b>Visit College Station</b> Thu 2/26/2026 12:00 am CST</p> <p>Throwback Thursday in College Station. 📷</p> <p>From quiet streets to a growing destination...</p>  <p><b>Engagement Rate (per View)</b> 14.9%</p> <p><b>Views</b> 6,481</p> <p><b>Engagements</b> 963</p>
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**BY ENGAGEMENT**

<p><b>Visit College Station</b> Tue 1/6/2026 2:05 pm CST</p> <p>2026 isn't just another year in College Station—it's a milestone. From iconic homecomings to national spotlights, we're leveling up...</p>  <p><b>Engagements</b> 40,160</p> <p><b>Reactions</b> 716</p> <p><b>Comments</b> 16</p> <p><b>Shares</b> 52</p> <p><b>Post Link Clicks</b> 5</p> <p><b>Other Post Clicks</b> 39,371</p>	<p><b>Visit College Station</b> Mon 3/16/2026 5:17 pm CDT</p> <p>There's a new (old) dance floor in town... and it's ready for your best two-step. 🍷</p>  <p><b>Engagements</b> 15,665</p> <p><b>Reactions</b> 2,275</p> <p><b>Comments</b> 201</p> <p><b>Shares</b> 116</p>	<p><b>Visit College Station</b> Wed 1/14/2026 9:01 am CST</p> <p>If you only have 24 hours in Aggieldand... make every second count!</p>  <p><b>Engagements</b> 7,626</p> <p><b>Reactions</b> 284</p> <p><b>Comments</b> 12</p> <p><b>Shares</b> 14</p> <p><b>Post Link Clicks</b> 184</p> <p><b>Other Post Clicks</b> 7,132</p>	<p><b>Visit College Station</b> Wed 3/4/2026 3:46 pm CST</p> <p>First couple of days of RODEOHOUSTON = officially a success 🍷</p>  <p><b>Engagements</b> 4,620</p> <p><b>Reactions</b> 266</p> <p><b>Comments</b> 9</p> <p><b>Shares</b> 3</p> <p><b>Post Link Clicks</b> 12</p> <p><b>Other Post Clicks</b> 4,330</p>
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## PAID DIGITAL OVERVIEW

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The campaign achieved strong performance throughout the first quarter. CTRs remained well above industry benchmarks, and optimizations showed continued improvement, driving higher engagement with an increase in CTR and cost-efficient CPCs.

### KEY ADARA HIGHLIGHTS

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- Adara drove over \$305,000 in estimated revenue, over 1,250 bookings, and 18,000 searches.
- The campaign maintained a 0.10% CTR, right at the 0.10% benchmark, on 1.8M impressions (1,835 clicks). 300x600 had highest CTR (0.36%) while 320x50 carried 1.05M impressions.
- Adara drove a total ROI of 26X, well above the industry benchmark for ROI.

### KEY PAID SEARCH HIGHLIGHTS

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- Traffic got cheaper and clickthrough with the broader set of keywords and expanded local campaign. CTR increased from 14.14% to 15.35%, up 1.20 points, while average CPC fell 31% from \$0.42 to \$0.29.
- Paid search delivered 43 conversions and an overall CTR of 15%, 200% above the benchmark.
- Local search is the steadiest engine right now / Event-focused keyword/creative was mixed / Restaurant and “things to do” intent looked healthier and more efficient.

## PAID SOCIAL OVERVIEW

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### KEY PAID SOCIAL HIGHLIGHTS

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- Meta campaigns crushing benchmarks: CPM 33% below target at \$5.39 with 5.7% CTR (2x industry standard) and 668% YoY engagement growth.
- LinkedIn optimization unlocked MICE opportunity: 90% CPM reduction to \$7 after layering in more behavioral signals, driving 242% YoY growth in traffic to the site while maintaining consistent spend levels.
- Organic event content resonates: “Top Five Events” post hit 16% engagement rate; Shares, Saves, and Comments all grew significantly QoQ.

### QUICK META SNAPSHOT

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- \$8,507.35 Total Spend
- 1,578,409 Impressions ↓ 10.35% QoQ ↓ 15.01% YoY
- 41,770 Clicks 1.78% QoQ ↑ 428.53% YoY
- 5.7% CTR (Benchmark <3%) ↑ 7.55% QoQ ↑ 373.88% YoY
- \$0.20 Cost per Click (Benchmark \$0.50) ↓ 23.08% QoQ ↓ 58.69% YoY
- 245,848 Engagements ↑ 44.79% QoQ ↑ 668.59% YoY
- 16.1% Engagement Rate ↑ 67.71% QoQ ↑ 834.72% YoY
- \$5.39 CPM (Cost per 1,000 Impressions) ↓ 10.32% QoQ ↑ 161.65% YoY

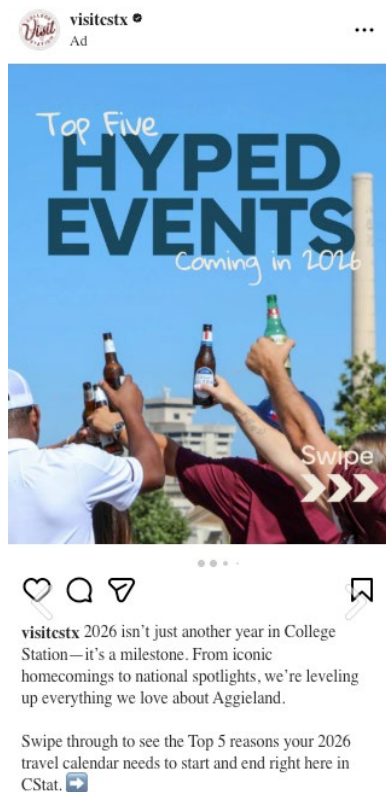
During Q2, our Meta campaigns performed exceptionally well, driving qualified traffic to the Visit College Station site, boosting engagement and growing our social following, with a blended CPM of only \$5.39.

- Our Traffic initiatives generated more than 810K impressions, resulting in 40,962 clicks to the CSTX site at just \$0.13 CPC; Meta reports 37,533 landing page views while GA4 captured 37,555 sessions from Meta; this is relatively consistent Quarter over Quarter, despite a slightly reduced investment in the channel.
- Meta is the #2 driver of traffic to the website, but according to GA4, Engagement has decreased QoQ; this can largely tie back to Q1 holiday and event-centric content being forefront, while Q2 shifted more toward evergreen messaging and calls to action.
- During Q2, we gained 2,286 new followers through our Follower Growth campaign, at just \$0.58 per Follow or like - with a 2.22% acquisition rate.
- During this quarter, we boosted select posts to drive further reach and engagement, including Top Five Events of 2026, One Day in College Station, Rodeo Houston, and Aggieland A-Z.
- We reached an additional 344,634 Accounts Center accounts with 664,055 total impressions, resulting in an additional 198,626 engagements at \$0.01 cost per engagement.
- Importantly, we're seeing more meaningful engagements, including +168.97% QoQ growth in Shares, +3,316.67% QoQ growth in Saves, and +247.83% QoQ growth in Comments.

### META TOP PERFORMING ADS


#### MOST ENGAGING:

While Savannah Bananas led engagement and reach during the beginning of Q2, we quickly pivoted toward “New Year”-style content, which performed remarkably well. The highest performance was seen on “Top Five Hyped Events Coming in 2026”, which drove 21,885 engagements (over 16% engagement rate) for Visit College Station.




#### HIGHEST TRAFFIC DRIVING:

Under our Traffic campaign, the message that drove the most clicks was for Things To Do. This ad, leveraging flexible Advantage+ creative drove 40,828 link clicks (2x v. Q1) at 5.08% CTR (v. 3.22% in Q1) and \$0.12 CPC (v. \$0.17 CPC in Q1), resulting in more than 37,400 landing page views.

 Visit College Station Ad ... X

Think you know College Station?  
Think again! Uncover the top attractions, hidden gems & local faves that will surprise you. Ready to explore a whole new side of this town? Click now and get ready for adventure!



visit.cstx.gov  
Explore College Station's Best [Learn more](#)

Like Comment Share

**ON-THE-GROUND COVERAGE:**

*During Q2, we also promoted Houston Livestock Show & Rodeo with hyper-targeted ads centered around NRG Park, encouraging attendees to drop by the College Station booth to “say howdy” and get insider recommendations for their trip to College Station. While the reach was smaller, we saw a 16% engagement rate with this content.*

 Visit College Station Ad ... X

First couple of days of [RODEOHOUSTON](#) = officially a success 😊

We've already met folks from all over the map, swapped stories, handed out swag and brought a little AggieLand spirit to NRG. And we're just getting started.

Swing by our booth in NRG Center (C1060) and say howdy, get some insider recs for your next College Station getaway and a chance to see what's happening in CSTX this Spring.

Can't wait for you to learn why you'll love it in College Station!

[#VisitCSTX](#) [#HLSR](#) [#GoodBull](#) [#Aggieland](#)



**QUICK LINKEDIN SNAPSHOT**

- \$1,483.16 Total Spend
- 206,766 Impressions ↑1,724.46% QoQ ↑ 136.71% YoY

- 2,323 Clicks ↑ 2,539.77% QoQ ↑ 242.12% YoY
- 1.12% Overall CTR ↑ 43.59% QoQ ↑ 43.59% YoY
- 2,838 Engagements ↑ 775.93% QoQ ↑ 310.12% YoY
- \$7.17 CPM ↓ 90.24% QoQ ↓ 58.82% YoY

During Q2, we continued running LinkedIn campaigns to promote College Station as a top-tier destination for MICE events among associations and organizational planners in Texas. We threaded in messaging to promote Meeting Planners Showcase, which took place at the end of March.

- These ads were highly targeted toward state, regional, professional, and trade organizations, as well as NPO's, higher education, military & veterans' organizations, religious institutions, fraternal organizations and event service professionals.
- A number of optimizations were made as we shifted into Q2, including adding signals for visitors trafficking <https://visit.cstx.gov/meet/> landing pages. This allowed us to expand our footprint, reaching more relevant users on LinkedIn, while still maintaining tight geo-targeting and professional profile criteria.
- This allowed us to rein in CPM (down from \$73 during Q1 to just \$7 in Q2) while dramatically increasing CTR and decreasing CPC.

## INSIGHTS & STRATEGIES

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We will continue to push evergreen messaging to drive traffic for the destination to hotels, things to do, and food & drink landing pages, while boosting top performing organic content to tailored audiences. We will also continue pushing for follower growth to keep the destination top of mind for users with intent to visit, and support local events and businesses in College Station as we move through the 2026 fiscal year.

- **Overall Recommendation:** Creative refresh for Spring/Summer season to make use of new photo/video assets that have been shared to the TZA team.
- **Meta Recommendation going into Q3:** Shift back to more topical/events-focused messaging for traffic campaigns to maintain volume and increase time on site & website engagement. This is aligned to recent conversations around boosting blog content to niche interests like “pet-friendly” ads.
- **LinkedIn recommendation going into Q3:** During Q2, campaigns were optimized specifically to drive qualified traffic to CSTX Meet landing pages. Though engagement rate decreased QoQ, we saw a significant increase in engagement rates YoY. This was a direct impact from increasing our reach and the significant growth in impressions volume. No action is needed to course correct here, although a creative refresh could be helpful in this regard.

## PUBLIC CONTENT

### JANUARY

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#### PUBLIC RELATIONS

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Focused on elevating Visit College Station's brand awareness throughout Texas, with a strategic emphasis on Houston as a key drive destination. A central initiative was VCS's partnership in the Houston Livestock Show and Rodeo—part of a broader effort to tap into the event's massive, highly engaged audience and position College Station as a compelling and accessible getaway.

**PR HIGHLIGHTS:**

- Created and shared 2026 PR Plan
- Created plan for Visit College Station x Houston Livestock Show and Rodeo
- Developed list for media drops
- Drafted VCS x HLSR press release
- Set up calls with Kirby Ice House and Houston Howdy Club to plan a bar takeover event
- Set up call with Lucchese to talk potential partnerships and activations
- Pitched Valentine's Day packages at The George and Cavalry Court
- Worked on finalizing VCS press kit and evergreen press releases
- Worked with Martin Ramirez, ROAMTX on a Calvary Court Photoshoot/Interview
- Starting to pitch America250 and upcoming big fall events

**MEDIA HIGHLIGHTS:**

- Generated early interest from Houston-based travel, lifestyle, and event-driven media
- Leveraged timely angles (Valentine's Day, rodeo season) to insert Visit College Station into relevant conversations
- Started conversations with media on upcoming pitches tied to major milestones (America250, football season, Texas A&M 150th Anniversary)

**INFLUENCER MARKETING**

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Focused on strategic planning and setting the foundation for 2026 influencer marketing efforts, with an emphasis on a more intentional, high-impact approach. January efforts centered on developing campaign concepts, refining target influencer audiences, and aligning on Q1 priorities, particularly in preparation for Houston Livestock Show and Rodeo activations launching in February.

**IM HIGHLIGHTS:**

- Participated in planning and strategy meetings with the Visit College Station team, including a recap and evaluation of influencer efforts from the previous year.
- Developed and presented a 2026 Influencer Marketing Plan, outlining a more intentional, high-impact approach to influencer partnerships.
- Pitched new influencer concepts and activation ideas aligned with Visit College Station's goals, seasonal moments, and key events.
- Created and shared curated lists of recommended influencers across travel, friends/lifestyle, and former student categories for review and feedback.
- Collaborated with the Visit College Station team during weekly calls, providing influencer strategy updates, alignment of priorities, and next steps.
- Continued research and vetting of influencers aligned with Visit College Station's target audiences.

**FEBRUARY**

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**PUBLIC RELATIONS**

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Worked to build momentum around Visit College Station's presence at the Houston Livestock Show and Rodeo through partnership preparation and on-the-ground relationship building in Houston. This included focusing on strengthening connections with Texas A&M University alumni groups and coordinating plans for a pop-up event at Kirby Icehouse in conjunction with the Dixie Chicken. Continued to refine and expand Visit College Station's press kit to support ongoing and future media outreach.

## PR HIGHLIGHTS:

- Drafted and distributed HLSR x VCS Press Release
- Drafted media list for rodeo drops
- Conducted Houston A&M group outreach for KIH event
- Connected with Houston A&M Club and Houston Howdy Club
- Purchased two eblast features with Houston A&M Club
- Connected with Howdy Hat Company
- Created bar takeover graphic with design team
- Finalized Press Kit:
  - Sales Press Release
  - Complete Press Release
  - Evergreen Press Release
  - Bios
  - Fact Sheet
- Shared story request from *AAA Travel Texas Magazine* on Texas wildflowers
- Researched embroidery vendors in Houston for HLSR activation
- Continued to expand our media list for College Station

## MEDIA HIGHLIGHTS:

- Piece highlighting HLSR partners in Houston Chronicle - [Read article](#)
- Increased visibility among targeted Houston audiences through Texas A&M alumni channels and eblast placements

## INFLUENCER MARKETING

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Focused on finalizing influencer strategy and preparing for March Houston Rodeo activations. Efforts centered on refining influencer lists, confirming campaign concepts, and aligning on offers and deliverables to support upcoming executions. Additional time was spent developing and exploring influencer concepts tied to a potential Kirby Ice House pop-up; while this activation was ultimately not pursued, it contributed to broader campaign ideation and future planning.

## IM HIGHLIGHTS:

- Developed a Houston Livestock Show & Rodeo influencer marketing plan, including campaign concepts designed to amplify Visit College Station's presence during Rodeo season.
- Curated and presented a targeted list of Houston-based, Aggie alumni, and Texas lifestyle influencers for review and approval.
- Refined campaign ideas and influencer list based on client feedback, further outlining specific campaign angles, proposed offers, and detailed deliverables.
- Structured each influencer concept with clear messaging direction, experience components, and measurable content expectations.

## MARCH

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## PUBLIC RELATIONS

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The partnership between Visit College Station and the Houston Livestock Show and Rodeo came to life, with the team on the ground for 21 days building relationships and engaging directly with the event's millions of attendees.

As the activation peaked, efforts began to strategically shift toward promoting spring happenings in College Station, ensuring continued momentum and visibility beyond the rodeo.

#### **PR HIGHLIGHTS:**

- Visit College Station at Kirby Ice House – supported event on Thursday, March 5
- Distributed Texas Music Scene Press Release
- Coordinating media stay with Emily Hord at Texas Lifestyle Magazine
- KBTX interested in featuring this during their “Free Music Friday” segment this April
- Opportunity to showcase a musician or band that includes one performance in the studio and an interview
- Connected with Angie
- Preparing Spring Happenings Release

#### **MEDIA HIGHLIGHTS:**

- KBTX [ran segment](#) focusing on city tourism and push to rodeo
- Added KIH/VCS/Dixie Chicken pop-up event to Houston event calendars
- Texas Travel Alliance shared KBTX segment on their Travel New Report roundup
- Coordinated upcoming feature with Texas Lifestyle Magazine (media stay with Emily Hord)
- Developed broadcast opportunity with KBTX’s “Free Music Friday” to spotlight local talent and drive cultural storytelling

#### **INFLUENCER MARKETING**

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Executed influencer activations in support of Visit College Station’s Houston Livestock Show and Rodeo presence, with a focus on driving real-time awareness and extending the reach of on-site efforts through social media. Influencers were leveraged to highlight Visit College Station’s booth and overall Rodeo experience, helping translate in-person engagement into digital visibility among Houston audiences and beyond.

#### **HIGHLIGHTS:**

- Participated in weekly strategy calls with the Visit College Station team to align priorities, timing, and activation opportunities.
- Developed a Houston Livestock Show & Rodeo influencer marketing plan, including campaign concepts designed to amplify Visit College Station’s presence during Rodeo season.
- Curated and presented a targeted list of Houston-based, Aggie alumni, and Texas lifestyle influencers for review and approval.
- Refined campaign ideas and influencer list based on client feedback, further outlining specific campaign angles, proposed offers, and detailed deliverables.
- Structured each influencer concept with clear messaging direction, experience components, and measurable content expectations.
- Executed influencer outreach and coordination for Rodeo activations, successfully securing three high-quality influencers to attend and experience the Houston Rodeo with Visit College Station.
- Managed influencer communication, logistics, and deliverables to ensure alignment with campaign goals and timely content creation.
- All confirmed influencers attended and shared social media content highlighting Visit College Station’s presence at the Houston Rodeo, helping extend reach and drive awareness beyond on-site activations.

#### **ENGAGEMENT**

- [ashleyyrobo](#) - [instagram.com](#) - 522 likes, 20 comments
- [esmealvarz](#) - [instagram](#) - 174 likes, 36 comments
- [littlemeandfree](#) - [instagram.com](#) 246 likes, 6 comments

**May 6, 2026**  
**Item No. 4.3.**  
**Quarterly Sales Report**

**Sponsor:** Jo Beth Wolfe, Alex Aguero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation and discussion on the Quarterly Sales Report for FY26 Q2.

**Relationship to Strategic Goals:**

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

**Summary:** See attached report for FY26 Q2.

**Budget & Financial Summary:** N/A

**Attachments:**

1. Q2\_FY2026\_Sales\_Report



## Q2 FY2026 Sales Performance Report

Reporting period: January – March 2026 | Prepared for the Tourism Committee

### BOOKINGS OVERVIEW

Events Turned Definite <b>86</b> – 17.3% YoY	Requested Rooms <b>40.6K</b> +0.7% YoY	Avg. Peak <b>189</b> +27.5% YoY	Total Attendees <b>116.2K</b> +22.4% YoY	Economic Impact <b>\$40.3M</b> +14.9% YoY	Avg. Booking Window <b>6.0 mo</b> +29 days YoY
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### QUARTER AT A GLANCE

Q2 delivered a quarter of **higher-value bookings and growing economic impact**, even against a smaller event count. The team drove **\$40.3M in estimated economic impact** (+14.9% YoY) from 86 events turned definite, while **total attendees grew 22.4% YoY to 116.2K**. The average peak room block climbed 27.5% YoY to 189 rooms — a clear signal that the events we’re booking are bigger and more hotel-intensive than a year ago. The average booking window extended by 29 days, pointing to a healthier long-cycle pipeline and stronger planner confidence in College Station.

On the activity side, it was a **relationship-building quarter**, with eight trade shows, showcases, client events and site visits driving more than 332 direct meeting planner contacts, 234 attendees at our Meeting Planners Showcase (including 90+ HMGMT students), and 18 hosted clients during our 21-day Houston Livestock Show and Rodeo activation.

The event count was pressured by **weather-related cancellations and reschedules** — Texas Fire Chiefs moved two January events to May, the Aggie Mom’s Banquet shifted, and three sporting events were cancelled (one rescheduled to May). Despite that headwind, the revenue-impact metrics moved meaningfully in the right direction.

### EVENTS HOSTED

#### QUARTERLY EVENTS SUMMARY

Month	Definite Events (Lead or Assist)	Weekday Events
January	13	5
February	21	7
March	11	4
<b>Q2 Total</b>	<b>45</b>	<b>16</b>

## WEATHER IMPACT NOTES

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- Texas Fire Chiefs rescheduled two January events to May due to weather.
- The Aggie Mom's Banquet was weather-impacted and moved to March.
- Aggieland Classic - TAMU Rec Women's Lacrosse and TAMU Rec Men's Lacrosse were cancelled due to weather
- Aggieland Classic - Calvary Soccer - Rescheduled to May 16-17

## SALES EVENTS

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### JANUARY

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#### Annenberg Presidential Conference Center Vendor Showcase

**108 contacts made** at the showcase.

The Annenberg venue draws high-level presidential library and academic-adjacent planners, positioning College Station alongside premier conference destinations.

### FEBRUARY

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#### Religious Conference Management Association (RCMA) Emerge

**167 planners visited the booth.**

RCMA Emerge is the premier national gathering for religious meeting planners, a core market segment for College Station given our venue mix and faith-based community infrastructure.

### MARCH

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#### Houston Livestock Show and Rodeo | March 2–22, 2026

**Team hosted 18 clients and potential clients** across the 21-day activation.

A cross-department effort paired with our marketing and PR presence in Houston, converting on-the-ground hospitality into qualified sales relationships in our top drive market.

#### Texas A&M Hotel Client Event

Several team members attended the A&M Hotel's A&M Baseball social hosted at the Rec Center for meeting planners.

#### Meeting Planners Showcase & Client Dinner

**234 attendees | 90+ HMGT students**

Our signature annual event, primarily serving our local planners with a few traveling in from other markets. The strong HMGT student turnout from Texas A&M's hospitality program builds a long-term pipeline of future industry relationships.

#### Church of God Site Visit

**Exploring College Station as host for a 2028 or 2029 event.**

A long cycle booking opportunity that reflects the pipeline depth our team continues to develop with national religious organizations.

### **Christian Meetings and Conferences Association (CMCA) Showcase**

**Met with 57 meeting planners.**

A second strong touchpoint in the religious meetings segment this quarter, complementing the February RCMA Emerge activation.

### **DFW Association Executives Association Day**

Presence at the Dallas–Fort Worth association executive gathering to strengthen relationships with decision-makers from one of our priority drive markets.

## **HIGHLIGHTS & INSIGHTS**

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### **HIGHER-VALUE BOOKINGS, NOT FEWER BOOKINGS**

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While events turned definite fell 17.3% YoY to 86, total attendees grew 22.4%, the average peak room block climbed 27.5%, and economic impact rose 14.9% to \$40.3M. The team is winning larger and more hotel-intensive groups — precisely the bookings that move the needle for the destination economically.

### **WEATHER HEADWINDS SOFTENED THE EVENT COUNT**

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The drop in definite events was meaningfully shaped by weather. Texas Fire Chiefs rescheduled two January events to May, the Aggie Mom’s Banquet shifted dates, and 2 Texas A&M Rec Lacrosse (Men’s and Women’s) and a Soccer Tournament were cancelled (one also rescheduled to May). These are shifted opportunities rather than lost ones, and the May reschedules should provide a modest Q3 tailwind.

### **PLANNERS ARE BOOKING FURTHER OUT**

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The average booking window extended by 29 days YoY to 6.0 months — a positive leading indicator pointing to stronger planner confidence in College Station and a healthier long-cycle pipeline. The Church of God site visit for a 2028 or 2029 event is a concrete example of the pipeline depth we’re building.

### **SEGMENT COVERAGE**

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Q2 delivered meaningful presence across the religious, academic and association segments that anchor our convention sales strategy. Religious planners were reached at both RCMA Emerge (167) and CMCA Showcase (57), with an additional long-cycle site visit from Church of God. Academic and hospitality relationships deepened through the Annenberg showcase, the Texas A&M Hotel Client Event, and significantly at Meeting Planners Showcase. Association relationships were built at the DFW Association Executives Association Day.

### **CROSS-DEPARTMENT ACTIVATION AT HLSR**

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The 21-day Houston Livestock Show and Rodeo presence served as a unifying activation across sales, marketing and PR. Sales hosted 18 clients and prospective clients on the ground while marketing ran booth engagement and hyper-targeted ads around NRG Park, and PR coordinated the Kirby Ice House pop-up, secured Houston Chronicle coverage and a KBTX segment, and activated Houston-based influencers. It’s a strong model for how coordinated team execution turns a single activation into reach, relationships and revenue potential.

### **BUILDING THE NEXT GENERATION**

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The 90+ HMGT students who attended our Meeting Planners Showcase represent an investment in the long-term health of our industry. These students are the planners, hoteliers and destination marketers of the next decade —

and the early exposure to Visit College Station as an organization and a destination pays dividends well beyond any single event.

## **LOOKING AHEAD TO Q3**

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Q3 continues our presence at core industry events while bringing a meaningful pivot into **sports tourism**, with three high-impact public events driving visitor volume and creating hospitality opportunities for existing clients and prospects. The May reschedules from weather-affected Q2 events should also provide a modest tailwind to the Q3 event count.

## **SALES OPPORTUNITIES**

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- Texas Society of Association Executives Open Social
- Helms Briscoe Annual Business Conference
- Sports Events and Tourism Association
- Savannah Bananas Client Event
- Sports Invitational Conference
- Fraternity Executives Association Annual Meeting
- Meeting Professionals International World Education Conference
- Texas Travel Alliance / Texas Society of Association Executives Leadership Live Summit

## **HIGH-IMPACT EVENTS**

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Three major public events in College Station during Q3 offer significant visitor draw and client hosting potential:

- **Savannah Bananas — May 2**
- **Argentina vs. Honduras — June 6**
- **USA Track and Field Grand Prix — June 6**

**May 6, 2026**  
**Item No. 4.4.**  
**Data Reports**

**Sponsor:** Jeremiah Cook, Assistant Director - Tourism

**Reviewed By CBC:** Tourism Committee

**Agenda Caption:** Presentation, discussion, and possible action 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