



## 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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June 3, 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.

Sponsors: Jeremiah Cook

Attachments: 1. 20260506 - Minutes

##### 3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026-2028 Texas A&M Beef Cattle Short Course.

Sponsors: Jo Beth Wolfe

Attachments: 1. HOT\_Grants\_Executive\_Summary

2. HOT\_Grant\_Committee\_Packet\_Beef\_Cattle\_Short\_Course\_FY26

##### 3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Texas EMS Alliance's EMS EVOLUTION.

Sponsors: Jo Beth Wolfe

Attachments: 1. TEMSA\_EMS\_EVOLUTION\_2026\_Application\_Packet

##### 3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Stars Over TX Softball Aggieland Showcase.

Sponsors: Alex Aguero

Attachments: 1. Aggieland\_Showcase\_2026\_Application\_Packet

##### 3.5. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 BOOMFIT BCS CLASSIC.

Sponsors: Alex Aguero

Attachments: 1. HOT\_Grant\_Committee\_Packet\_BCS\_Classic\_FY26

- 3.6. Presentation, discussion, and possible action on an agreement with Athletes Unlimited Softball League for sponsorship of the upcoming Championship Series on July 23-27, 2026 for an amount not to exceed \$160,743.00.

Sponsors: Alex Aguero

Attachments: 1. Economic Impact Study  
2. ETF Application

**4. Agenda Items.**

- 4.1. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.  
4.2. Presentation, discussion, and possible action on the Brazos Valley Veterans Memorial Fiscal Year 2027 funding request.  
4.3. Presentation, discussion, and possible action on the Arts Center of Brazos Valley Fiscal Year 2027 funding request.  
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 May 26, 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.

**June 3, 2026**  
**Item No. 3.1.**  
**Minutes**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on the minutes of the previous meeting.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee approve the minutes.

**Summary:** NA

**Budget & Financial Summary:** NA

**Attachments:**

1. 20260506 - Minutes

**Minutes Of The Tourism Committee  
City Of College Station  
May 6, 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, May 6, 2026 in the City of College Station Bush 4141 Community Room, 1101 Texas Avenue, College Station, TX 77840.

**Present:**

Chairperson Cortney Phillips  
Vice Chairperson Greg Stafford  
Committee Member Connor Clark  
Committee Member Costa Dallis  
Committee Member Paul Allen Loy  
Committee Member Rhianon Elizabeth Whitney  
Committee Member Scott Logan  
Committee Member Tina Duncan  
Committee Member William L. Peel, Jr.  
Non-Voting Member Brandy Tuck  
Non-Voting Member Erin Jones

**Absent:**

Committee Member Hunter Goodwin  
Committee Member Kevin Davis

**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  
Casey Barone, Visitor Engagement Manager

**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.

No visitors present.

**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 Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 9 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 Texas A&M AgriLife Extension Service for the 2026-2028 Texas 4-H Roundup.

Committee approved in the amount of \$150,000 (\$50,000 per year for 3 years)

**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.

Committee approved in the amount of \$10,000.

**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.

Committee approved in the amount of \$7,800.

**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.

Committee approved in the amount of \$5,000.

**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.

Committee approved in the amount of \$25,000.

**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).

Committee approved in the amount of \$3,000.

**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.

**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.

#### **4. Agenda Items.**

**4.1.** Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Dan Fenton and Shirin Jafari of Jones Lang LaSalle (JLL) presented a recap of priorities in the draft Tourism Strategic Plan, including academic conference positioning, leisure event strategy, the gated multi-year staffing structure, Key Performance Indicators, and lost-business analysis. Discussion focused on the JLL benchmarking comp set, direct outreach to Texas A&M University deans and department heads, facilities access, engagement with university leadership and Athletics, and the structure of a trained sales process. Staff stated that the final plan would be distributed at the end of May and that a Committee vote and recommendation to City Council would be requested at the June 3, 2026 meeting. No action was taken on this item.

Erin Jones arrived at 4:03 pm.

**4.2.** Presentation and discussion on the Quarterly Marketing Report for FY26 Q2.

Angie Bertinot, Marketing Manager, presented the FY26 Q2 marketing report covering January through March, including website performance, organic and paid social, public relations, and influencer marketing. Discussion included Rodeo activation strategy, co-branding opportunities with the Houston and Fort Worth Livestock Shows, and engagement with Texas A&M Athletics.

**4.3.** Presentation and discussion on the Quarterly Sales Report for FY26 Q2.

Jo Beth Wolfe, Convention Sales Manager, and Alex Aguero, Sports Sales Manager, presented the FY26 Q2 sales overview covering January through March. Discussion included the booking pace toward the annual goal, softening Fall 2026 demand, statewide trends in lead volume, and shortening booking windows, the Texas A&M University 150th Anniversary as a potential demand driver.

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

Jeremiah Cook, Assistant Director, reviewed data reports from the previous month, including Texas direct travel spend rankings, the most recent weekly STR report, and a preview of May indicators.

**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.

Committee requested the following:

- A presentation on Texas A&M's 150th Anniversary and related tourism opportunities.

## **6. Adjourn.**

The meeting adjourned at 4:47 pm.

**June 3, 2026**  
**Item No. 3.2.**  
**2026-2028 Texas A&M Beef Cattle Short Course HOT Grant**

**Sponsor:** Jo Beth Wolfe

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026-2028 Texas A&M Beef Cattle Short Course.

**Relationship to Strategic Goals:**

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

**Summary:** See attached applications and staff evaluations.

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

**Attachments:**

1. HOT\_Grants\_Executive\_Summary
2. HOT\_Grant\_Committee\_Packet\_Beef\_Cattle\_Short\_Course\_FY26

## HOT Grants Executive Summary

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**Page:**

**Group name:** Texas A&M Beef Cattle Short Course, Texas A&M AgriLife Extension

**Dates:** 08/01/26 to 08/05/26 (Year 1; 3-Year Contract)

**Attendees:** 2,000 per year

**Room Nights:** 1,800 per year (5,400 total)

**Total Direct Economic Impact:** \$1,061,546 per year

**HOT Economic Impact:** \$27,798 per year

**Total Recommended Amount:** \$75,000 (\$25,000 per year)

	2023	2024	2025
Room Nights	2,529	2,164	1,653
HOT Grant	\$25,000	\$25,000	\$25,000
Direct EIC	\$1,000,065	\$1,017,045	\$1,167,120
Local HOT EIC	\$25,394	\$25,657	\$31,352

**Page:**

**Group name:** EMS EVOLUTION 2026, Texas Emergency Medical Services Alliance

**Dates:** 09/28/26 to 09/30/26

**Attendees:** 300

**Room Nights:** 300

**Total Direct Economic Impact:** \$122,256

**HOT Economic Impact:** \$3,916

**Total Recommended Amount:** \$5,000

	2024	2025
Room Nights	337	362
HOT Grant	-	-
Direct EIC	\$134,441	\$143,576
Local HOT EIC	\$3,677	\$3,592

**Page:**

**Group name:** Aggieland Showcase, Stars Over TX Softball

**Dates:** 06/12/26 to 06/14/26

**Attendees:** 2,908

**Room Nights:** 550

**Total Direct Economic Impact:** \$565,347

**HOT Economic Impact:** \$11,290

**Total Recommended Amount:** \$10,000

	2025
Room Nights	525
HOT Grant	\$10,000
Direct EIC	\$662,165
Local HOT EIC	\$12,085

**Page:**  
**Group name:** BCS Classic, BOOMFIT LLC  
**Dates:** 08/21/26 to 08/22/26  
**Attendees:** 5,000

**Room Nights:** 950  
**Total Direct Economic Impact:** \$1,019,111  
**HOT Economic Impact:** \$22,928  
**Total Recommended Amount:** \$15,000

	2023	2024	2025
Room Nights	500	600	690
HOT Grant	\$7,500	\$10,000	\$15,000
Direct EIC	\$637,158	\$716,738	\$860,639
Local HOT EIC	\$14,436	\$16,160	\$19,712

FY26 HOT Grants	
Budget	\$943,860
Actual	\$276,850
Encumbered	\$316,650
Remaining	\$350,360

# Staff Evaluation Form

Event Identity		
<b>Event Name</b> Texas A&M Beef Cattle Short Course	<b>Contract Term</b> 3-Year (2026, 2027, 2028)	<b>Number of Attendees (Per Year)*</b> 2,000
<b>Event Type</b> Convention	<b>Out-of-Town Attendees</b> 75%	<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> \$85,000.00	<b>Staff Recommended Amount (Per Year)*</b> <b>\$25,000.00</b>	<b>Grant Dependent</b> No
<b>Year 1 Recommended</b> \$25,000.00	<b>Year 2 Recommended</b> \$25,000.00	<b>Year 3 Recommended</b> \$25,000.00
<b>Total Recommended Amount*</b> <b>\$75,000.00</b>		

Economic Impact (Per Year — Estimated)		
<b>Year 1 Event Dates</b> August 1 to 5, 2026	<b>Total Direct Economic Impact</b> \$1,061,545.89	<b>Local HOT Economic Impact</b> \$27,797.68
<b>Year 2 Event Dates</b> July 31 to August 4, 2027	<b>Total Direct Economic Impact</b> \$1,061,545.89 *	<b>Local HOT Economic Impact</b> \$27,797.68 *
<b>Year 3 Event Dates</b> August 5 to 9, 2028	<b>Total Direct Economic Impact</b> \$1,061,545.89 *	<b>Local HOT Economic Impact</b> \$27,797.68 *
<b>Room Nights (Per Year)</b> 1,800	<b>Total Room Nights (3 Years)</b> 5,400	

\* 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>	2,003	1,711	1,653
<b>HOT Grant</b>	\$25,000	\$25,000	\$25,000
<b>Direct EIC</b>	\$1,000,065	\$1,017,045	\$1,167,120
<b>Local HOT EIC</b>	\$25,394	\$25,657	\$31,352

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

The Texas A&M Beef Cattle Short Course is one of College Station's largest and most established annual events, recognized as the nation's premier beef producer educational program and held on the Texas A&M campus each August. The 2025 program (71st annual) drew 2,033 in-person participants from 30 states and 9 countries, and the applicant projects approximately 2,000 attendees and 1,800 hotel room nights per year, with an estimated 75 percent traveling from outside a 50-mile radius. The event falls in early August, a traditionally lower-demand period for local hospitality, and verified post-event history shows room nights of 2,003, 1,711, and 1,653 over the 2023 through 2025 cycles, with a projected annual direct economic impact of approximately \$1.06 million that substantially exceeds the stimulus request. Based on these reasons, staff recommends approval of the full \$75,000 three-year request (\$25,000 per year).

# Texas A&M Beef Cattle Short Course

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

## ***Texas A&M Beef Cattle Short Course***

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Jason Cleere  
2471 TAMU Kleberg Center  
College Station, TX 77843

jjcleere@tamu.edu  
O: 979-845-6931  
F: Texas A&M AgriLife Extens

## ***Jason Cleere***

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2471 TAMU Kleberg Center  
College Station, TX 77843

jjcleere@tamu.edu  
O: 979-845-6931

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

Texas A&M Beef Cattle Short Course

### Event Website

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

<https://beefcattleshortcourse.com>

### 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.

08/01/2026

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

The date the event is scheduled to end.

08/05/2026

### Event Description\*

Detailed description of the event.

The Texas A&M Beef Cattle Short Course, coordinated by Texas A&M AgriLife Extension and held on campus each August, is recognized by producers, industry leaders, and educators as the nation's largest beef producer educational program. The 2025 Texas A&M Beef Cattle Short Course was held August 4-6, 2025, and attracted 2,033 in-person participants and 182 virtual participants (2,215 total participants) from 30 states and 9 countries. The BCSC continues to expand its educational outreach and hosted Veterinarian Continuing Education Training on Saturday (8/2) and Sunday (8/3), as well as a Ranch Horse Program on Sunday (8/3). The program had presentations by 115 speakers from Texas A&M AgriLife Extension, Texas A&M AgriLife

College Station Event Funding- Tourism Committee

Research, the College of Agriculture and Life Sciences, other universities, and industry organizations. The industry trade show had 162 exhibitors.

## Schedule of Events

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

2025BCSCSchedulepdf.pdf

## Host Venue/Facility\*

Primary location where event will be held in College Station.

University Center - Texas A&M University

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

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

1800

## Nights Hotel Rooms are Needed\*

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

Sunday

Monday

Tuesday

Wednesday

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.

Texas A&M Hotel and Conference Center \$155

Hilton Hotel and Conference Center \$149

Hyatt Place College Station \$115

## 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:

Upon conference registration, participants are asked to provide hotel reservation information. This includes hotel name, number of rooms and number of nights stayed. Participants registering through our online system are also asked to provide the same information.

## *Events without Spectators*

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

2000

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

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

75

## *Year 2 Event Information*

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

The date the event is scheduled to begin.

07/31/2027

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

The date the event is scheduled to end.

08/04/2027

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

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

1800

### **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.

The Texas A&M Beef Cattle Short Course is currently limited by the maximum capacity of the University Center facilities, which can accommodate approximately 2,100 attendees while still ensuring a high-quality experience for conference guests. Support through this grant is essential in helping us maintain affordable registration fees compared to similar industry conferences, making the program accessible to a broad audience of beef cattle producers and agricultural stakeholders. As a result, the conference consistently attracts more than 2,000 attendees annually to College Station, generating significant economic benefits for the city.

## *Year 3 Event Information*

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### **(Year 3) Event Start Date**

The date the event is scheduled to begin.

08/05/2028

### **(Year 3) Event End Date**

The date the event is scheduled to end.

08/09/2028

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

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

1800

### **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.

The Texas A&M Beef Cattle Short Course is currently limited by the maximum capacity of the University Center facilities, which can accommodate approximately 2,100 attendees while still ensuring a high-quality experience for conference guests. Support through this grant is essential in helping us maintain affordable registration fees compared to similar industry conferences, making the program accessible to a broad audience of beef cattle producers and agricultural stakeholders. As a result, the conference consistently attracts more than 2,000 attendees annually to College Station, generating significant economic benefits for the city.

## ***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 Beef Cattle Short Course

### **Applicant Name\***

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

Jason Cleere

### **Date\***

05/19/2026

## *Funding Request Overview*

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

\$75,000.00

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

Total amount of funds requested for the event.

\$25,000.00

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

\$25,000.00

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

(if applicable)

\$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.

Funds will be utilized to offset the costs of the conference facilities utilized during the event with the goal of keeping registrations costs low. This allows for greater attendance each year and ultimately attracts more visitors to Bryan and College Station to contribute to the local economy.

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

Include Name and Amount to Receive

Various donors are solicited each spring to provide sponsorships and grants to offset the costs associated with marketing and hosting such a large event. We strive to provide a first-class event for participants and maintain low registration costs (\$300) for the 4-day event. Additionally, university students are allowed to attend for free to serve the teaching mission of Texas A&M University. Financial support in 2025 (including in-kind support) totaled \$212,750.

## *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.

Jim Phillips

### **Contract Signatory Email\***

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

Jimmy.Phillips@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.

Beef 706

Beef 101

Ranch Raised Beef Conference

### **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.

Independent Cattlemen's Association Annual Convention - Held in June

## File Attachment Summary

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### *Applicant File Uploads*

- 2025BCSCSchedulepdf.pdf

# 2025 SCHEDULE

71<sup>ST</sup> Annual  
Texas A&M

## Beef Cattle Short Course

AUGUST 4-6, 2025

TEXAS A&M  
AGRI LIFE  
EXTENSION

GULF COAST  
*Cattleman*



# SADDLING UP FOR **TEXAS** RANCHERS



Texas Farm Bureau works every day to protect agriculture and your livelihood. We're in Austin and Washington, D.C., advocating for the rural way of life and the values that keep Texas strong.

Prepared by our past, we're focused on the future—a future that keeps you and Texas agriculture growing.



**Join Texas Farm Bureau  
and add your voice to  
strengthen Texas agriculture**

**[texasfarmbureau.org](https://texasfarmbureau.org)**

# WELCOME TO BCSC!

**Howdy!** We are pleased to have you join us for the 71st Annual Texas A&M Beef Cattle Short Course. With record-high cattle prices, unpredictable weather patterns, including both droughts and floods, and the potential reappearance of the New World Screwworm, it's been a year of significant challenges and critical decisions for Texas cattle producers.

Over the past three years, much of the conversation has revolved around the rebuilding of the U.S. cow herd and how long today's historically high prices might last. These same concerns remain at the forefront this year. Now in its 71st year, this program has long been recognized as the premier beef cattle educational event in Texas and one of the largest of its kind in the nation. Organized by the Texas A&M AgriLife Extension Beef Cattle Specialists and hosted by the Department of Animal Science at Texas A&M University, this event continues its mission of delivering timely, science-based information to ranchers across the region.

Thank you for participating in this year's program, and we hope to see you again next year!

You may contact us at 2471 TAMU, College Station, TX 77843-2471 or at (979) 314-8507, or visit our website at <https://beefcattleshortcourse.com>.



**DR. JASON CLEERE**  
EXTENSION BEEF CATTLE  
SPECIALIST



TEXAS A&M UNIVERSITY  
Animal Science

TEXAS A&M  
AGRI LIFE  
EXTENSION

# OVERVIEW

## INFORMATION

TRADE SHOW VENDORS (PG.5-6)

PARKING INFORMATION (PG. 7)

MSC MAP (PG. 8)

MEALS (PG. 9)

## SUNDAY, AUGUST 3, 2025

8 AM - 5PM - OPTIONAL PRE-CONFERENCE RANCH HORSE TRAINING  
**HILDEBRAND EQUESTRIAN CENTER**

8 AM - 5PM - OPTIONAL PRE-CONFERENCE VETERINARY CE TRAINING  
**MSC 2406**

12:00 PM - ONSITE REGISTRATION & EARLY PACKET PICK-UP  
**RUDDER**

6:00 PM - OPTIONAL PRE-CONFERENCE BRAZOS VALLEY CATTLEWOMEN'S  
DINNER & DANCE (TICKET REQUIRED)

## MONDAY, AUGUST 4, 2025:

6:30 AM - COFFEE & BREAKFAST IN THE TRADE SHOW

7:00 AM - REGISTRATION AT RUDDER

8:00 AM - GENERAL ASSEMBLY & ORIENTATION

8:30 AM - 12:00 PM - CONCURRENT CATTLEMAN'S COLLEGE  
SESSIONS (PG. 10-13)

11:00 AM - 1:30 PM - LUNCH

1:30 PM - GENERAL SESSION (PG. 14-15)

5:30 PM - FAMOUS TEXAS AGGIE PRIME RIB DINNER

## TUESDAY, AUGUST 5, 2025:

7:00 AM - CAPITAL FARM CREDIT MILITARY VETERANS BREAKFAST

7:00 AM - COFFEE & BREAKFAST IN THE TRADE SHOW

8:30 AM - 12:00 PM - CONCURRENT CATTLEMAN'S COLLEGE  
SESSIONS (PG. 16-20)

11:00 AM - 1:30 PM - LUNCH & TRADE SHOW

1:30 PM - 5:30 PM - CONCURRENT CATTLEMAN'S COLLEGE  
SESSIONS (PG. 21-25)

## WEDNESDAY, AUGUST 6, 2025:

7:00 AM - COFFEE & BREAKFAST AT ALL LOCATIONS

7:30 AM - 11:00 AM - FENCE BUILDING WORKSHOP (PG. 26)

8:30 AM - 12:00 PM - CONCURRENT CATTLEMAN'S COLLEGE  
DEMONSTRATIONS (PG. 26-29)

12:00 PM - OPTIONAL PICOLINIC ACID TRAINING (PG. 29)

12:00 PM - 2025 BEEF CATTLE SHORT COURSE ADJOURNED

# TRADE SHOW VENDORS

701x Inc.  
Advanced Ag Products (AAP)  
By-O-reg+  
AG Southwest Crop & Rainfall  
Insurance  
Ag Workers Insurance  
AG-USA  
Agoro Carbon Alliance  
AgTrust Farm Credit  
Alligare  
American Brahman Breeders  
Association  
American Gelbvieh  
Association  
American Hereford  
Association  
American-International  
Charolais Assn.  
Arrowquip  
ASCO Equipment  
Axiota Animal Health  
Bamert Seed Company  
Beefmaster Breeders United  
Bekaert Fencing  
Big Country Farm Center  
Bimeda  
Biozyme inc  
Boa Safra Ag, LLC  
Bovine Elite  
Brazos Fabrications  
Breedr Inc  
Briggs Ranches  
Capital Farm Credit  
CattleMax Software  
Cattler LLC / Cattler  
Cavender Ranches  
Central Life Sciences  
CF Production Sales  
Collier Farms  
Common Ground Coalition  
Corteva Agriscience  
Creative Awards  
Crop & Range Insurance  
Services  
Cutco Gifting  
Datamars Livestock  
Diamond H Ranch  
Dominion Land Resources  
Droptine Studios  
Elanco Animal Health  
Elgin Breeding Service, Inc  
Endovac Animal Health  
Enriched Ag  
Envu Range and Pasture  
eShepherd virtual fencing  
ESTROTECT  
FERA Diagnostics &  
Biologicals  
Franks Manufacturing  
Graham Land and Cattle  
Company  
Gulf Coast Cattleman  
Halter  
Hargrove Ranch Insurance  
Herdwatch  
HerdX, Inc  
Huvepharma  
IDEXX  
IMI Global  
Independent Cattlemen's  
Association  
Integrated Breeders  
International Brangus  
Breeders Association  
J&J Cattle Co  
J&S Water Wells & Irrigation  
Jorgensen Land & Cattle  
Kaput Products  
KoC Outdoors  
Livestock Nutrition Center  
Lone Star Feed  
LoneStar Ag  
Lyssy & Eckel Feeds  
Merck Animal Health  
Mix 30 Liquid Feed  
Moly Manufacturing, LLC  
Momentum Ag  
Moon Veterinary and  
Reproductive Services  
Murdoch's Ranch & Home

# TRADE SHOW VENDORS

Supply  
Neogen Corporation  
Nofence  
NT Exotics  
Nufarm  
Nutrition Plus LLC  
Oak Creek Farms  
OKBRAND  
Performance Livestock  
Analytics  
PolyCleat Flooring  
Postive Feed, Ltd.  
Powder River Livestock  
Pro Earth Animal Health  
Producers Cooperative  
Association  
Purple Wave Auction  
R.A. Brown Ranch  
Ranch House Designs  
Ranchbot  
RanchHand Beef Cattle  
Management Software  
RanchWorx Pasture Aerators  
Red Angus Association of  
America  
Red Chain Feeds  
Ridley Block Operations  
Rolling M Trailers  
Rozell Sprayer MFG  
San Antonio Steel Company  
Shearwell  
SHFP  
Smart Paddock  
Smarter Cattle  
Southern Livestock Standard  
Specialized Crop Insurance  
Standley Feed and Seed  
Stay-Tuff Fence Mfg  
Sunbelt Custom Mineral  
Texas & Southwestern Cattle  
Raisers Association  
Texas A&M AgriLife Extension  
Service / FRESH TRAYS  
Texas A&M Large Animal  
Teaching Hospital

Texas Animal Health  
Commission  
Texas Beef Council  
Texas Department of  
Agriculture  
Texas Farm Bureau  
Texas Farm Credit  
Texas Pride Processing  
Texas Ranch Sales LLC  
Texas Wagyu Association  
The Brahman Journal  
The Branch Ranch  
The JC Smith Co & Quality  
DEF Solutions  
Trans Ova Genetics  
USDA Farm Service Agency  
USDA-Natural Resources  
Conservation Service  
Veseris  
Vortex Advantage AG  
Vytelle  
W4 RANCH  
Weatherford Mini Trucks  
Weston AgriFood Sales  
Program  
Westway Feed Products  
WRI Outdoors  
Y-Tex Corp





## WEDNESDAY LOCATIONS

### TAMU BEEF CENTER

7707 Raymond Stotzer Pkwy (Highway 60) College Station, Texas 77845

### FREEMAN ARENA

7802 Turkey Creek Rd. College Station, 77830

### HILDEBRAND EQUINESTRIAN CENTER

3240 F and B Rd College Station, TX 77843

### ANIMAL REPRODUCTIVE BIOTECHNOLOGY CENTER

1895 Avenue D Bryan, TX 77807

### LOUIS PEARCE PAVILION

555 George Bush Dr W College Station, TX 77840

### ROSENTHAL MEAT SCIENCE & TECHNOLOGY CENTER

488 Olsen Blvd College Station, TX 77845



## PARKING INFORMATION

### MONDAY & TUESDAY PARKING

University Garage and Gene Stalling Garage will be available for \$15 a day.

Gene Stalling Garage will only be accessible by Joe Routt Blvd.

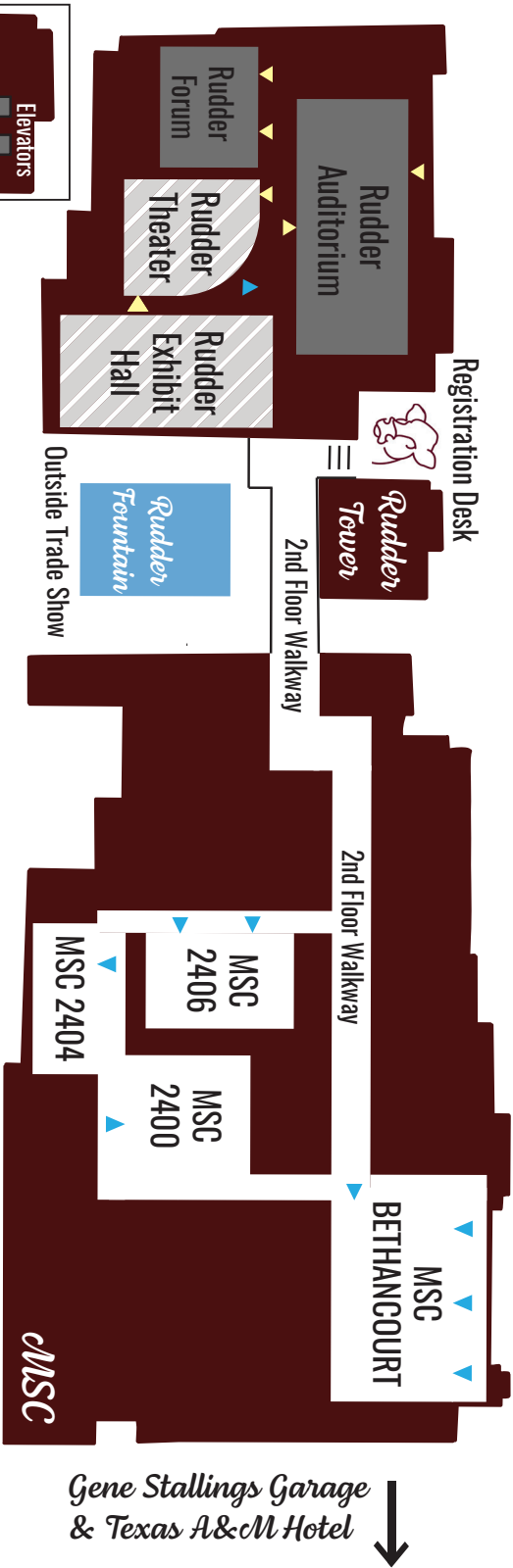
### WEDNESDAY PARKING

West Campus Parking Garage will be available for approx. \$10 a day for the Rosenthal Demonstration.

**Pay using ParkMobile (lot #7747)**

TAMU Beef Center, Hildebrand Equine Complex, Freeman Arena and Louis Pearce Pavillion do not require parking passes

**Parking in lots other than those listed above may result in fines. Parking will be enforced by Texas A&M.**



Registration Desk



Rudder Tower

2nd Floor Walkway

2nd Floor Walkway

MSC BETHANCOURT

Rudder Forum

Rudder Auditorium

Rudder Theater

Rudder Exhibit Hall

Rudder Fountain

Outside Trade Show

MSC 2406

MSC 2400

MSC 2404

MSC

Gene Stallings Garage & Texas A&M Hotel



Elevators

Rooms 301 & 601

Rudder Tower Expanded

- 
 First Floor
- 
 Second Floor
- 
 First and Second Floors

# MSC & RUDDER PLAZA MAP

# MEALS

## MONDAY, AUGUST 4, 2025:

6:30 am - Coffee & Breakfast at the Trade Show

**Sponsored by: Sunbelt Custom Mineral,  
Cavendar Ranches, & Elgin Breeding Services**

11:30 am - 1:30 pm - Lunch & Trade Show

Location: MSC Bethancourt Ballroom

**Sponsored by: StaTite50, Producers  
Cooperative, Ranch House Designs, & Texas  
Department of Agriculture**

**Bluebell Ice Cream in Trade Show  
Boehringer Ingelheim**

5:30 pm - Famous Texas Aggie Prime Rib

Location: MSC Bethancourt Ballroom

**Sponsored by: Nolan Ryan Beef, Graham  
Land and Cattle, Texas A&M Animal Science &  
Texas Farm Bureau**

## TUESDAY, AUGUST 5, 2025:

7:00 am - Capital Farm Credit Veterans Breakfast

**Sign up at the Capital Farm Credit trade show booth**

7:00 am - Coffee & Breakfast at the Trade Show

**Sponsored by: Merck Animal Health,  
Livestock Nutrition Center & Westway Feeds**

11:30 am - 1:30 pm - Lunch & Trade Show

Location: MSC Bethancourt Ballroom

**Sponsored by: Texas Farm Bureau, Elanco  
Animal Health, Envu, Jorgensen Land & Cattle**

**Bluebell Ice Cream in Trade Show  
Boehringer Ingelheim**

## WEDNESDAY, AUGUST 6, 2025:

7:00 am - Coffee & Breakfast at all locations

**Sponsored by Oak Creek Farms**

# INTRODUCTION TO CATTLE PRODUCTION I

## COORDINATORS:

DR. JASON SMITH & DR. KARL HARBORTH

**“THEY’RE TALKING BEEF, BUT IN WHAT LANGUAGE?”**

## MONDAY, AUGUST 4, 2025 - RUDDER THEATRE

8:30 am - Dive into the basics of the beef cattle industry with the Introduction to Cattle Production session.

Build your foundational knowledge about industry sectors, standards, and practices and gain an overview of topics such as beef cattle breed types, genetics, and basic reproductive knowledge.



# PASTURES & FORAGES (2 CEUs)

## COORDINATORS:

DR. VANESSA CORRIHER-OLSON,  
DR. LARRY REDMON & DR. MONTE ROUQUETTE

**CEU CREDITS: 1 GENERAL & 1 IPM**

## MONDAY, AUGUST 4, 2025 - MSC 2400

8:30 am - Soils & Fertility: Dr. Larry Redmon

9:15 am - Winter Pasture Species & Establishment:  
Dr. Gerald Smith

10:00 am - Weed Control in Pastures and Hay  
Meadows: Dr. Vanessa Corriher-Olson

11:00 am - Management Strategies for Sustainable  
Pastures & Beef: Dr. Monte Rouquette



# NUTRITIONAL MANAGEMENT I

**COORDINATOR: DR. JASON BANTA**

**MONDAY, AUGUST 4, 2025 - RUDDER FORUM**

**8:30 am - Cow-calf Nutrition: Forage  
& Supplementation Considerations**  
Dr. Jason Banta

This session will cover basic cow-calf nutritional requirements and how to design a protein, energy and mineral supplementation program to optimize herd performance. Nutrition and drought considerations for cow-calf operations as well as dealing with limited forage supplies and other roughage options will be discussed.



# CATTLE BREEDING & GENETICS I

**COORDINATORS:  
DR. JOE PASCHAL & DR. ANDY HERRING**

**MONDAY, AUGUST 4, 2025 - MSC 2406**

**8:30 am - Genomics Research at Texas A&M**  
Dr. Andy Herring and Dr. David Riley

**9:15 am - From Foundations to Frontiers: UF's  
Leadership in Bos indicus Genetics &  
Beef Cattle Breeding – Dr. Raluca Matesscu**

**10:00 am - Bull Selection - What Don't You Want?**  
Dr. Todd Thrift

**10:45 am - Selection for Heat Tolerance &  
Fertility in the South**  
A. J. Knowles



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RANCH TESTED. RANCHER TRUSTED.

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BREEDERS UNITED

# RANCHING AROUND THE WORLD

**COORDINATOR: MS. ODILE POLANCO**

**MONDAY, AUGUST 4, 2025 - MSC 2404**

8:30 am - Introduction & IBCA Talk - Rafael Paiva

8:45 am - Feeding Systems in Beef Cattle: the underlying uses of concentrate and straw as an alternative in Southern European Countries, focusing on Spanish systems  
Pablo Guarnido

9:30 am - Hanwoo and the Korean Beef Industry: Tradition, Premium Quality, and Modern Challenges  
Mingyung Lee

10:15 am - Beef Production in Argentina - Pablo Ross

11:00 am - Ranching South of the Border: An Overview of Mexico's Beef Cattle Industry  
Nemesio Ruiz



# PESTICIDE APPLICATOR RE-CERTIFICATION (3 CEUs)

**COORDINATORS:**

**DR. MARK MATOCHA & DR. DON RENCHIE**

**CEU CREDITS: 1 GENERAL, 1 LAWS & REGS, 1 IPM**

**MONDAY, AUGUST 4, 2025 - RUDDER TOWER 301**

8:30 am - ANT Antagonist: Ants that Bother you Outside – Jacob Wightman

9:30 am - Cultural Practice Management Influences Pest Expression – Dr. Tony Provin

10:30 am - Pesticide Laws and Regulations  
Dr. Don Renchie



# BEEF CATTLE HEALTH MANAGEMENT I (VET CE)

**COORDINATOR: DR. TOM HAIRGROVE**

**VET CE: 3.5 HOURS**

**MONDAY, AUGUST 4, 2025 - RUDDER TOWER 601**

**8:30 am - Monitoring and modifying trace mineral programs for your herd**

Dr. John Arthington & Dr. Don Goodman

**9:30 am - Keeping Metal out of my meal: Birdshot, buckshot, darts, and other contaminants found in market cows and bulls**

Dr. Robby Smith, Dr. Drew Cassens  
& Dr. Julia Herman

**11:00 am - Economics of internal parasite control**  
Jessica Chase & Dr. Tom Hairgrove



# GENERAL SESSION

**COORDINATOR: DR. JASON CLEERE**

## **“High Cattle Prices, Wild Weather, and the Screwworm Wildcard”**

**MONDAY, AUGUST 4, 2025 - RUDDER AUDITORIUM**

1:30 pm - Welcome – Dr. Jason Cleere

1:45 pm - High Prices, High Stakes: Can Beef Demand Hold in 2025? – Randy Blach - CattleFax

2:30 pm - Forecasting the Future: What Long-Term Weather Trends Mean for Cattle Producers  
Brian Bledsoe

3:00 pm – Behind Every Steak: A Rancher Committed to Food Safety - Dr. Clay Mathis

3:15 pm – Tiny Parasite, Big Problem: New World Screwworm in Cattle Production  
Dr. T.R. Lansford

3:50 pm – New World Screwworm Panel: Reflecting on History, Addressing Today, and Planning Ahead – Dr. Ron Gill, Jim McAdams, Dr. Joe Paschal & Dr. Alberto Banuet

4:35 pm - Trade Show

5:30 pm - Prime Rib Dinner

**GRAHAM**

*Land and Cattle Co.*



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FARM  
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# GENERAL SESSION SPEAKERS



**DR. JASON CLEERE**  
TEXAS A&M AGRILIFE  
EXTENSION



**MR. BRIAN BLEDSOE**  
METEOROLOGIST



**MR. RANDY BLACH**  
CATTLEFAX



**DR. CLAY MATHIS**  
TEXAS A&M ANIMAL  
SCIENCE



**DR. T.R. LANSFORD**  
TEXAS ANIMAL  
HEALTH COMMISSION



**DR. RON GILL**  
TEXAS A&M AGRILIFE  
EXTENSION



# INTRODUCTION TO CATTLE PRODUCTION II

**COORDINATOR: DR. JASON SMITH**

**TUESDAY, AUGUST 5, 2025 - RUDDER THEATRE**

**8:30 am - A cattlemen's guide to body condition**  
Dr. Jason Smith

**9:30 am - Break**

**9:45 am - Fundamentals of Herd Health**  
Dr. Deana Hardee

**10:45 am - Break**

**11:00 am - Establishing and maintaining defined  
breeding and calving seasons**  
Dr. Ryon Walker

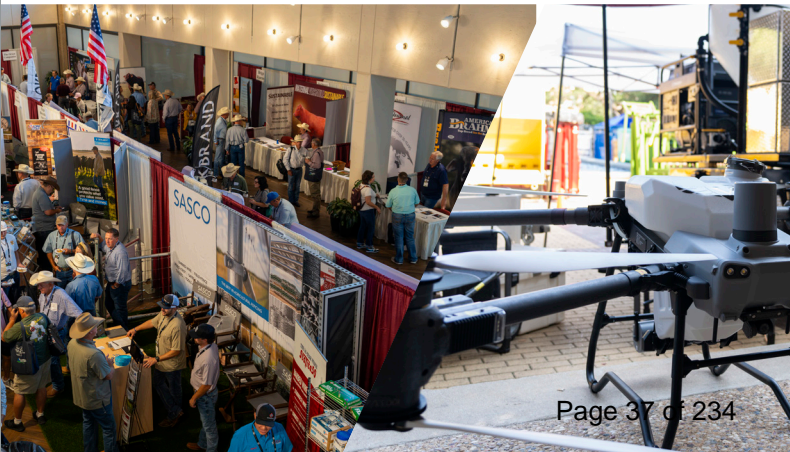


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**HOUSTON Livestock  
Show and Rodeo**

**C PROGRESSIVE  
CATTLE**



# AG-TECH

## COORDINATORS:

DR. JACQUELYN PRESTEGAARD-WILSON  
& MR. EGLEU MENDES

**“Embracing Technology on the Ranch to  
Improve Profitability”**

**TUESDAY, AUGUST 5, 2025 - RUDDER AUDITORIUM**

8:30 am - **Ranching Smarter: The Long Tradition of  
Trying Something New** - Cassidy Johnston

9:05 am - **Demystifying AI for Beef Producers:  
Practical Tools, Real Impact, and the Power  
of LORE** - Dr. Ana Gomes

9:40 am - **Connected Beef: How Individual Animal  
Data Drives Whole-Herd Profit** - Ian Wheel

10:15 am - **Roadblocks to Adopting Technology on  
Ranches** - Carl Steiger

10:50 am - **DISCUSSION PANEL: When Does Ranch  
Tech Pay Off?** Moderator: Andrew Coppin

**KOE**  
**OUTDOORS**

**PolyCleat**<sup>®</sup>  
CLEATED TRAILER FLOORING



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MONITORING SOLUTIONS



**Vytelle**



# BEEF CATTLE HEALTH MANAGEMENT II (VET CE)

**COORDINATOR: DR. THOMAS HAIRGROVE**

**VET CE: 3.5 HOURS**

**TUESDAY, AUGUST 5, 2025 - RUDDER TOWER 601**

**8:30 am - Blue-green algae, diagnosis, and pond treatment - Dr. Todd Sink, Britany Chesser & Dr. Tom Hairgrove**

**9:30 am - Bovine Trichomoniasis Prevalence Study: How much does this disease cost the industry?**

Dr. Tom Hairgrove, Hailey Shaw

**10:00 am - Bovine Viral Diarrhea: A disease that runs under the radar. - Dr. Rob Conley**

**11:00 am - The New World Screwworm: How do I prepare and how does animal traceability affect me. - Dr. T.R. Lansford**



# NUTRITIONAL MANAGEMENT I

**COORDINATORS: DR. JASON BANTA  
& DR. KARL HARBORTH**

**TUESDAY, AUGUST 5, 2025 - RUDDER FORUM**

8:30 am - Creep feeding, when does it pay?

Dr. Jason Banta

9:10 am - Hydrogen cyanide (prussic acid), should I  
be concerned: perception vs research

Dr. Jason Banta

9:50 am - Preparing bulls, young and old, for the  
upcoming breeding season

Dr. Karl Harborth

10:30 am - Break

10:40 am - Mineral supplementation for cow-calf  
operations - Dr. Jason Banta

11:30 am - Open nutrition Q&A



# CATTLE BREEDING & GENETICS II

**COORDINATORS: DR. JOE PASCHAL  
& DR. ANDY HERRING**

**TUESDAY, AUGUST 5, 2025 - RUDDER TOWER 301**

8:00 am - Effects of Hybrid Vigor on Cow Fertility

Cassidy Catrett

9:15 am - Understanding the Ruminant Biome

Dr. Matt Spangler

10:00 am - Functional and Applied Gene Editing in  
Livestock - Dr. Karl Clark

10:45 am - Cloning Beef Cattle - Dr. Tommy Perkins



# PASTURES & FORAGES

(REPEATED FROM MONDAY, 2 CEUs)

## COORDINATORS:

DR. VANESSA CORRIHER-OLSON,

DR. LARRY REDMON & DR. MONTE ROUQUETTE

**TUESDAY, AUGUST 5, 2025 - MSC 2400**

8:30 am - Soils & Fertility: Dr. Larry Redmon

9:15 am - Winter Pasture Species & Establishment:  
Dr. Gerald Smith

10:00 am - Weed Control in Pastures and Hay  
Meadows: Dr. Vanessa Corriher-Olson

11:00 am - Management Strategies for Sustainable  
Pastures & Beef: Dr. Monte Rouquette



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# REPRODUCTIVE MANAGEMENT

**COORDINATOR: DR. BRUCE CARPENTER**

**TUESDAY, AUGUST 5, 2025 - MSC 2406**

8:00 am - How Much Can I Afford to Pay For  
Replacement Females These Days?  
Dr. Merri Beth Day

8:45 am - Replacement Heifers: Managing Investment  
and Expectations - Dr. Bruce Carpenter,

9:30 am - Nutritional Considerations for Cool Season  
Calving - Dr. Karl Harboth,

10:15 am - Genomic Tools for Heifer Selection  
Kelli Retallick-Riley

11:00 am - Ear Tag / GPS Technology for  
Managing Reproduction, Health, and  
Animal Tracking - Shane White



# PUREBRED CATTLE

**COORDINATOR: DR. JOE PASCHAL**

**TUESDAY, AUGUST 5, 2025 - RUDDER TOWER 301**

1:30 pm - Validating Parentage and Genetic Relationships – A. J. Knowles

2:30 pm - Novel Trait EPD – Dr. Tommy Perkins

3:30 pm - Data Collection and Marketing your Seedstock Operation- Our Experiences at the University of Florida – Dr. Todd Thrift



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THE BUSINESS BREED



# LANDOWNER RIGHTS

**COORDINATOR:**

**MRS. TIFFANY DOWELL LASHMET**

**TUESDAY, AUGUST 5, 2025 - RUDDER THEATRE**

1:30 pm - Easements - Cassie Gresham

2:30 pm - Ag Policy Update from Washington, DC  
Dr. Justin Benavidez

3:30 pm - Ag Law Update (including produced water case) - Kyle Weldon

4:30 pm - Ag Law Q&A  
Shannon Ferrell & Tiffany Lashmet



# FARM TO FORK

**COORDINATOR: MRS. RACHEL CUTRER**

**TUESDAY, AUGUST 5, 2025 - RUDDER FORUM**

**1:30 pm - Starting A Farm to Table Beef Business**  
Rachel Cutrer

**2:30 pm - Choosing and Working With A Processors**  
Dustin Dean

**3:15 pm - Legal Considerations for Selling Beef**  
Audra Smith

**4:00 pm - Opportunities in the Go Texan Program**  
Texas Department of Agriculture  
Manuel Martinez



**INNOVATIVE LIVESTOCK SUPPLEMENTS THAT CHALLENGE THE ORDINARY**  
**STRONGER HERDS. BIGGER GAINS. RESEARCH-BACKED RESULTS.**

An advertisement for AAP Advanced Ag Products. It features a blue background with the AAP logo (Advanced Ag Products) and a grid of images showing various livestock (cows, pigs, chickens) and their products. The text emphasizes innovative supplements, stronger herds, bigger gains, and research-backed results.

# BEEF CATTLE RESEARCH

**COORDINATOR: DR. ANDY HERRING**

**TUESDAY, AUGUST 5, 2025 - MSC 2404**

1:30 pm - Interplay between vaccination, estrous cycle regulation, and immune function in cattle  
Haley Weidman

2:00 pm - Can we affect transfer of passive immunity, and does it matter? - Raylee Ezzell

2:20 pm - Is protein supplementation a viable option during drought? - Alyson Fontenot

2:40 pm - Analysis of long-term cow-calf performance data from grazed environments:  
Implications for perinatal programming from conception through slaughter  
Dr. Doug Tolleson

3:20 pm - Beef flavor and the metabolome: A new way of visualizing beef taste - Dr. Chris Kerth

4:00 pm - Use of new technologies to improve beef cattle production - Egleu Mendes



GULF COAST  
*Cattleman*

# EXTERNAL PARASITES (CEUs/CE)

**COORDINATOR: DR. TOM HAIRGROVE**

**TUESDAY, AUGUST 5, 2025 - RUDDER TOWER 601**

**CEU CREDITS: 1 HR IPM & 2 HR GENERAL**

**VET CE: 4 HOURS**

1:30 pm - Texas Animal Commission update on the Fever Tick and equine piroplasmiasis in South Texas. How do I respond to the New World Screw Worm as a Cattle Producer  
Dr. T.R. Lansford & Dr. Sonja Swiger

# EXTERNAL PARASITES CONT.

**2:30 pm - Emerging and re-emerging ticks, focusing on the Asian Longhorned Tick, and the importance of biosecurity protocols.**

Dr. Pete Teel & Dr. Tom Hairgrove

**3:30 pm - Theileria orientalis Ikeda: An emerging cattle disease in the United States.**

Dr. Kevin Lahmers

**4:30 pm - Flies affecting Texas Cattle - Dr. Sonja**

Swiger, Dr. Pete Teel & Dr. Tom Hairgrove



# RANGELAND MANAGEMENT

**COORDINATORS: DR. BARRON RECTOR, DR. MEGAN CLAYTON, DR. STACY HINES & DR. SILVERIO AVILA**

**“HOW NOT TO FEED HAY ON RANGELAND”**

**TUESDAY, AUGUST 5, 2025 - MSC 2406**

1:30 pm - Learning from the Past

2:00 pm - Supply and Demand

3:00 pm - Break

3:15 pm - Flexibility on the Fly

4:15 pm - Moving Towards Success



# GOOD RANCHING & GOLDEN ARCHES

## COORDINATORS:

DR. JACQUELYN PRESTEGAARD - WILSON  
& DR. JEFF GOODWIN

## “THE TEXAS BEEF CATTLE EFFICIENCY INITIATIVE”

### TUESDAY, AUGUST 5, 2025 - MSC 2400

1:30 pm - Why Grazing Matters: The Hidden Link  
Between Ranchers & Retail Shelves  
Caleigh Payne

2:00 pm - Management opportunities to increase  
production efficiency of cow-calf and  
stocker cattle programs - Dr. Jason Smith

2:30 pm - How does Grazing Management Impact  
Ranch Efficiency? - Dr. Jeff Goodwin

3:00 pm - Cutting Through the Sustainability Buzz:  
Understand the Opportunity & Find Value  
for Your Ranch - Drew Slattery

4:00 pm - Bridging Ranch and Retail  
Moderated by Dr. Jeff Goodwin



AG SOUTHWEST  
CROP & RANCH INSURANCE



# WEDNESDAY DEMONSTRATIONS

**WEDNESDAY, AUGUST 6, 2025**

## **FENCE BUILDING**

**7:30 AM - TAMU BEEF CENTER**

**KARA MATHENEY**

Learn about different fencing materials & designs! This session will cover how to build pipe and wood stretch sections and string multiple types of wire.

## **THE 50-YEAR FENCE** *StaTite50*

## **REPRODUCTION DEMONSTRATIONS (4 VET CE)**

**8:30 AM - ANIMAL REPRODUCTIVE BIOTECHNOLOGY CENTER**

**DR. TOM HAIRGROVE & DR. KY POHLER**

**8:30 am - Selecting fertile heifers. Reproductive Tract Scoring, selecting early breeders, etc.**

**9:30 am - Evaluating Breeding Soundness: Possible New Approaches**

**10:30 am - Causes of infertility in bulls & cows**



# WEDNESDAY DEMONSTRATIONS

## BRUSH BUSTERS (3 GENERAL CEUs)

8:30 AM - FREEMAN ARENA

**DR. BARRON RECTOR, DR. MEGAN CLAYTON,  
DR. STACY HINES & DR. SILVERIO AVILA**

Integrated brush control using Brush Busters approaches, equipment, and cut-stump treatments. This session will also cover how to manage and control Mesquite, Huisache, Prickly Pear, Honey Locust, Greenbriar and others. See hands-on treatment options using a variety of sprayers and management tools.



## BEEF CATTLE BUSINESS MANAGEMENT

8:30 AM - HILDEBRAND EQUESTRIAN CENTER RM. 117

**DR. DAVID ANDERSON & PANCHO ABELLO**

8:30 am - **New Directions in Ranch Record Keeping**  
Penny and Terrell Miller

9:15 am - **Grazing Management Plans: Planning for Profit, Pasture, and Performance**  
Merri Beth Day

10:00 am - **From Pasture to Profit: A Rancher's Emerging Leaders Institute Experience**  
Jamie Halfman

10:15 am - **Break**

10:35 am - **Cattle Tax and Management Accounting Update – 2025** - Arty Brieden, Hannah Jenkins, Courtney Hendric & Zach Drillette



# WEDNESDAY DEMONSTRATIONS

## CHUTE SIDE CATTLE WORKING DEMONSTRATIONS

8:30 AM - LOUIS PEARCE PAVILION

**DR. JASON BANTA, DR JASON SMITH & DR. KARL HARBORTH**

Live animal demonstrations covering basic cowherd management practices with emphasis on Beef Quality Assurance. Proper vaccination techniques, castration, dehorning, freeze and hot iron branding, ear tagging, and implanting will all be demonstrated.

**Station 1: Vaccination Considerations, Needle and Syringe selection – Dr. Jason Banta**

**Station 2: Castration and Implants – Dr. Jason Smith & Dr. Ryon Walker**

**Station 3: Animal Identification - Hot Iron Branding, Freeze Branding, and Ear Tags – Dr. Karl Harborth & Dr. Bryan Davis**



▶▶▶ **ARROWQUIP**

## BEEF CARCASS CUTOUT VALUE

8:30 AM - ROSENTHAL MEAT SCIENCE & TECHNOLOGY

**DR. DAVEY GRIFFIN, DR. DAN HALE & DR. DREW CASSENS**

Interested in selling ranch-raised beef, or do you just want to know more about carcass quality? Explore and learn about finished beef and where the value of the carcass is. This demonstration will break down the carcass to illustrate where the cuts of beef originate and how you can create additional value from your cattle.



# WEDNESDAY DEMONSTRATIONS

## LIVE CATTLE HANDLING

8:30 AM - HILDEBRAND EQUESTRIAN ARENA

**DR. BRUCE CARPENTER, DR. RON GILL, DR. CHARLES LONG & DUSTIN LAW**

The focus of this session will be on developing the handler's sense of when to apply pressure and how much pressure to use to get cattle to work more smoothly and with less stress. Working cattle on foot, horseback, and with dogs will all be demonstrated during this action-packed session.

**PolyClea<sup>®</sup>**  
CLEATED TRAILER FLOORING



Positive Feed, Inc.

## OPTIONAL PICOLINIC ACID TRAINING (1 CEU)

12:00 PM - HILDEBRAND EQUESTRIAN CENTER RM. 117

**DR. STACY HINES**

Sign up for the free optional picolinic acid training, presented by Envu! Use this QR code or sign up at their booth!



# BEEF CATTLE SHORT COURSE MERCHANDISE!

TUMBLERS  
WATERBOTTLES  
TRAVEL MUGS  
HATS  
T-SHIRTS  
AND MORE!

PLEASE VISIT OUR BOOTH  
LOCATED IN FRONT OF THE  
REGISTRATION DESK TO GET  
ALL OF YOUR SHORT COURSE  
GEAR!



SAFE TRAVELS HOME &  
**SEE Y'ALL**  
**NEXT YEAR!**



[WWW.BEEFCATTLESHORTCOURSE.COM](http://WWW.BEEFCATTLESHORTCOURSE.COM)

Printed program compliments of:

**GULF COAST**  
*Cattleman*



22

# Loans to help purchase *more ground* for your beef.

As a rancher, it's your job to raise a healthy herd. To achieve this you need acreage, time and a solid plan. Well, we'd like to add ourselves to that list. You see, as the largest agricultural cooperative lender in Texas, we understand the challenges you face. So whether you need to purchase more land, equipment, or to have access to funds for daily operations, we'll help put your worries out to pasture.



**CAPITAL  
FARM CREDIT**

Together we're *better.*



NMLS493828



877.944.5500

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**June 3, 2026**

**Item No. 3.3.**

**2026 Texas EMS Alliance's EMS EVOLUTION HOT Grant**

**Sponsor:** Jo Beth Wolfe

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Texas EMS Alliance's EMS EVOLUTION.

**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. TEMSA\_EMS\_EVOLUTION\_2026\_Application\_Packet

# Staff Evaluation Form

<b>Event Name</b> EMS EVOLUTION 2026	<b>Number of Room Nights*</b> 300	<b>Number of Attendees*</b> 300
<b>Max Amount of Funding per Guidelines*</b> \$10,000.00	<b>Staff Recommended Amount*</b> <b>\$5,000.00</b>	<b>Event Type</b> Convention
<b>Event Dates</b> September 28 to 30, 2026	<b>Total Direct Economic Impact</b> \$122,256	<b>Local HOT Economic Impact</b> \$3,915.63
<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?

EMS EVOLUTION 2026 is the Texas EMS Alliance's annual statewide conference, a three-day convention at the Texas A&M Hotel and Conference Center filling a Sunday-through-Tuesday weekday need period. The event projects 300 hotel room nights and 300 attendees, with approximately 99 percent traveling from outside a 50-mile radius of College Station. EMS EVOLUTION is a returning group with verified post-event history in College Station in 2024 and 2025, neither of which received HOT grant funds, and the applicant has indicated strong potential to return for the 2027 and 2028 cycles. Staff recommends approval of the \$5,000, the full amount requested, to be applied toward statewide marketing mailers intended to increase attendance.

## Event Grant History

	2024	2025
<b>Room Nights</b>	337	362
<b>HOT Grant</b>	\$0	\$0
<b>Direct EIC</b>	\$134,440.73	\$143,575.83
<b>Local HOT EIC</b>	\$3,677.34	\$3,592.31

# Texas EMS Alliance's EMS EVOLUTION 2026

---

*College Station Event Funding- Tourism  
Committee Approval*

## ***Texas Emergency Medical Services Alliance***

---

Bobby Hillert  
PO Box 13531  
Austin, TX 787011

Bobby@txemsa.com  
O: 214-728-7672  
F: Texas EMS Alliance

## ***Bobby Hillert***

---

PO Box 13531  
Austin, TX 787011

Bobby@txemsa.com  
O: 2147287672

# Application Form

---

## *Event or Expenditure Description*

---

### Event Name\*

Texas EMS Alliance's EMS EVOLUTION 2026

### Event Website

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

www.txemsa.com

### Event Type\*

Select the type that best fits your event.

Convention

### Event Start Date\*

The date the event is scheduled to begin.

09/28/2026

### Event End Date\*

The date the event is scheduled to end.

09/30/2026

### Event Description\*

Detailed description of the event.

The Texas EMS Alliance's annual conference, EMS EVOLUTION 2026, brings EMS leaders from across the state for three days to address the latest operations, business and clinical issues that affect Texas EMS agencies delivering pre-hospital care to Texans.

### Schedule of Events

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

TEMSA Syllabus-web-2025 FINAL.pdf

**Comment:** 2026 TBD- 2025 Schedule of Events

**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.  
300

**Nights Hotel Rooms are Needed\***

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

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

List the *College Station* hotels currently holding a contracted room block for the event.  
Texas A&M Hotel and Conference Center

**Tracking Out-of-town guests\***

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

Describe the tracking method here:

We will look at the addresses for their registrations. 99% of guests will be from out of town.

***Events without Spectators***

---

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

300

**Out-of-Town Percentage**

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

295

## *Funding Agreement Acknowledgement*

---

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

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

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

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

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

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

Texas Emergency Medical Services Alliance

### **Applicant Name\***

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

Bobby Hillert

### **Date\***

05/09/2026

## *Contract Signatory*

---

### **Contract Signatory Name\***

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

Bobby Hillert

### **Contract Signatory Email\***

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

Bobby@txemsa.com

## *Funding Request Overview*

---

### **Amount Requested\***

Total amount of funds requested for the event.

\$5,000.00

### **Grant Dependent\***

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

No

### **Fund Expenditures\***

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

Due to a tight budget, the Texas EMS Alliance typically holds back on its marketing activities, which results in fewer attendees. With a HOT grant, we would utilize the \$5,000 for mailers to the entire EMS community across the state of Texas for marketing purposes. We believe that it would result in an increased number of attendees.

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

Include Name and Amount to Receive

The conference relies on both registration and sponsorships to handle costs.

## *Referral*

---

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

### **Additional Events with Organization**

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

We only hold one event each year - our annual conference. However, if we are successful with the HOT grant, it will certainly increase our desire to hold the 2027 and 2028 events in College Station.

### **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*

- TEMSA Syllabus-web-2025 FINAL.pdf



# EMS EVOLUTION 2025

SEPTEMBER 22-24, 2025 | COLLEGE STATION



VISIT THE CONFERENCE PAGE AT [WWW.TXEMSA.COM](http://WWW.TXEMSA.COM) FOR THE LATEST SCHEDULE, PRESENTATIONS AND MORE



## MONDAY, SEPTEMBER 22

Registration & Light Breakfast	7:45 a.m. - 8:15 a.m.
Leadership Track	8:15 a.m. - 5:00 p.m.
Billing/Coding Track	8:30 a.m. - 4:00 p.m.
Emerging Leaders Track	8:30 a.m. - 5:00 p.m.
Welcome Reception (Pre-Function Foyer)	5:00 p.m. - 6:00 p.m.

## TUESDAY, SEPTEMBER 23

Breakfast	7:30 a.m. - 8:00 a.m.
Leadership Track	8:00 a.m. - 5:30 p.m.
Emerging Leaders Track	8:30 a.m. - 4:00 p.m.
Rooftop Reception (Pool Terrace)	5:30 p.m. - 6:30 p.m.

## WEDNESDAY, SEPTEMBER 24

Breakfast	7:30 a.m. - 8:00 a.m.
Leadership Track	8:00 a.m. - 12:00 p.m.

## TUESDAY, SEPTEMBER 30

Virtual Session With Novitas	9:00 a.m. - 11:00 a.m.
------------------------------	------------------------

### PROGRAM LEADERSHIP

Butch Oberhoff | *TEMSA President*  
 Ricky Reeves | *Program Chair*  
 Keir Vernon | *Billing/Coding Track Chair*  
 Casey Ebrom & Josh Vandever | *Emerging Leaders Co-Chairs*

EMS EVOLUTION 2025  
 THE HUB FOR TEXAS EMS LEADERS

# WELCOME TO TEMSA'S EMS EVOLUTION 2025

Welcome to College Station and EVOLUTION 2025!

It's been quite a year for EMS agencies in Texas. TEMSA members celebrated many legislative victories, and we also mourned together as our state suffered an unthinkable tragedy. It was heartwarming to see how we came together as an industry for both reasons. What's more, it was gratifying to see how many from outside our industry rallied to support us on both fronts.

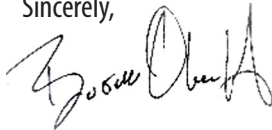
I am so proud of the work TEMSA has done to become the predominant voice of EMS agencies at the Texas Legislature. More than ever, elected officials seek us out for input and guidance on important legislation. We have earned credibility and trust with lawmakers because we keep our promises and look for innovative solutions to improve the quality of life for Texans. We will continue to tell the EMS story at the Texas Capitol, advocate for EMS agencies of all sizes and provider types, and pursue opportunities that benefit our members.

However, I feel our mission goes beyond our state lines. I have come to believe that national policy has to be driven by strong state organizations. As the EMS association in the second-largest state in the nation, we have an obligation to drive changes to the EMS delivery model, push for workforce development, and reconstruct our reimbursement methodology. TEMSA can lead the way at the federal level with our own senators and members of Congress. We can collaborate with EMS associations in other states to create changes that will make our industry stronger and bring greater value to the national health care landscape.

It all starts with telling our story.

**THANK YOU** for being at **EVOLUTION!** If your agency is not already a member, I encourage you to join. If you are already a member, I encourage you to run for a board seat, join the conversation, and help us drive EMS policy in Texas - and beyond.

Sincerely,



Butch Oberhoff

TEMSA President, 2023-25



## ABOUT TEMSA


The Texas EMS Alliance was founded in 2014 by leaders of the Texas EMS industry to serve as an informed and collaborative voice for the future of emergency medical services in Texas. TEMSA accomplishes this mission through a diverse organizational structure that calls for direct representation from the many agency types that make up the state's EMS system.

## CONTACT TEMSA:

Please visit [WWW.TXEMSA.COM](http://WWW.TXEMSA.COM) or contact Bobby Hillert at [BOBBY@TXEMSA.COM](mailto:BOBBY@TXEMSA.COM) or 214.728.7672.

# 2025 PRESENTS: EMS EVOLUTION

## CONFERENCE OVERVIEW

  
**MEETING  
WIFI**

NETWORK  
TAMU HOTEL-CONFERENCE

PASSWORD  
GIGETIME2025

 Texas A&M Hotel and  
Conference Center  
DOUG PITCOCK '49

### LEADERSHIP TRACK

**SEPTEMBER 22-24**

The three-day track will cover operations, public policy, clinical and business issues that affect EMS agencies.

### BILLING/CODING TRACK

**MONDAY, SEPTEMBER 22**

Monday features a separate billing/coding breakout session. All Leadership Track registrants are welcome to sit in on any part of the Billing/Coding Track.

### BONUS: VIRTUAL BILLING/CODING TRACK

**TUESDAY, SEPTEMBER 30 | 9:00 A.M. – 11:00 A.M. CDT**

All conference attendees are invited to join Gail Atnip of Novitas for this two-hour course, which includes NAAC CEU. All attendees will be provided an RSVP link. (Bobby@txemsa.com)

### PRESENTATIONS

Some speakers will make their presentations available on TEMSA's conference page. Visit the conference website for the link ([www.txemsa.com](http://www.txemsa.com)).

### CONTINUING EDUCATION

Thank you to Harris County Emergency Corps for once again sponsoring the continuing education credits.

Attendees participating in the three-day Leadership Track or two-day Emerging Leaders Track will be eligible for DSHS and/or AOR hours.

Individuals attending the billing/coding track and parts of the leadership track who are Certified Ambulance Coders, Certified Privacy Officers, or Certified Compliance Officers through the NAAC will be eligible for CE credit hours with NAAC.

For all continuing education credits, turn to TEMSA's attendee page for instructions:

1. For paramedic and/or AOR credit, you must fill out the online form. TEMSA will email the certificate several weeks following your response.
2. NAAC credits can be downloaded on the attendee page.

### IMAGE CAPTURE

Attendees grant TEMSA permission to capture, retain, and utilize the attendees' image, likeness, voice, and actions, whether captured live or recorded and in any format, during the annual conference, for display, exhibition, publication, or reproduction in any medium or any context for any purpose, including, but not limited to, commercial or promotional purposes, without further notice, authorization, or compensation.



# EMS EVOLUTION 2025 | LEADERSHIP TRACK

## Monday, September 22, 2025 | Century Ballroom

TIME	EVENT	SPEAKERS
7:45 a.m. – 8:15 a.m.	Registration & Light Breakfast	
8:15 a.m. – 8:30 a.m.	Welcome	Butch Oberhoff
8:30 a.m. – 9:30 a.m.	Keynote	State Representative Tom Oliverson, MD
9:30 a.m. – 10:00 a.m.	Exhibitor Break	
10:00 a.m. – 11:00 a.m.	Employee Mental Health	Jesse Baker and Dex
11:00 a.m. – 12:00 p.m.	Building Bridges Between Operations and Reimbursement	Donna Hankins
12:00 p.m. – 1:30 p.m.	Lunch: Ask Joe	Joe Schmider   Buffet Available 12:00 p.m. – 12:30 p.m.   Speaker Begins at 12:30 p.m.
1:30 p.m. – 2:30 p.m.	It's Not Just Business, It's Personal	Scott Lail
2:30 p.m. – 3:00 p.m.	Exhibitor Break	
3:00 p.m. – 4:00 p.m.	Myth Busters: Slaying EMS Sacred Cows	Matt Zavadsky
4:00 p.m. – 5:00 p.m.	Texas Whole Blood Update + Wrist Bands & EMTF Update	Eric Epley
5:00 p.m. – 6:00 p.m.	TEMSA Reception	Exhibit Hall

## Tuesday, September 23, 2025

TIME	EVENT	SPEAKERS
7:30 a.m. – 8:00 a.m.	Breakfast	
8:00 a.m. – 9:00 a.m.	First In, Last Out: EMS and the Hill Country Floods	Butch Oberhoff (Moderator)   Emily Kidd, MD, Michael Furrh, Josh Vandever & Eric Epley
9:00 a.m. – 10:00 a.m.	OSHA: How Will the Proposed Regulations Affect Your Operation?	Scott Moore
10:00 a.m. – 10:30 a.m.	Exhibitor Break	
10:30 a.m. – 11:30 a.m.	Strengthening Financial Practices & Compliance	Matt Zavadsky
11:30 a.m. – 1:00 p.m.	Lunch: Public Policy Affects Every Aspect of Your Operation	Craig Holzheuser, Butch Oberhoff & Dudley Wait
1:00 p.m. – 2:00 p.m.	TDEM Update	Nim Kidd
2:00 p.m. – 2:30 p.m.	Exhibitor Break	
2:30 p.m. – 3:30 p.m.	The Party Bus of Public Safety	Scott Lail
3:30 p.m. – 4:30 p.m.	A Federal Update: It's All About the One Big Beautiful Bill, Ambulance Cost Data, and Mobile Healthcare	Asbel Montes
4:30 p.m. – 5:30 p.m.	EMS Awards   TEMSA Board & Business Meeting	Awards at 4:30 p.m.   All Attendees Are Encouraged to Participate in the Board Meeting
5:30 p.m. – 6:30 p.m.	Reception	Pool Terrace

## Wednesday, September 24, 2025

TIME	EVENT	SPEAKERS
7:30 a.m. – 8:00 a.m.	Breakfast	
8:00 a.m. – 9:00 a.m.	EMS Medical Director Panel	Dudley Wait (Moderator)   Emily Kidd, MD; Taylor Ratcliff, MD; & Jeff Jarvis, MD
9:00 a.m. – 10:00 a.m.	EMS Director Panel	Dudley Wait (Moderator)   Casey Ebrom, Michael Furrh, Randall Preuninger, Ramon Casanova & Ricky Reeves
10:00 a.m. – 11:00 a.m.	AI Role in EMS: Operations, Billing & Reports	Shannon Gollnick
11:00 a.m. – 12:00 p.m.	The Evolution Revolution: Turning Today's Challenges Into Tomorrow's Breakthroughs	Bryan Norris

LEADERSHIP TRACK

# EMS EVOLUTION 2025 | BREAKOUT SESSIONS

## Monday, September 22, 2025 | Corps, Section I & II

TIME	EVENT	SPEAKERS
7:45 a.m. – 8:15 a.m.	Registration & Light Breakfast	
8:30 a.m. – 8:40 a.m.	Welcome & Introduction	Josh Vandever & Casey Ebrom
8:40 a.m. – 9:45 a.m.	Congrats! You're the EMS Chief . . . Now What? – Part 1	Michael Furrh, Josh Vandever & Casey Ebrom
9:45 a.m. – 10:00 a.m.	Exhibitor Break	
10:00 a.m. – 12:00 p.m.	Congrats! You're the EMS Chief . . . Now What? – Part 2	Michael Furrh, Josh Vandever & Casey Ebrom
12:00 p.m. – 1:30 p.m.	Lunch Presentation: Ask Joe	Joe Schmider   Buffet Available 12:00 p.m. – 12:30 p.m.   Speaker Begins at 12:30 p.m.
1:30 p.m. – 2:30 p.m.	Self Care Is Not Selfish: Creating a Healthy Work/Life Balance and Self Care	Salim Rezaie, MD
2:30 p.m. – 3:00 p.m.	Exhibitor Break	
3:00 p.m. – 4:00 p.m.	EMS Medical Director: An Essential Part of the Organization	Salim Rezaie, MD; Emily Smith, MD; Casey Ebrom & Josh Vandever
4:00 p.m. – 5:00 p.m.	Coming in Fresh: Leadership Change at an Agency	Dudley Wait
5:00 p.m. – 6:00 p.m.	TEMSA Reception	Exhibit Hall

## Tuesday, September 23, 2025

TIME	EVENT	SPEAKERS
7:30 a.m. – 8:00 a.m.	Breakfast	
8:30 a.m. – 10:00 a.m.	Panel Discussion: Best/Worst Job Ever; Middle Management in EMS	Casey Ebrom (Moderator)   Steven Stolle, Timothy Kent & Derek Lappe
10:00 a.m. – 10:15 a.m.	Exhibitor Break	
10:15 a.m. – 11:15 a.m.	Building & Executing a Successful Employee Evaluation	Keaton Mattick
11:15 a.m. – 11:30 a.m.	Exhibitor Break	
11:30 a.m. – 1:00 p.m.	Lunch Presentation: Public Policy Affects Every Aspect of Your Operation	Panel Discussion   Buffet Available: 11:30 a.m. – 12:00 p.m.
1:00 p.m. – 2:00 p.m.	Bridges That Last: The Role of Relationships in EMS Leadership	Carly French
2:00 p.m. – 2:30 p.m.	Exhibitor Break	
2:30 p.m. – 3:30 p.m.	Investing in the Mental Health of Your Team	Josh Vandever and Melissa Kendrick
3:30 p.m. – 4:00 p.m.	Closing Remarks	
4:30 p.m. – 5:30 p.m.	EMS Awards   TEMSA Board & Business Meeting	Awards at 4:30 p.m.   All Attendees Are Encouraged to Participate in the Board Meeting
5:30 p.m. – 6:30 p.m.	Reception	Pool Terrace

EMERGING LEADERS TRACK

## Monday, September 22, 2025 | Ross

TIME	EVENT	SPEAKERS
7:30 a.m. – 8:00 a.m.	Breakfast	
8:30 a.m. – 10:30 a.m.	Medicare and Reimbursement	Chris Kelly
10:30 a.m. – 10:45 a.m.	Exhibitor Break	
10:45 a.m. – 12:00 p.m.	Privacy Update	Chris Kelly
12:00 p.m. – 12:45 p.m.	Lunch	General Session Room
12:45 p.m. – 1:45 p.m.	Compliance Update	Chris Kelly
1:45 p.m. – 2:45 p.m.	Out-of-Network: A Look at the State & Federal Levels	Donna Hankins
2:45 p.m. – 3:00 p.m.	Exhibitor Break	
3:00 p.m. – 4:00 p.m.	Group Therapy: Talking Through Our EMS Billing Issues	Keir Vernon

BILLING/CODING TRACK

# EMS EVOLUTION 2025 | NETWORKING EVENTS

## TEMSA'S FIFTH ANNUAL EMS AWARDS & BOARD MEETING

Tuesday | 4:30 p.m. – 5:30 p.m.

Stay in the Leadership Track room on Tuesday for TEMSA's Fifth Annual EMS Awards, which will begin at 4:30 p.m.

Following that, all participants are encouraged to stay for TEMSA's board and business meeting. The board meeting gives TEMSA members an opportunity to play a direct role in TEMSA's future.



### FIRST IN.

Built for Collaboration and Excellence.

### KEY ATTENDEE INFORMATION



<https://txemsa.com/attendee-info-2025/>

### CONTINUING EDUCATION

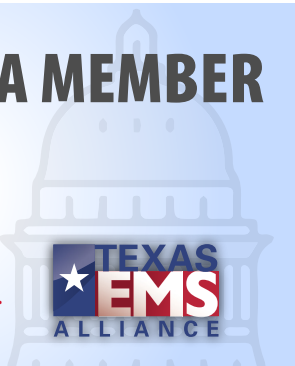


<https://txemsa.com/continuing-education-2025/>

## THANK A TEMSA MEMBER

TEMSA is recognized as one of the nation's most successful EMS organizations, and TEMSA proved that once again in the 2025 Texas Legislature. TEMSA's success on behalf of its patients and EMS agencies is only possible due to the support of TEMSA members.

**Thank a TEMSA member for making this possible.**



# EMS EVOLUTION 2025

**2025 Texas Legislature Delivers for Patients: Strengthening EMS Care Across Texas**

**Workforce Funding**  
The budget contains \$2.5 million in funding for scholarships for EMT, Advanced EMT and paramedic scholarships.

**Fuel Tax Relief**  
HB 1109 will deliver fuel tax relief to county-based EMS agencies.

**Rural Ambulance Funding**  
HB 3000 will provide funding for rural EMS agencies to purchase ambulances.

**Out-of-Network Billing**  
SB 916 extends the nation's model law for out-of-network EMS billing and to protect patients.

**Whole Blood**  
The budget contains \$10 million in funding for EMS agencies to deliver life-saving whole blood to Texas patients.

**Paramedic Tuition Assistance**  
HB 1105 will provide tuition assistance to paramedics.

**EMS in Texas**  
TEMSA protected and preserved our EMS infrastructure by addressing harmful bills.

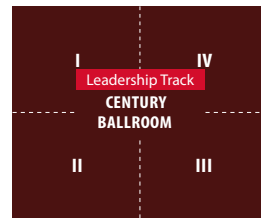
**TEXAS EMS ALLIANCE**

1<sup>ST</sup> FLOOR

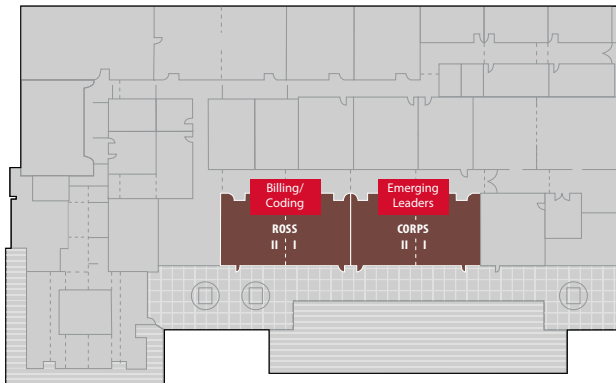


Texas A&M Hotel & Conference Center  
177 Joe Routh Blvd  
College Station, TX 77840

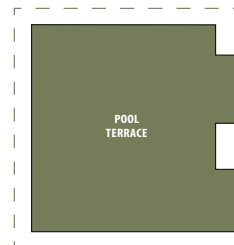
Exhibits



2<sup>ND</sup> FLOOR



3<sup>RD</sup> FLOOR



JOE ROUTH BLVD

▼ KYLE FIELD

# THANKS TO EMS EVOLUTION'S 2025 SPONSORS

## TEMSA'S CIRCLE OF CHAMPIONS:



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## TEMSA'S PARTNERS:

7710 Insurance Company

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**June 3, 2026**

**Item No. 3.4.**

**2026 Stars Over TX Softball Aggieland Showcase HOT Grant**

**Sponsor:** Alex Aguero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 Stars Over TX Softball Aggieland Showcase.

**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. Aggieland\_Showcase\_2026\_Application\_Packet

# Staff Evaluation Form

<b>Event Name</b> Aggieland Showcase	<b>Number of Room Nights*</b> 550	<b>Number of Attendees*</b> 2,908
<b>Max Amount of Funding per Guidelines*</b> \$10,000.00	<b>Staff Recommended Amount*</b> <b>\$10,000.00</b>	<b>Event Type</b> Sports — Regional
<b>Event Dates</b> June 12 to 14, 2026	<b>Total Direct Economic Impact</b> \$565,347	<b>Local HOT Economic Impact</b> \$11,290
<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 Aggieland Showcase is the second annual softball showcase hosted by Stars Over TX at Veterans Park, a regional sports event held Friday through Sunday, June 12 to 14, 2026. The event projects 550 hotel room nights and 2,908 total attendees, consisting of 708 participants and 2,200 spectators, with approximately 80 percent traveling from outside a 50-mile radius of College Station. As a returning group, the event has verified post-event history in College Station from 2025, when it produced 550 room nights and received a \$10,000 HOT grant, and the applicant has indicated strong potential to return in future cycles. Staff recommends approval of the \$10,000, the full amount requested, to be applied toward room night costs for officials, staff, and college coaches and toward college coach service fees.

## Event Grant History

	2025
<b>Room Nights</b>	550
<b>HOT Grant</b>	\$10,000
<b>Direct EIC</b>	\$662,165
<b>Local HOT EIC</b>	\$12,085

## Aggieland Showcase

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*College Station Event Funding- Tourism  
Committee Approval*

### ***Stars Over TX Softball***

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Mrs Margarita V Guerrero  
26702 Temple Park Ln  
Cypress, TX 77433

robert.guerrero@usfastpitch.com  
O: 832-242-2203  
M: 713-594-5928  
F: Stars Over TX

### ***Mr Robert L Guerrero***

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26702 Temple Park Ln  
Cypress, TX 77433

robert.guerrero@usfastpitch.com  
O: 832-242-2203  
M: 832-242-2203

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

Aggieland Showcase

### Event Website

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

<https://www.perfectgame.org/Events/Default.aspx?event=145683>

### Event Type\*

Select the type that best fits your event.

Sports

### Event Start Date\*

The date the event is scheduled to begin.

06/12/2026

### Event End Date\*

The date the event is scheduled to end.

06/14/2026

### Event Description\*

Detailed description of the event.

Stars Over Texas is excited to host our 2nd Annual Aggieland Showcase event in the College Station market June 12-June 14th, 2026. The College Station market is the premier location to host major softball events. The event will kick off with a College Skills Camp on Friday evening expecting 100+ campers, with games beginning Saturday morning. In 2025 we 27 college coaches attend last year's event, and it was a fun weekend with exceptional recruiting opportunities for softball players.

### 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

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

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

550

### Nights Hotel Rooms are Needed\*

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

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.

Hotels

Hyatt Place College Station (Staff Host Property)

1100 University Dr. College Station, TX

Hilton College Station & Conference Center

801 University Dr, College Station

Aloft Hotel

1150 University Dr E, College Station, TX 77840

Courtyard by Marriott

3939 Texas 6 Frontage Rd, College Station

Drury Plaza Hotel College Station

705 University Dr. College Station

La Quinta Inn & Suites by Wyndham- College Station South

1838 Graham Road College Station, TX 77845

Hawthorne Suite

Holiday Inn Express & Suites

1203 University Dr E, College Station, TX 77840

Holiday Inn Hotel & Suites Aggieland

2500 Earl Rudder Freeway And Hwy 6, College Station, TX 77840

450 Rooms Nights are Contracted for the event: 2025 Aggieland had 32 teams and produced over 500 rooms night. Our target is to be north of that 2025 number.

### Tracking Out-of-town guests\*

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

Describe the tracking method here:

Our system tracks the travel distance along with the distance for each player that travel. Our end of the event reporting will show the team's information along with a mileage distance. We also connect with each team onsite to get the latest names of hotels, so we can capture the later reservations once contracts have closed.

## *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.

708

### Number of expected spectators\*

Spectators only include those watching the event.

2200

### Out-of-Town Percentage\*

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

80

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

35

## ***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)\***

Stars Over TX

### **Applicant Name\***

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

Robert Guerrero

### **Date\***

05/14/2026

## *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.

Robert Guerrero

### **Contract Signatory Email\***

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

robert@starsovertxsoftball.com

## *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 funds will be used to cover mostly rooming needs for the event. Last year with our officials, staff, and college coaches we had 69 room nights just by ourselves. The majority of the HOT funds that we will receive will cover what that total bill is. Any remaining funds will go to covering the camp service fee we have to pay each college coach for traveling in. Last year our spend for this portion of our costs was \$16k, and we expect that spend to be about the same this year.

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

Include Name and Amount to Receive

None

## *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.

Yes, Winter Regionals would be a great event to bring to College Station. We also have a number of youth softball events we host under USFA that we would like to bring in.

### **Other Organization's Events**

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

Not at this time

# File Attachment Summary

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## *Applicant File Uploads*

*No files were uploaded*

**June 3, 2026**  
**Item No. 3.5.**  
**2026 BOOMFIT BCS CLASSIC HOT Grant**

**Sponsor:** Alex Aguero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with the 2026 BOOMFIT BCS CLASSIC.

**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\_Committee\_Packet\_BCS\_Classic\_FY26

# Staff Evaluation Form

<b>Event Name</b> BCS Classic	<b>Number of Room Nights*</b> 950	<b>Number of Attendees*</b> 5,000
<b>Max Amount of Funding per Guidelines*</b> \$30,000.00	<b>Staff Recommended Amount*</b> <b>\$15,000.00</b>	<b>Event Type</b> Sports — National
<b>Event Dates</b> August 21 to 22, 2026	<b>Total Direct Economic Impact</b> \$1,019,111	<b>Local HOT Economic Impact</b> \$22,928
<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 BCS Classic, entering its seventeenth year in 2026, has grown from roughly 80 participants in 2010 into one of the largest fitness competitions in Texas, hosting over 1,000 athletes and thousands of spectators at the Brazos County Expo. The two-day partner competition projects 950 hotel room nights and approximately 5,000 total attendees, with an estimated 94 percent traveling from outside a 50-mile radius. The event falls in late August during a need period, and verified post-event history shows steady growth in room nights of 500, 600, and 690 over the prior three years, with a projected direct economic impact of approximately \$1.02 million. Based on these reasons, staff recommends approval of \$15,000.

## Event Grant History

	2023	2024	2025
<b>Room Nights</b>	500	600	690
<b>HOT Grant</b>	\$7,500	\$10,000	\$15,000
<b>Direct EIC</b>	\$637,158	\$716,738	\$860,639
<b>Local HOT EIC</b>	\$14,436	\$16,160	\$19,712

## BCS Classic

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*College Station Event Funding- Tourism  
Committee Approval*

### ***BOOMFIT BCS CLASSIC***

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Alicia Lima  
3200 Longmire  
College Station, TX 77845

charlie@boomfitbcs.com  
O: 979-693-3103  
F: BOOMFIT BCS CLASSIC

### ***Charlie Lima***

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3200 Longmire  
College Station, TX 77845

charlie@boomfitbcs.com  
O: 979-693-3103

# Application Form

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## *Event or Expenditure Description*

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### Event Name\*

BCS Classic

### Event Website

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

<https://bcsclassic.com/>

### Event Type\*

Select the type that best fits your event.

Sports

### Event Start Date\*

The date the event is scheduled to begin.

08/21/2026

### Event End Date\*

The date the event is scheduled to end.

08/22/2026

### Event Description\*

Detailed description of the event.

The BCS Classic is entering its seventeenth year in 2026. What began in 2010 with approximately 80 participants at the Lincoln Center on Holleman has grown into one of the largest fitness competitions in Texas, now hosting over 1,000 athletes and thousands of spectators annually at the Brazos County Expo. The BCS Classic is a two day partner fitness competition for all fitness levels and abilities featuring eighteen divisions including male/male, female/female, and male/female teams across RX, Intermediate, Scaled, and Masters divisions. Rich Froning, one of the most recognized athletes in CrossFit, has programmed and participated in the event the past several years. The event generates significant tourism and economic impact for College Station through hotel stays, dining, and retail activity. The BCS Classic has also donated over \$250,000 combined to Ronald McDonald House Charities of Central Texas and Mayhem Faith.

## Schedule of Events

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

2026 BCS Classic Schedule of Events.pdf

## Host Venue/Facility\*

Primary location where event will be held in College Station.

Brazos County Expo

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

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

950

## 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.

Texas A&M Hotel

The George

Cavalry Court

Home2 Suites

Embassy Suites

Hilton

Hyatt Place

Drury Plaza

## 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:

Participating hotels will provide direct booking links and discounted room blocks specifically for BCS Classic athletes and spectators. These booking links will be shared through registration emails, social media, the BCS Classic website, and event communication platforms. Athlete registration data, spectator ticket sales, and

hotel booking reports will be used to track out of town guests and demonstrate the tourism impact generated by the event in College Station.

## *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.

1500

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

Spectators only include those watching the event.

3500

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

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

94

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

## *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)\***

BOOMFIT LLC

**Applicant Name\***

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

Charlie Lima

**Date\***

05/18/2026

***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.

Charlie Lima

**Contract Signatory Email\***

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

charlie@boomfitbcs.com

## *Funding Request Overview*

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### Amount Requested\*

Total amount of funds requested for the event.

\$30,000.00

### 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 utilized to support operational costs directly tied to hosting the BCS Classic and attracting tourism to College Station. Funds will be used for venue expenses at the Brazos County Expo, event equipment rental and transportation, signage, athlete and volunteer hospitality, event staffing, security, and marketing efforts promoting the event to out of town participants and spectators. Funds will also support athlete, volunteer, and staff apparel, prizes, and event materials purchased through local businesses when possible. Additional expenses include travel and appearance related costs associated with Rich Froning's involvement in programming and promotion of the event.

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

Include Name and Amount to Receive

N/A

## *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.

N/A

### 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.

N/A

## File Attachment Summary

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### *Applicant File Uploads*

- 2026 BCS Classic Schedule of Events.pdf



## Schedule of Events

### **FRIDAY – August 21, 2026**

- **8:00 AM** – Doors Open
  - **9:00 AM** – Athlete Check-In
  - **10:00 AM** – First Heat Begins
  - **5:45 PM** – Welcome Ceremony
  - **8:09 PM** – Competition Ends
  - **9:00 PM** – Doors Close
- 

### **SATURDAY – August 22, 2026**

- **7:00 AM** – Doors Open
- **7:30 AM** – First Heat Begins
- **12:00–1:00 PM** – Lunch Break
- **5:00 PM** – Finals Begin
- **6:15 PM** – Awards Ceremony
- **7:00 PM** – Event Ends

**June 3, 2026**

**Item No. 3.6.**

**Athletes Unlimited Softball League Championship Series Sponsorship**

**Sponsor:** Alex Aguero

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on an agreement with Athletes Unlimited Softball League for sponsorship of the upcoming Championship Series on July 23-27, 2026 for an amount not to exceed \$160,743.00.

**Relationship to Strategic Goals:**

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

**Summary:** This Sponsorship Agreement is between the City of College Station and Athletes Unlimited Softball. Under the agreement, the City sponsors the 2026 AUSL Championship Series, scheduled for July 23–27, 2026, at Texas A&M University’s Davis Diamond in College Station, with the goal of supporting tourism and the local hotel industry. AUSL is responsible for paying the costs of staging the event, submitting documentation of those expenses to the City within 30 days after the event ends, and providing the City with a sponsorship recognition package (including event signage, media features, broadcast spots, and VIP tickets), while the City provides the agreed sponsorship payments.

**Budget & Financial Summary:** The total combined sponsorship is capped at \$160,743.00 from the Hotel Occupancy Tax Fund and consists of two parts. The first is an Initial Cash Sponsorship of \$35,000.00. The second is an Additional Cash Sponsorship of up to \$125,743.00, which the City pays only if it receives reimbursement from the Texas Office of the Governor under the State of Texas Event Trust Fund; this amount equals the reimbursement the City receives (up to \$145,862.00) minus the City’s \$20,119.00 local match payment, is not owed if no Event Trust Fund money is received, and would be paid by December 31, 2026.

**Attachments:**

1. Economic Impact Study
2. ETF Application

**Economic Impact Study**  
**Athletes Unlimited Softball League**  
**Championship Series**  
**College Station, TX**  
**July 23-27, 2026**

Submitted for consideration under the Events Trust Fund by the

**City of College Station**

March 25, 2026

## Event Background

The Athletes Unlimited Softball League Championship Series is the culminating event of the Athletes Unlimited Softball League season, a premier professional women’s softball league in the United States.

Following a regular season featuring top professional athletes competing on city-based teams, the Championship Series brings together the league’s top two teams to compete in a best-of-three format to determine the league champion. College Station and Texas A&M were selected due to the high-quality facilities at Texas A&M University, namely Davis Diamond.

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>**

<b>Date</b>	<b>Schedule</b>	<b>Competitors</b>	<b>Coaches</b>	<b>Staff</b>	<b>Judges/ Referees</b>	<b>Media / TV Crew</b>	<b>Friends, Family, Spectators</b>	<b>Total</b>
<b>7/20/2026</b>	<b>Load In</b>			60				<b>60</b>
<b>7/21/2026</b>	<b>Load In</b>	48	12	70				<b>130</b>
<b>7/22/2026</b>	<b>Load In</b>	48	12	85	12			<b>157</b>
<b>7/23/2026</b>	<b>Event Day</b>	48	12	85	12	10	2405	<b>2572</b>
<b>7/24/2026</b>	<b>Event Day</b>	48	12	85	12	10		<b>167</b>
<b>7/25/2026</b>	<b>Event Day</b>	32	8	85	12	10	2405	<b>2552</b>
<b>7/26/2026</b>	<b>Event Day</b>	32	8	85	12	10	2405	<b>2552</b>
<b>7/27/2026</b>	<b>Event Day</b>	32	8	85	12	10	2405	<b>2552</b>
								<b>10742</b>

<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 Athletes Unlimited Softball League Championship Series, which is expected to bring in more than 48 athletes from around 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, Athletes Unlimited Softball League Championship Series should fill more than 3,172 hotel room nights and generate an estimated total spending by teams, media, staff, officials, and fans of \$1,661,977. This gain is comprised of \$414,501 in lodging expenditures, \$586,059 in food and non-alcoholic beverage expenditures, \$551,585 in entertainment and shopping expenditures, \$93,522 in alcoholic beverage expenditures, and \$16,310 in vehicle rental expenditures.

**Table 2**

### Expenditure and Impact Summary

#### Athletes Unlimited Softball League Championship Series, July 23-27, 2026

<b>Total Hotel Room Nights</b>	<b>3,172</b>
Hotel Expenditure	\$414,501
Food and Non-Alcoholic Beverage	\$586,059
Entertainment & Shopping	\$551,585
Alcoholic Beverage	\$93,522
Vehicle Rental	\$16,310
<b>Total Economic Impact</b>	<b>\$1,661,977</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 Athletes Unlimited Softball League Championship Series. 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 \$125,743 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 \$20,119, which is required by the city to fully match the state funds for a maximum total trust fund level of \$145,862 for this event.

The primary costs of presenting the Athletes Unlimited Softball League Championship Series are estimated to be in excess of \$500,000.00 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 \$125,743 in state tax contributions, which, when matched by \$20,119 in tax contributions by the City of College Station, account for a total Trust Fund level of \$145,862.

# Appendix A

**Out-of-State Participants Only  
Estimated Player, Coach, Fan and Other Attendance  
Athletes Unlimited Softball League Championship Series, July 23-27, 2026**

Day	Schedule	Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators	Total
7/20/2026	Load In			45				45
7/21/2026	Load In	48	12	53				113
7/22/2026	Load In	48	12	64	4			128
7/23/2026	Event Day	48	12	64	4	4	962	1094
7/24/2026	Event Day	48	12	64	4	4		132
7/25/2026	Event Day	32	8	64	4	4	962	1074
7/26/2026	Event Day	32	8	64	4	4	962	1074
7/27/2026	Event Day	32	8	64	4	4	962	1074
								4734

**State & Local Tax and Expenditure Summary  
Athletes Unlimited Softball League Championship Series, July 23-27, 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	\$130.66	\$130.66	\$130.66	\$130.66	\$130.66	\$130.66			
Day								Total Spending	State Tax	Room Nights
7/20/2026	Load In	\$0	\$0	\$2,940	\$0	\$0	\$0	\$2,940	\$176	23
7/21/2026	Load In	\$3,136	\$784	\$3,430	\$0	\$0	\$0	\$7,350	\$441	56
7/22/2026	Load In	\$3,136	\$784	\$4,165	\$259	\$0	\$0	\$8,343	\$501	64
7/23/2026	Event Day	\$3,136	\$784	\$4,165	\$259	\$523	\$50,278	\$59,144	\$3,549	453
7/24/2026	Event Day	\$3,136	\$784	\$4,165	\$259	\$523	\$0	\$8,866	\$532	68
7/25/2026	Event Day	\$2,091	\$523	\$4,165	\$259	\$523	\$50,278	\$57,837	\$3,470	443
7/26/2026	Event Day	\$2,091	\$523	\$4,165	\$259	\$523	\$50,278	\$57,837	\$3,470	443
7/27/2026	Event Day	\$2,091	\$523	\$4,165	\$259	\$523	\$50,278	\$57,837	\$3,470	443
								\$260,155	\$15,609	1991

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
7/20/2026	Load In	\$0	\$0	\$3,060	\$0	\$0	\$0	\$3,060	\$191
7/21/2026	Load In	\$3,264	\$816	\$3,570	\$0	\$0	\$0	\$7,650	\$478
7/22/2026	Load In	\$3,264	\$816	\$4,335	\$269	\$0	\$0	\$8,684	\$543
7/23/2026	Event Day	\$3,264	\$816	\$4,335	\$269	\$272	\$65,416	\$74,372	\$4,648
7/24/2026	Even Day	\$3,264	\$816	\$4,335	\$269	\$272	\$0	\$8,956	\$560
7/25/2026	Event Day	\$2,176	\$544	\$4,335	\$269	\$272	\$65,416	\$73,012	\$4,563
7/26/2026	Event Day	\$2,176	\$544	\$4,335	\$269	\$272	\$65,416	\$73,012	\$4,563
7/27/2026	Event Day	\$2,176	\$544	\$4,335	\$269	\$272	\$65,416	\$73,012	\$4,563
								\$321,760	\$20,110

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
7/20/2026	Load In	\$0	\$0	\$2,880	\$0	\$0	\$0	\$2,880	\$180
7/21/2026	Load In	\$3,072	\$768	\$3,360	\$0	\$0	\$0	\$7,200	\$450
7/22/2026	Load In	\$3,072	\$768	\$4,080	\$253	\$0	\$0	\$8,173	\$511
7/23/2026	Event Day	\$3,072	\$768	\$4,080	\$253	\$256	\$61,568	\$69,997	\$4,375
7/24/2026	Event Day	\$3,072	\$768	\$4,080	\$253	\$256	\$0	\$8,429	\$527
7/25/2026	Event Day	\$2,048	\$512	\$4,080	\$253	\$256	\$61,568	\$68,717	\$4,295
7/26/2026	Event Day	\$2,048	\$512	\$4,080	\$253	\$256	\$61,568	\$68,717	\$4,295
7/27/2026	Event Day	\$2,048	\$512	\$4,080	\$253	\$256	\$61,568	\$68,717	\$4,295
								\$302,833	\$18,927

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
7/20/2026	Load In	\$0	\$0	\$630	\$0	\$0	\$0	\$630	\$44
7/21/2026	Load In	\$638	\$168	\$735	\$0	\$0	\$0	\$1,541	\$108
7/22/2026	Load In	\$638	\$168	\$893	\$55	\$0	\$0	\$1,754	\$123
7/23/2026	Event Day	\$638	\$168	\$893	\$55	\$56	\$10,101	\$11,911	\$834
7/24/2026	Event Day	\$638	\$168	\$893	\$55	\$56	\$0	\$1,810	\$127
7/25/2026	Event Day	\$426	\$112	\$893	\$55	\$56	\$10,101	\$11,643	\$815
7/26/2026	Event Day	\$426	\$112	\$893	\$55	\$56	\$10,101	\$11,643	\$815
7/27/2026	Event Day	\$426	\$112	\$893	\$55	\$56	\$10,101	\$11,643	\$815
								\$52,575	\$3,680

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
7/20/2026	Load In	\$0	\$0	\$630	\$0	\$0	\$0	\$630	\$3
7/21/2026	Load In	\$638	\$168	\$735	\$0	\$0	\$0	\$1,541	\$6
7/22/2026	Load In	\$638	\$168	\$893	\$55	\$0	\$0	\$1,754	\$7
7/23/2026	Event Day	\$638	\$168	\$893	\$55	\$56	\$10,101	\$11,911	\$48
7/24/2026	Event Day	\$638	\$168	\$893	\$55	\$56	\$0	\$1,810	\$7
7/25/2026	Event Day	\$426	\$112	\$893	\$55	\$56	\$10,101	\$11,643	\$47
7/26/2026	Event Day	\$426	\$112	\$893	\$55	\$56	\$10,101	\$11,643	\$47
7/27/2026	Event Day	\$426	\$112	\$893	\$55	\$56	\$10,101	\$11,643	\$47
								\$52,575	\$210

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	\$62	\$62	\$62	\$62	\$62	\$62		
	Average People per Rental Car	2.00	2.00	1.50	1.50	1.50	2.50		
Day								Total Spending	State Tax
7/20/2026	Load In	\$0	\$0	\$2,790	\$0	\$0	\$0	\$2,790	\$279
7/21/2026	Load In	\$2,351	\$744	\$3,255	\$0	\$0	\$0	\$6,350	\$635
7/22/2026	Load In	\$2,351	\$744	\$3,953	\$123	\$0	\$0	\$7,170	\$717
7/23/2026	Event Day	\$2,351	\$744	\$3,953	\$123	\$99	\$44,733	\$52,003	\$5,200
7/24/2026	Event Day	\$2,351	\$744	\$3,953	\$123	\$99	\$0	\$7,270	\$727
7/25/2026	Event Day	\$1,567	\$496	\$3,953	\$123	\$99	\$44,733	\$50,971	\$5,097
7/26/2026	Event Day	\$1,567	\$496	\$3,953	\$123	\$99	\$44,733	\$50,971	\$5,097
7/27/2026	Event Day	\$1,567	\$496	\$3,953	\$123	\$99	\$44,733	\$50,971	\$5,097
								\$228,495	\$22,849

<sup>2</sup> Based on average pre-tax prices of Expedia search of rental car companies at Bush Intercontinental Airport on March 25, 2026, for July 20-27, 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  
Athletes Unlimited Softball League Championship Series, July 23-27, 2026**

Day	Schedule	Competitors	Coaches	Staff	Officials	Media / TV Crew	Friends, Family, Spectators	Total
7/20/2026	Load In							
7/21/2026	Load In							
7/22/2026	Load In				4			4
7/23/2026	Event Day				4	3	962	969
7/24/2026	Event Day				4	3		7
7/25/2026	Event Day				4	3	962	969
7/26/2026	Event Day				4	3	962	969
7/27/2026	Event Day				4	3	962	969
								3887

**State & Local Tax and Expenditure Summary  
Athletes Unlimited Softball League Championship Series, July 23-27, 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>	\$130.66	\$130.66	\$130.66	\$130.66	\$130.66	\$130.66			
Day								Total Spending	State Tax	Room Nights
7/20/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0
7/21/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0
7/22/2026	Load In	\$0	\$0	\$0	\$259	\$0	\$0	\$259	\$16	2
7/23/2026	Event Day	\$0	\$0	\$0	\$259	\$392	\$37,708	\$38,359	\$2,302	294
7/24/2026	Event Day	\$0	\$0	\$0	\$259	\$392	\$0	\$651	\$39	5
7/25/2026	Event Day	\$0	\$0	\$0	\$259	\$392	\$37,708	\$38,359	\$2,302	294
7/26/2026	Event Day	\$0	\$0	\$0	\$259	\$392	\$37,708	\$38,359	\$2,302	294
7/27/2026	Event Day	\$0	\$0	\$0	\$259	\$392	\$37,708	\$38,359	\$2,302	294
								\$154,346	\$9,261	1181

<sup>3</sup> Based on the average daily rate from July 23-27, 2024, and July 23-27, 2025. The hotel data was provided by STR, of CoStar Group.

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
7/20/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/22/2026	Load In	\$0	\$0	\$0	\$269	\$0	\$0	\$269	\$17
7/23/2026	Event Day	\$0	\$0	\$0	\$269	\$204	\$65,416	\$65,889	\$4,118
7/24/2026	Event Day	\$0	\$0	\$0	\$269	\$204	\$0	\$473	\$30
7/25/2026	Event Day	\$0	\$0	\$0	\$269	\$204	\$65,416	\$65,889	\$4,118
7/26/2026	Event Day	\$0	\$0	\$0	\$269	\$204	\$65,416	\$65,889	\$4,118
7/27/2026	Event Day	\$0	\$0	\$0	\$269	\$204	\$65,416	\$65,889	\$4,118
								<b>\$264,300</b>	<b>\$16,519</b>

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
7/20/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/22/2026	Load In	\$0	\$0	\$0	\$253	\$0	\$0	\$253	\$16
7/23/2026	Event Date	\$0	\$0	\$0	\$253	\$192	\$61,568	\$62,013	\$3,876
7/24/2026	Event Day	\$0	\$0	\$0	\$253	\$192	\$0	\$445	\$28
7/25/2026	Event Day	\$0	\$0	\$0	\$253	\$192	\$61,568	\$62,013	\$3,876
7/26/2026	Event Day	\$0	\$0	\$0	\$253	\$192	\$61,568	\$62,013	\$3,876
7/27/2026	Event Day	\$0	\$0	\$0	\$253	\$192	\$61,568	\$62,013	\$3,876
								<b>\$248,753</b>	<b>\$15,547</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
7/20/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/22/2026	Load In	\$0	\$0	\$0	\$55	\$0	\$0	\$55	\$4
7/23/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$714
7/24/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$0	\$97	\$7
7/25/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$714
7/26/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$714
7/27/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$714
								\$40,947	\$2,866

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
7/20/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/21/2026	Load In	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
7/22/2026	Load In	\$0	\$0	\$0	\$55	\$0	\$0	\$55	\$0
7/23/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$41
7/24/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$0	\$97	\$0
7/25/2026	Load In	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$41
7/26/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$41
7/27/2026	Event Day	\$0	\$0	\$0	\$55	\$42	\$10,101	\$10,198	\$41
								\$40,947	\$164

# 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:** Athletes Unlimited Softball League Championship Series

**DATE(S) OF EVENT:** July 23-27, 2026

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

**DATE APPLICATION SUBMITTED:** March 25, 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:	Bryan Woods
Contact Title:	City Manager
Contact Email:	bwoods@cstx.gov
Contact Phone Number:	979-764-3419

- 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**
- 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:	Athletes Unlimited Softball League
Site Selection Contact Name:	Colton Siebert
Site Selection Contact Title:	Sr. Director, Strategy
Site Selection Contact Email:	colton@auprosports.com
Contact Phone Number:	208-919-2916

\*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:	\$145,862
State Share:	\$125,743
Local Share:	\$20,119

\*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:	Athletes Unlimited Softball League Championship Series
Event Fund being applied for: (ETF, MERP, or MSRTF)	ETF
Venue(s) of Event:	Davis Diamond, Texas A&M University
Venue(s) Address:	851 Penberthy Blvd, College Station, TX 77843
Event Website:	<a href="https://theausl.com/schedule/?season=369">https://theausl.com/schedule/?season=369</a>
Date(s) of the Primary Event:	July 23-27, 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. Tuscaloosa, Alabama, 2025</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
Source of information for previous Events:	<a href="https://theausl.com/venue/rhoads-stadium/">https://theausl.com/venue/rhoads-stadium/</a>
Other locations outside of Texas considered to host the event: (City and State/Country)	Bogle Park, University of Arkansas, Fayetteville, Arkansas Parkway Bank Stadium, Rosemont, Illinois
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)?*	0
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:	July 23-27, 2026
Estimated Daily Average Attendance at Primary Event (average of the total estimated attendance from the day(s) listed above):	2,567

**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:	\$130.66
On average, how many people per room?	2.72
Daily Spending Rate for Vehicle Rental:	\$62.00
On average, how many people per vehicle?	2.42

## 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:	Hotel inventory reports will be used to track daily attendance for athletes, coaches, officials, and staff through verified rooming lists.
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	Media attendance will be tracked through a credentialing process, including daily on-site check-in and credential distribution, with records maintained each day. Spectator attendance will be tracked through daily ticket counts.
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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.

  
\_\_\_\_\_  
Signature

BRYAN C. WOODS  
\_\_\_\_\_  
Name (Printed)

CITY MANAGER  
\_\_\_\_\_  
Title

3/25/26  
\_\_\_\_\_  
Date

**June 3, 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 the final draft of the plan for review prior to the meeting.

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

**Attachments:**

None

**June 3, 2026**

**Item No. 4.2.**

**Brazos Valley Veterans Memorial Fiscal Year 2027 Funding Request**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on the Brazos Valley Veterans Memorial Fiscal Year 2027 funding request.

**Relationship to Strategic Goals:**

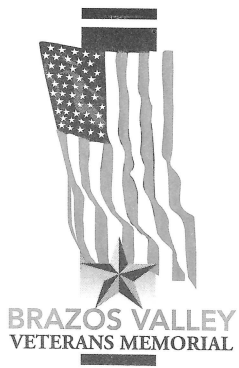
**Recommendation(s):** Staff recommends the committee provide guidance on the funding request.

**Summary:** See attached budget request submitted by the Brazos Valley Veterans Memorial to the City of College Station for Fiscal Year 2027.

**Budget & Financial Summary:** The Brazos Valley Veterans Memorial is requesting \$30,000 in Hotel Occupancy Tax funds for Fiscal Year 2027.

**Attachments:**

1. Brazos Valley Veterans Memorial HOT Request
2. Placer.ai- Visitors to Veterans Memorial
3. Placer.ai- Visitors Outside of 50 miles



March 20, 2026

Erik Walker  
Budget Manager  
City of College Station  
College Station, Texas 77840

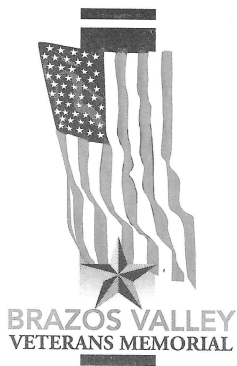
Dear Mr. Walker,

I am pleased to submit this request for Outside Agency Funding on behalf of the Brazos Valley Veterans Memorial, Inc. The Brazos Valley Veterans Memorial (BVVM) serves as a place for reflection, education and gratitude for the service and sacrifice of American veterans. It is frequently referred to as a “hidden gem,” tucked away on a 12-acre site in College Station’s Veterans Park and Athletic Complex. The Memorial welcomes thousands of visitors each year who come to honor those who have served, learn about our nation’s military history and take part in special events.

To expand its reach and deepen its impact, for fiscal year 2027 (FY 27) the BVVM is seeking \$30,000 in Hotel Occupancy Tax (HOT) funds from the City of College Station. An identical amount will be requested from our other funding partners, the City of Bryan and Brazos County. Requested FY 27 funds will be used to support a comprehensive marketing and promotion initiative for the Memorial. While the Memorial is a treasured local landmark, there is significant opportunity to elevate its visibility and reach new audiences — particularly visitors from outside of Brazos County. Thoughtful, strategic promotions will strengthen the Memorial’s standing as a destination attracting tourism, educational field trips, historians and more.

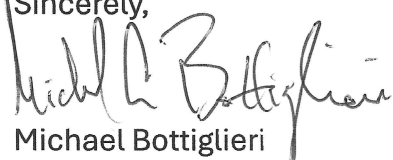
These funds will be used to engage a professional marketing consultant who will develop a data-informed marketing strategy tailored to the Memorial’s mission and audiences that complement marketing efforts with our funding partners. After the development of a marketing plan, the remaining funds will be directed toward implementing the consultant’s recommendations and tactics. These recommendations may include digital advertising campaigns, targeted media outreach or other promotional materials designed to attract





visitors from across Texas, and beyond, to the Memorial and to Bryan/College Station.

As a 501(c)(3) nonprofit organization, the BVVM relies upon and is grateful for the generous support provided by individuals, organizations and partners, including the City of College Station, City of Bryan and Brazos County. The volunteer members of the board of directors proudly contribute their time and resources to pay tribute to our nation's veterans.

Sincerely,  


Michael Bottiglieri  
President  
Veterans Memorial  
PO Box 11055  
College Station, TX 77842





**5-YEAR SLA REQUESTS**  
ESTIMATED AMOUNT

DESCRIPTION OF NEW SERVICE LEVEL	FTE	VEH	ONE-TIME	RECURRING	TOTAL	ACCUM. TOTAL	KPI/STRAT. GOAL	PREV. SUBMITTED (Y / N and Year)
<b>FY27</b>								
1 Marketing Strategy Development			12,000		12,000	12,000		N
2 Brand & Creative Development			8,000		8,000	8,000		N
3 Digital Marketing and Dvertising			10,000		10,000	10,000		N
4					-	-		
5					-	-		
6					-	-		
7					-	-		
8					-	-		
9					-	-		
10					-	-		
11					-	-		
12					-	-		
13					-	-		
14					-	-		
15					-	-		
16					-	-		
17					-	-		
18					-	-		
19					-	-		
20					-	-		
<b>TOTAL (Should match Target Budget SLAs)</b>	-	-	<b>30,000.0</b>	-	<b>30,000.0</b>	-		
<b>FY28</b>								
1 World War II Site Enhancements			30,000		30,000	30,000		
2					-	30,000		
3					-	30,000		
4					-	30,000		
5					-	30,000		
<b>TOTAL</b>	-	-	<b>30,000.0</b>	-	<b>30,000</b>	<b>30,000</b>		
<b>FY29</b>								
1 Sustainment Projects					30,000	30,000		
2					-	30,000		
3					-	30,000		
4					-	30,000		
5					-	30,000		
<b>TOTAL</b>	-	-	-	-	<b>30,000.0</b>	<b>30,000</b>		
<b>FY30</b>								
1 Entrance Project Completion			30,000		30,000	30,000		
2					-	30,000		
3					-	30,000		
4					-	30,000		
5					-	30,000		
<b>TOTAL</b>	-	-	<b>30,000.0</b>	-	<b>30,000.0</b>	<b>30,000</b>		
<b>FY31</b>								
1 Gold Star Memorial			30,000		30,000	30,000		
2					-	30,000		
3					-	30,000		
4					-	30,000		
5					-	30,000		
<b>TOTAL</b>	-	-	<b>30,000.0</b>	-	<b>30,000.0</b>	<b>30,000</b>		

# **BRAZOS VALLEY VETERANS MEMORIAL**

## ***FY 2027 BUDGET REQUEST***

To expand its reach and deepen its impact, for fiscal year 2027 (FY 27) the BVVM is seeking \$30,000 in Hotel Occupancy Tax (HOT) funds from the City of College Station. An identical amount will be requested from our other funding partners, the City of Bryan and Brazos County. Requested FY 27 funds will be used to support a comprehensive marketing and promotion initiative for the Memorial. While the Memorial is a treasured local landmark, there is significant opportunity to elevate its visibility and reach new audiences — particularly visitors from outside of Brazos County. Thoughtful, strategic promotions will strengthen the Memorial’s standing as a destination attracting tourism, educational field trips, historians and more.

### **ANTICIPATED PROJECT SCOPE:**

#### **1. Marketing Strategy Development - \$12,000-\$15,000**

Hire a marketing consultant to conduct research and produce a professional marketing plan. **Deliverables:** stakeholder interviews, market research, brand messaging framework, visitor growth strategy, marketing channel analysis, 12-24 month campaign calendar, performance metrics.

#### **2. Brand & Creative Development - \$8,000-\$12,000**

Refresh the visual identity and materials used in marketing through a brand toolkit, professional photography, promotional video, brochures and visitor materials.

#### **3. Website Improvements - \$5,000-\$10,000**

Potential improvements: redesigned landing pages, visitor planning guides, group visit information, school field trip resources, improved search engine optimization

#### **4. Digital Marketing and Advertising - \$20,000-\$30,000**

Paid campaigns targeting visitors outside the community across channels like Google ads, social media/YouTube ads, geo-targeted ads in Texas media markets.

#### **5. Tourism Partnerships and Promotions - \$8,000-\$12,000**

Potential channels: listing in travel guides, partnerships with local tourism bureaus, travel writer outreach

#### **6. Public Relations and Media Outreach - \$7,000-\$12,000**

Professional public relations to drive awareness through media pitches, regional press coverage, and press events

#### **7. Social Media and Content Creation - \$8,000-\$12,000**

Ongoing story-telling and engagement

#### **8. Printed Materials and Visitor Marketing - \$3,000-\$6,000**

Brochures, event posters, rack cards for hotels and visitor centers

**Projected funding is as follows:**

<b>Brazos County:</b>	<b>\$30,000</b>	<b>no increase from 2026</b>
<b>City of Bryan</b>	<b>\$30,000</b>	<b>no increase from 2026</b>
<b><u>City of College Station</u></b>	<b><u>\$30,000</u></b>	<b><u>no increase from 2026</u></b>
<b>TOTAL:</b>	<b>\$90,000</b>	

**BRAZOS VALLEY VETERANS MEMORIAL  
CAPITAL BUDGET PLAN 2026-2031  
As of 19 March 2026**

<u>YEAR</u>	<u>PROJECT</u>	<u>BUDGET</u>	<u>MANAGER</u>	<u>COMPLETION</u>
Funds requested for 2026: \$30,000 from each local governing agency				
2026	America 250 Recognition	\$115,000	Beachy	July 4, 2026
2026	China Relief Memorial	\$45,000	Beachy	2026
2026	Submarine Commander	\$90,000	Beachy	2026
2027	Marketing Plan Development	\$90,000	Henderson	2027
2028	World War II Enhancements	\$90,000	TBD	2028
2029	Sustainment Projects	\$90,000	TBD	2029
2030	Entrance Project	\$90,000	TBD	2030
2031	Gold Star Memorial	TBD	TBD	2031

**BUDGET NOTES**

FY2022/26	The Board provided input, support, and direction regarding the design process for enhancements to the Veterans Memorial area and both park entrances. Based upon an approved design, the City of College Station will commence construction of various improvements throughout the park.
FY 2022/26	The paratrooper statue for Expeditionary Operations, a female pilot statue for Kosovo War, and Charles Young statue are complete and were installed in 2025-26.
FY2022/24	A local organizing committee completed a plan to develop a “NEVER FORGET GARDEN” along the Lynn Stuart Pathway. This was part of a nationwide effort to commemorate the 100 <sup>th</sup> anniversary of the Tomb of the Unknown Soldier. The BVVM Board supported this outstanding community effort.
FY2023/24	Statues representing the China Relief Operations and the Submarine commander were sculpted and delivered to the foundry for casting in 2025. Installation and dedication is forecast for Spring 2026.
FY2024	Funds (\$90,000) for various repairs and replacement of infrastructure were approved in 2024 and the first priority was the refurbishment of the Wall of Honor which was completed in 2024

**Brazos Valley Veterans Memorial**  
**Balance Sheet Prev Year Comparison**  
As of December 31, 2025

	<u>Dec 31, 25</u>	<u>Dec 31, 24</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
Repair & Replace. Reserve (FFB)	75,912.92	75,045.34	867.58	1.2%
Operating Account (FFB)	40,637.48	41,839.44	(1,201.96)	-2.9%
Capital Account (FFB)	188,089.12	133,182.56	54,906.56	41.2%
<b>Total Checking/Savings</b>	<b>304,639.52</b>	<b>250,067.34</b>	<b>54,572.18</b>	<b>21.8%</b>
<b>Other Current Assets</b>				
Receivable	-	30,000.00	(30,000.00)	-100.0%
Inventory	900.00	2,700.00	(1,800.00)	-66.7%
<b>Total Other Current Assets</b>	<b>900.00</b>	<b>32,700.00</b>	<b>(31,800.00)</b>	<b>-97.2%</b>
<b>Total Current Assets</b>	<b>305,539.52</b>	<b>282,767.34</b>	<b>22,772.18</b>	<b>8.1%</b>
<b>Fixed Assets</b>				
<b>Land</b>	20,000.00	20,000.00	-	0.0%
<b>Furniture &amp; Equipment</b>	33,959.00	33,959.00	-	0.0%
<b>Improvements - Memorial Site</b>				
Landscaping - Design	40,575.00	40,575.00	-	0.0%
Landscaping - Trees	1,152.00	1,152.00	-	0.0%
<b>Total Improvements - Memorial Site</b>	<b>41,727.00</b>	<b>41,727.00</b>	<b>-</b>	<b>0.0%</b>
<b>Accumulated Depreciation</b>	<b>(75,668.00)</b>	<b>(75,668.00)</b>	<b>-</b>	<b>0.0%</b>
<b>Total Fixed Assets</b>	<b>20,018.00</b>	<b>20,018.00</b>	<b>-</b>	<b>0.0%</b>
<b>Other Assets</b>				
<b>Permanent Collection</b>	2,394,911.33	2,328,252.83	66,658.50	2.9%
<b>Total Other Assets</b>	<b>2,394,911.33</b>	<b>2,328,252.83</b>	<b>66,658.50</b>	<b>2.9%</b>
<b>TOTAL ASSETS</b>	<b>2,720,468.85</b>	<b>2,631,038.17</b>	<b>89,430.68</b>	<b>3.4%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Equity</b>				
Unrestricted	1,974,913.01	1,974,913.01	-	0.0%
Retained Earnings	656,125.16	436,699.51	219,425.65	50.2%
Net Income	89,430.68	219,425.65	(129,994.97)	-59.2%
<b>Total Equity</b>	<b>2,720,468.85</b>	<b>2,631,038.17</b>	<b>89,430.68</b>	<b>3.4%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,720,468.85</b>	<b>2,631,038.17</b>	<b>89,430.68</b>	<b>3.4%</b>

**Brazos Valley Veterans Memorial**  
**Profit & Loss Prev Year Comparison**  
January through December 2025

	<u>Jan - Dec 25</u>	<u>Jan - Dec 24</u>	<u>\$ Change</u>	<u>% Change</u>
<b>Income/Expense</b>				
<b>Income</b>				
Contrib. - Never Forget Garden	-	146,893.00	(146,893.00)	-100.0%
Membership Dues	4,789.95	3,835.87	954.08	24.9%
Misc. Unrestricted Donations	3,072.44	2,033.29	1,039.15	51.1%
Interest Income	2,432.64	2,809.83	(377.19)	-13.4%
<b>Contribution Income</b>				
<b>Individuals</b>				
Wall of Honor Names	36,381.31	29,796.07	6,585.24	22.1%
<b>Total Individuals</b>	<u>36,381.31</u>	<u>29,796.07</u>	<u>6,585.24</u>	<u>22.1%</u>
<b>Capital Fund</b>				
Brazos County	30,000.00	30,000.00	-	0.0%
City of College Station	30,000.00	30,000.00	-	0.0%
City of Bryan	30,000.00	30,000.00	-	0.0%
<b>Total Capital Fund</b>	<u>90,000.00</u>	<u>90,000.00</u>	<u>-</u>	<u>0.0%</u>
Total Contribution Income	<u>126,381.31</u>	<u>119,796.07</u>	<u>6,585.24</u>	<u>5.5%</u>
<b>Total Income</b>	<b><u>136,676.34</u></b>	<b><u>275,368.06</u></b>	<b><u>(138,691.72)</u></b>	<b><u>-50.4%</u></b>
<b>Expense</b>				
Cost of Maquettes Sold/Gifted	1,800.00	-	1,800.00	100.0%
Bank & Credit Card Service Fees	544.66	1,054.28	(509.62)	-48.3%
Dedication				
Other Expenses	228.36	271.52	(43.16)	-15.9%
Dedication - Other	1,054.00	-	1,054.00	100.0%
Total Dedication	<u>1,282.36</u>	<u>271.52</u>	<u>1,010.84</u>	<u>372.3%</u>
Depreciation Expense	-	327.00	(327.00)	-100.0%
Dues and Subscriptions	177.79	150.00	27.79	18.5%
Engraving Expense	23,760.00	20,625.00	3,135.00	15.2%
Meeting expenses	2,715.20	2,507.39	207.81	8.3%
Office & Administrative				
<b>Admin Support</b>	6,000.00	6,000.00	-	0.0%
<b>Postage and Delivery</b>	587.50	508.60	78.90	15.5%
<b>Office &amp; Administrative - Other</b>	127.62	-	127.62	100.0%
Total Office & Administrative	<u>6,715.12</u>	<u>6,508.60</u>	<u>206.52</u>	<u>3.2%</u>
Printing and Reproduction	835.05	1,528.53	(693.48)	-45.4%
Professional Fees	9,300.00	7,500.00	1,800.00	24.0%
Repairs	-	15,172.50	(15,172.50)	-100.0%
Miscellaneous Expenses	115.48	297.59	(182.11)	-61.2%
<b>Total Expense</b>	<b><u>47,245.66</u></b>	<b><u>55,942.41</u></b>	<b><u>(8,696.75)</u></b>	<b><u>-15.5%</u></b>
<b>Net Income</b>	<b><u>89,430.68</u></b>	<b><u>219,425.65</u></b>	<b><u>(129,994.97)</u></b>	<b><u>-59.2%</u></b>

## Civic Dashboard

Jan 1 - Dec 31, 2025

Property:

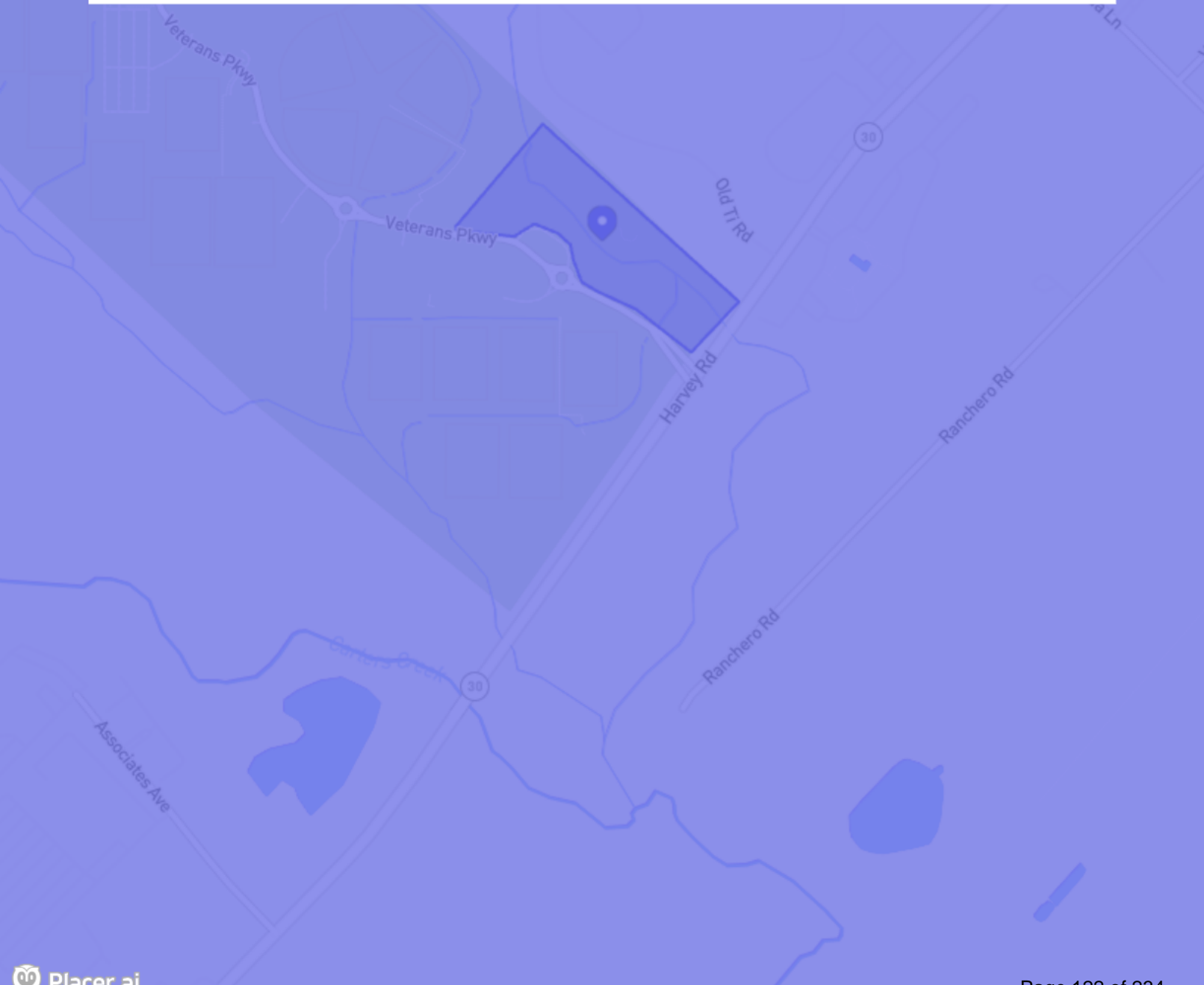


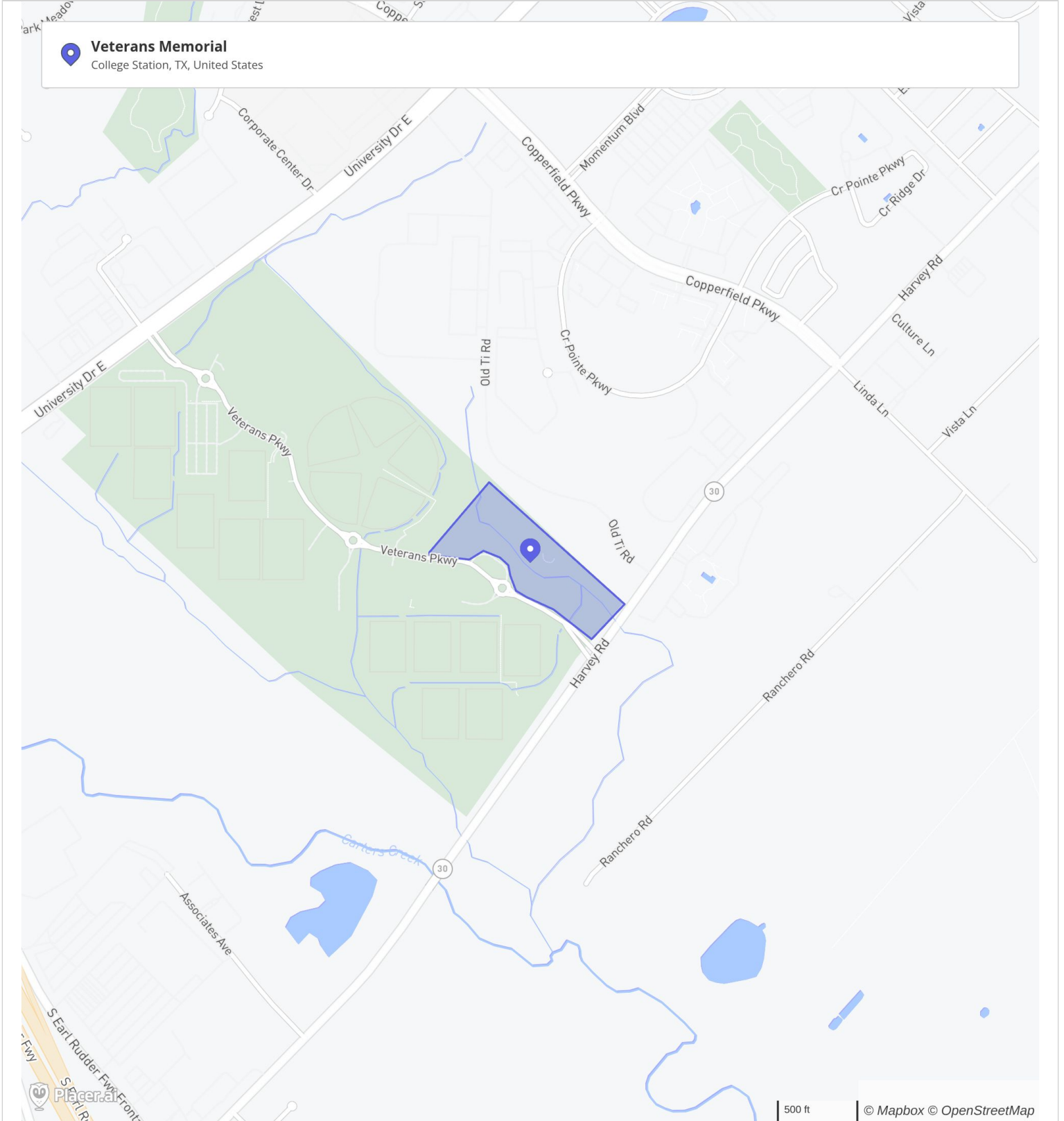
**Veterans Memorial**

College Station, TX, United States



Scan to view on placer.ai platform







## Metrics

### Veterans Memorial College Station, TX

Visits	28.3K	Visits YoY	-11.9%
Visitors	17.6K	Visits Yo2Y	-2.5%
Avg. Dwell Time	38 Min	Visits Yo3Y	-13.8%

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



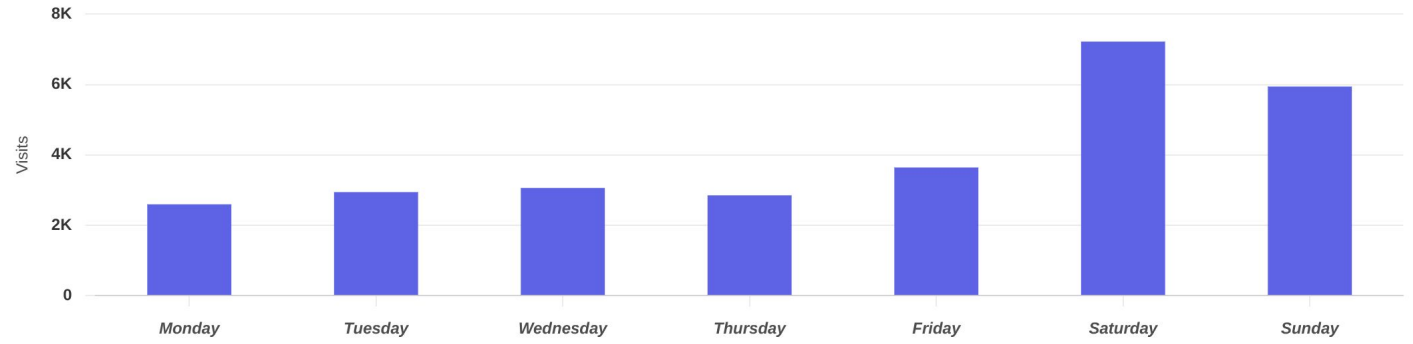
## Visits Trend

### Veterans Memorial College Station, TX



## Daily Visits

**Veterans Memorial**  
College Station, TX

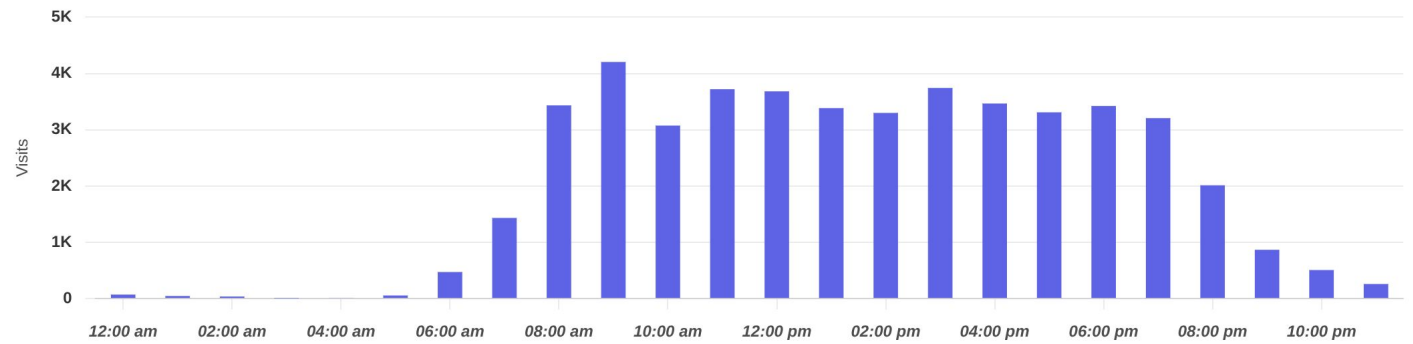


Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Hourly Visits

**Veterans Memorial**  
College Station, TX



Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

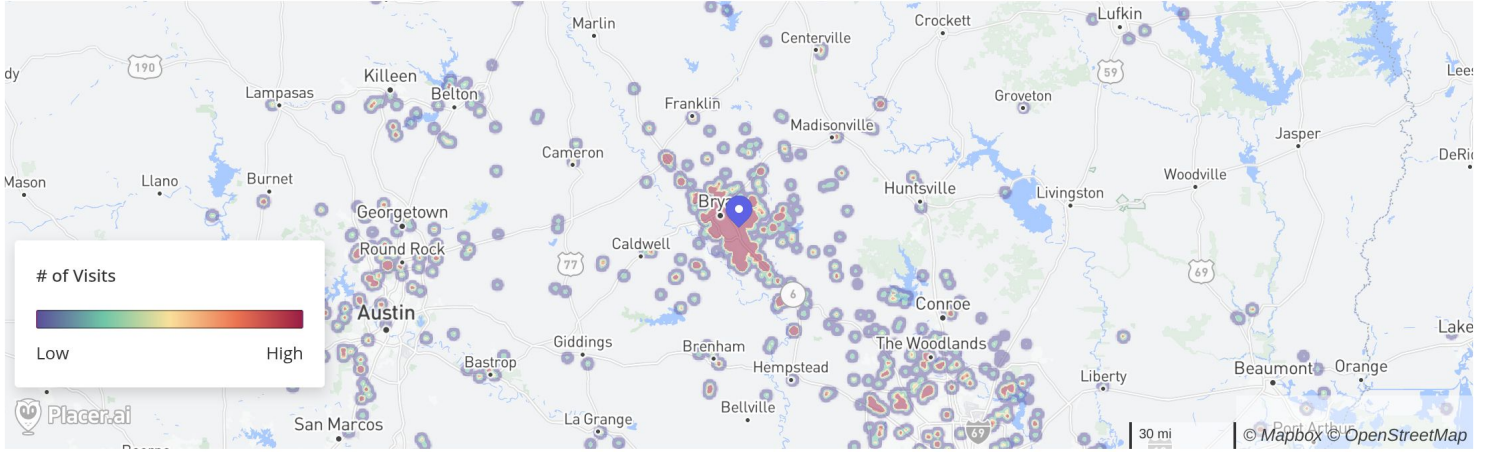




## Trade Area

### Veterans Memorial

College Station, TX



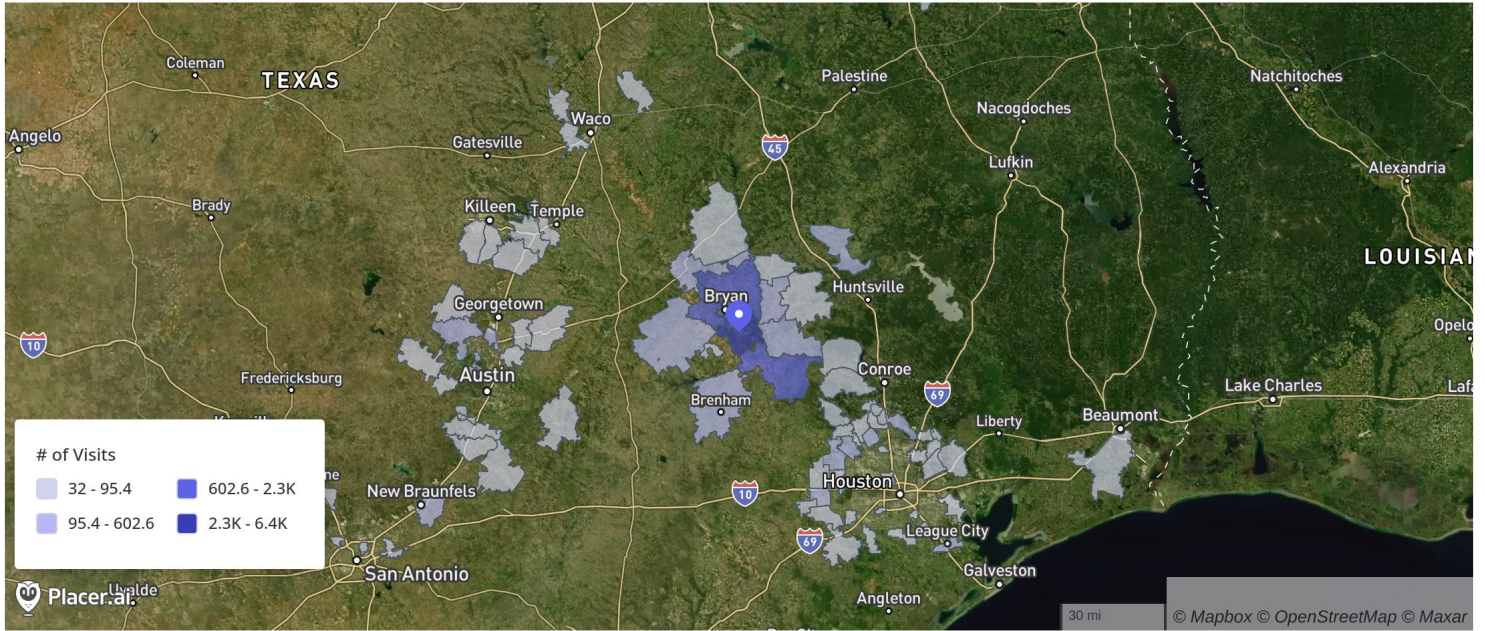
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Visitors By Origin



Zip Code	Visits (% of Total)
<b>77845</b> College Station, TX	6.4K (22.5%)
<b>77802</b> Bryan, TX	2.2K (7.6%)
<b>77808</b> Bryan, TX	1.8K (6.3%)
<b>77840</b> College Station, TX	1.6K (5.5%)
<b>77803</b> Bryan, TX	1.5K (5.2%)
<b>77801</b> Bryan, TX	910 (3.2%)
<b>77807</b> Bryan, TX	814 (2.9%)



Zip Code	Visits (% of Total)
<b>77868</b> Navasota, TX	800 (2.8%)
<b>77859</b> Hearne, TX	348 (1.2%)
<b>78681</b> Round Rock, TX	306 (1.1%)

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))















## Favorite Places

### Veterans Memorial

College Station, TX

Rank	Name	Distance	Visitors (%)
1	 <b>Gateway Station</b> 1505 University Dr E, College Station, TX 77840	1.3 mi	12.6K (71.1%)
2	 <b>Post Oak Mall</b> 1500 Harvey Rd, College Station, TX 77840	1.4 mi	10.3K (58.1%)
3	 <b>Brazos Valley Veterans Memorial</b> 3101 Harvey Rd, College Station, TX 77845	0 mi	9.5K (53.6%)
4	 <b>Tejas Center</b> 725 E Villa Maria Rd, Bryan, TX 77802	3.4 mi	8.2K (46.3%)
5	 <b>Jones Crossing</b> 11675 Farm To Market Rd, College Station, TX 77845	4.3 mi	8.1K (46%)
6	 <b>Shopping Center at 2000-2102 Texas Ave S</b> 2100 Texas Ave S, College Station, TX 77840	2.5 mi	8.1K (45.9%)
7	 <b>Tower Point</b> 949 William D. Fitch Parkway, College Station, TX 77845	6 mi	8.1K (45.8%)
8	 <b>Bryan Towne Center</b> 3001 Wildflower Dr, Bryan, TX 77802	2.3 mi	8.1K (45.6%)
9	 <b>Century Square</b> 175 Century Square Dr, College Station, TX 77840	2.9 mi	8K (45.2%)
10	 <b>Providence Park</b> Northrup-Grumman Road, College Station, TX 77845	1.8 mi	8K (45%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Prior / Post Compare

### Veterans Memorial

College Station, TX

#### Veterans Memorial / College Station, TX

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	<b>Gateway Station</b> University Dr E, College Station, TX	2.5%	1	<b>Veterans Memorial Park</b> College Station, TX	5.6%
2	<b>Starbucks</b> University Dr E, College Station, TX	2.4%	2	<b>College Station Soccer Club</b> Harvey Rd, College Station, TX	4%
3	<b>Shell</b> Harvey Rd, College Station, TX	1.7%	3	<b>Gateway Station</b> University Dr E, College Station, TX	1.9%
4	<b>Veterans Memorial Park</b> College Station, TX	1.4%	4	<b>ACES United Soccer Club</b> Harvey Rd, College Station, TX	1.5%
5	<b>Lone Star Pavilions</b> Texas Ave, College Station, TX	1%	5	<b>Starbucks</b> University Dr E, College Station, TX	1%
6	<b>ACES United Soccer Club</b> Harvey Rd, College Station, TX	0.7%	6	<b>H-E-B</b> Texas Ave S, College Station, TX	1%
7	<b>Holiday Inn Express &amp; Suites Bryan</b> Plaza Centre Court, Bryan, TX	0.7%	7	<b>Sam's Club</b> Earl Rudder Fwy, College Station, TX	0.9%
8	<b>Lowe's Shopping Center</b> STate Highway 6 S, College Station, TX	0.7%	8	<b>Sam's Club Gas Station</b> Earl Rudder Freeway South, College St...	0.9%
9	<b>Candlewood Suites College Station ...</b> Plaza Centre Court, Bryan, TX	0.7%	9	<b>Veteran's Park Soccer Fields</b> College Station, TX	0.9%
10	<b>University Towne Center</b> Block of University Dr E, College Statio...	0.6%	10	<b>Post Oak Mall</b> Harvey Rd, College Station, TX	0.8%

Jan 1st, 2025 - Dec 31st, 2025

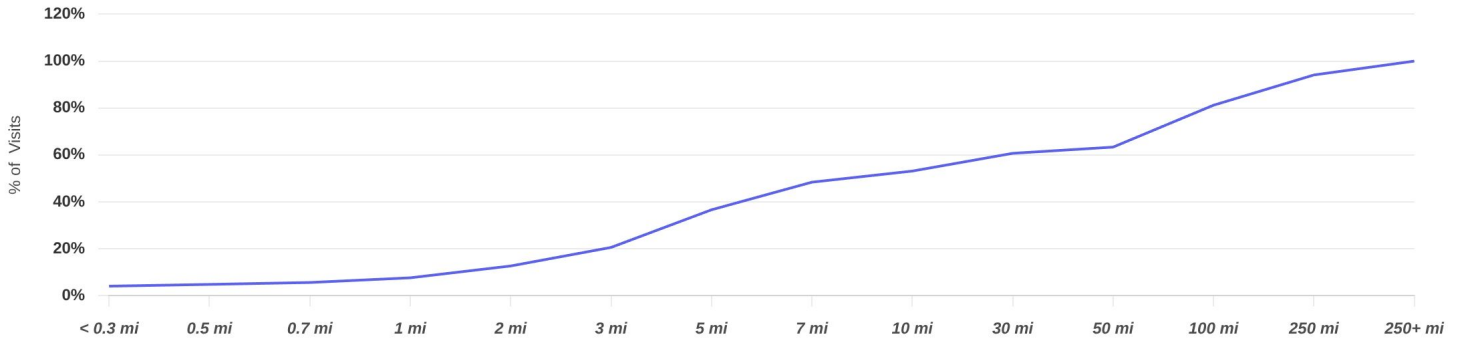
Data provided by Placer Labs Inc. (www.placer.ai)





## Trade Area Coverage by Distance

**Veterans Memorial**  
College Station, TX



Home Location | % of Visits | Min Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Civic Dashboard

Jan 1 - Dec 31, 2025

Property:



**Veterans Memorial**

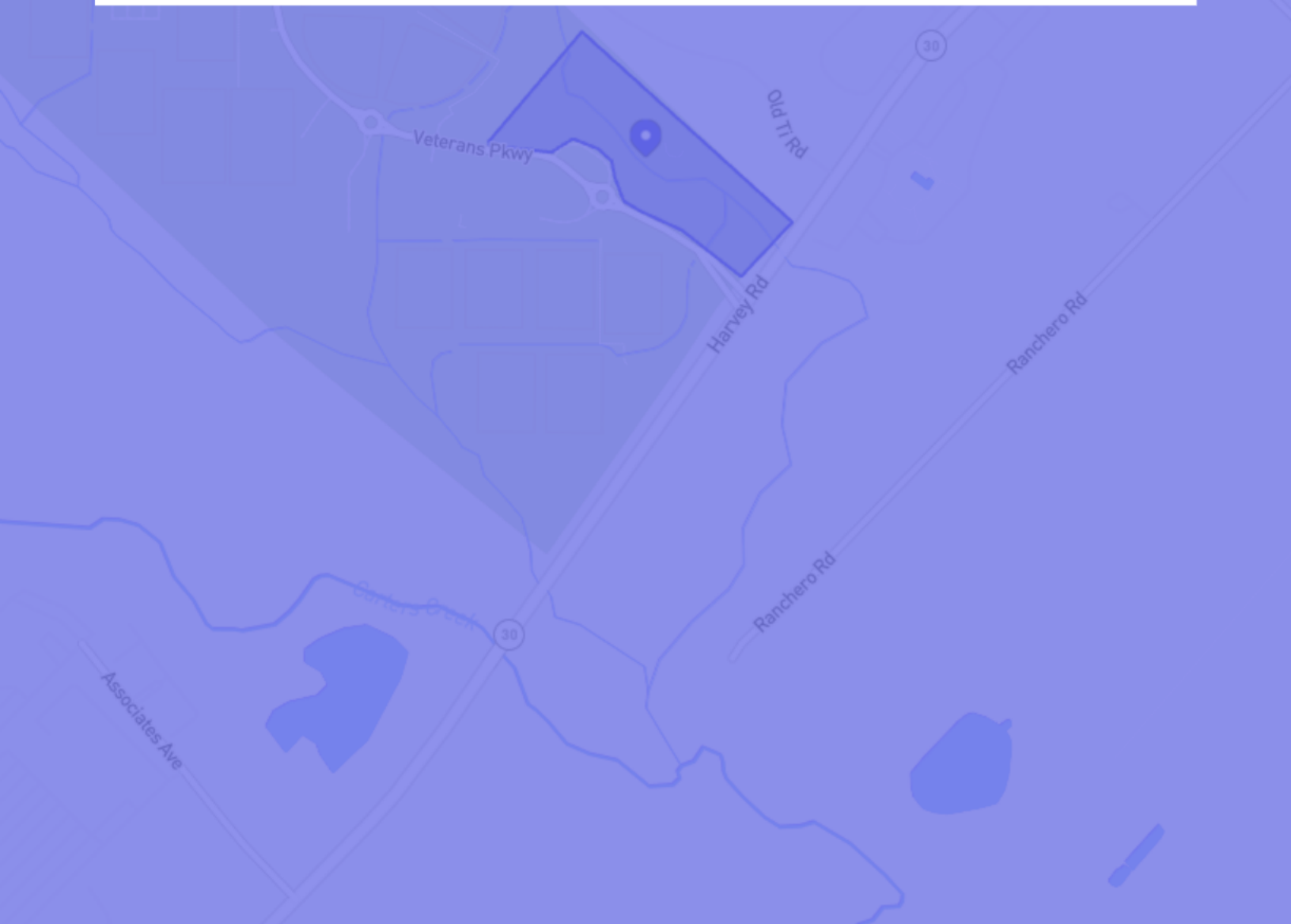
College Station, TX, United States

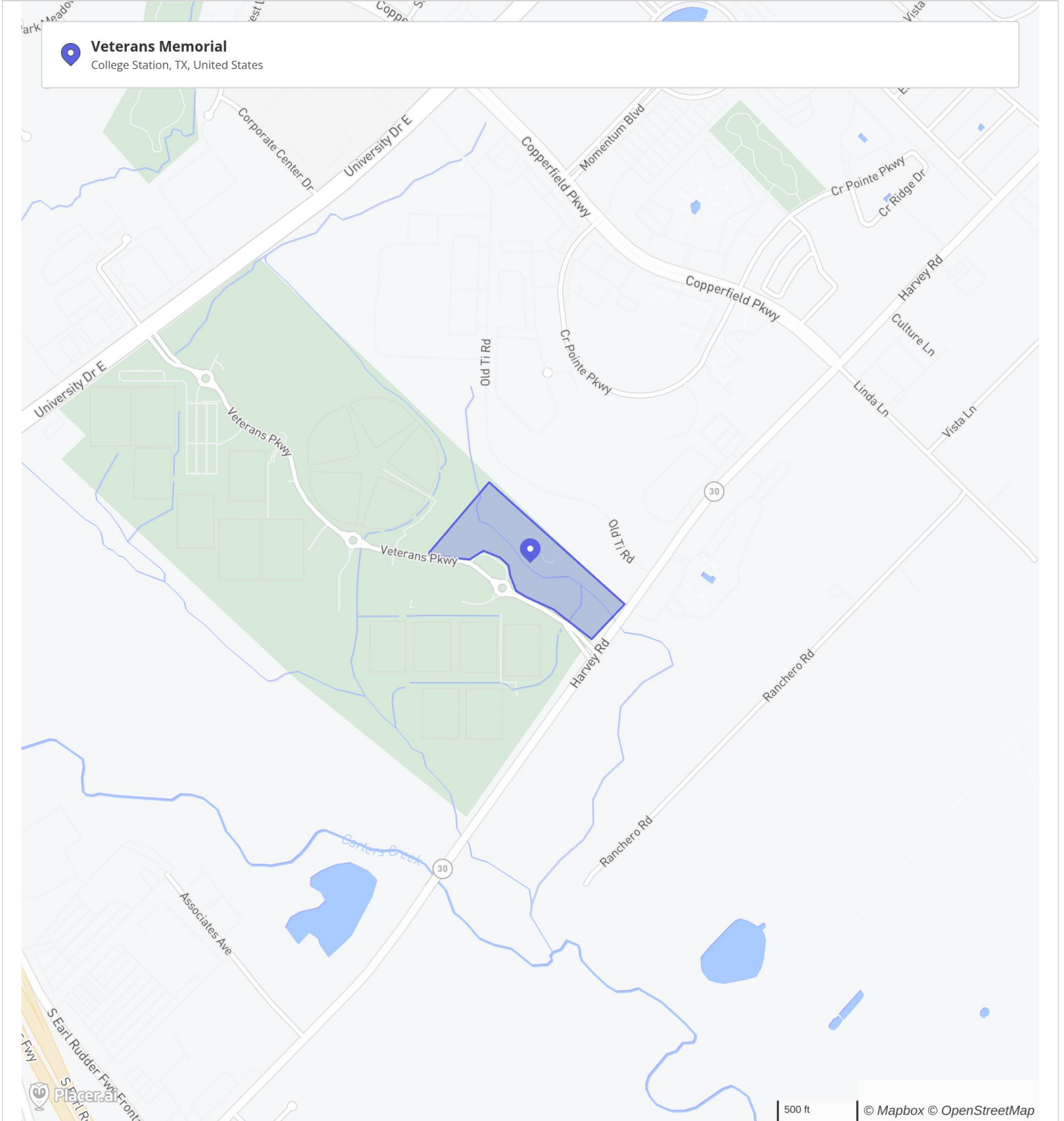
### Applied Filters:

Home Distance: >50.00 mi



Scan to view on placer.ai platform







## Metrics

**Veterans Memorial**  
College Station, TX

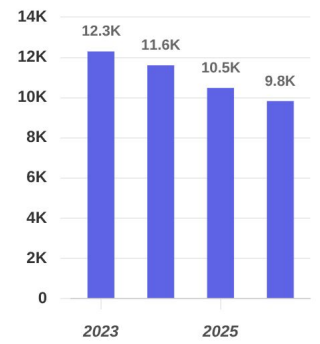
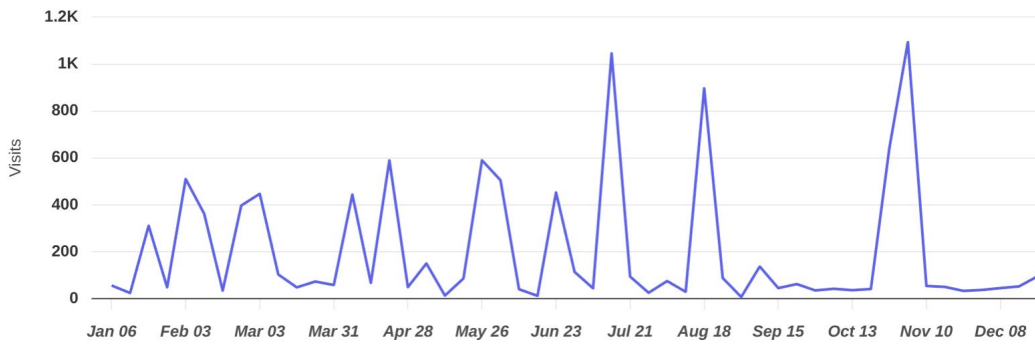
Visits	10.5K	Visits YoY	-9.7%
Visitors	8.7K	Visits Yo2Y	-14.8%
Avg. Dwell Time	42 Min	Visits Yo3Y	-27.3%

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)



## Visits Trend

**Veterans Memorial**  
College Station, TX



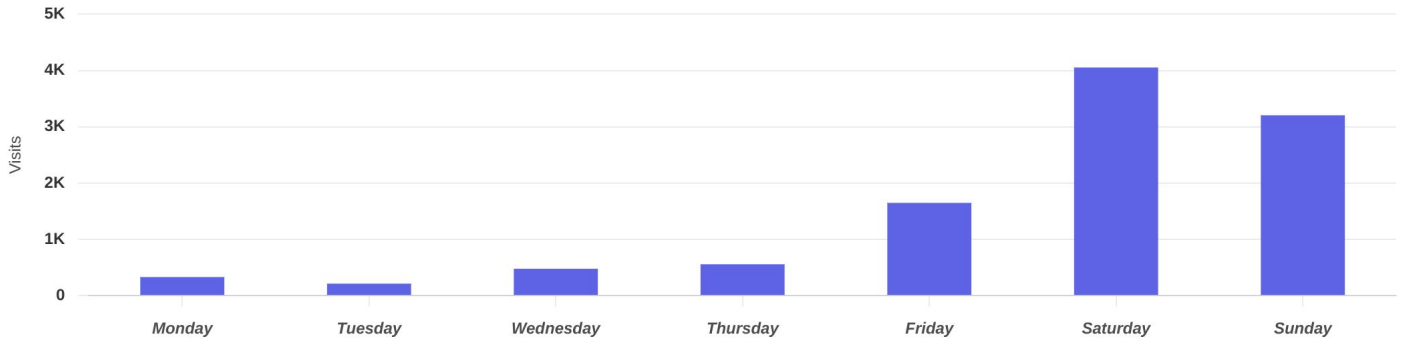
Weekly | Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)





## Daily Visits

**Veterans Memorial**  
College Station, TX

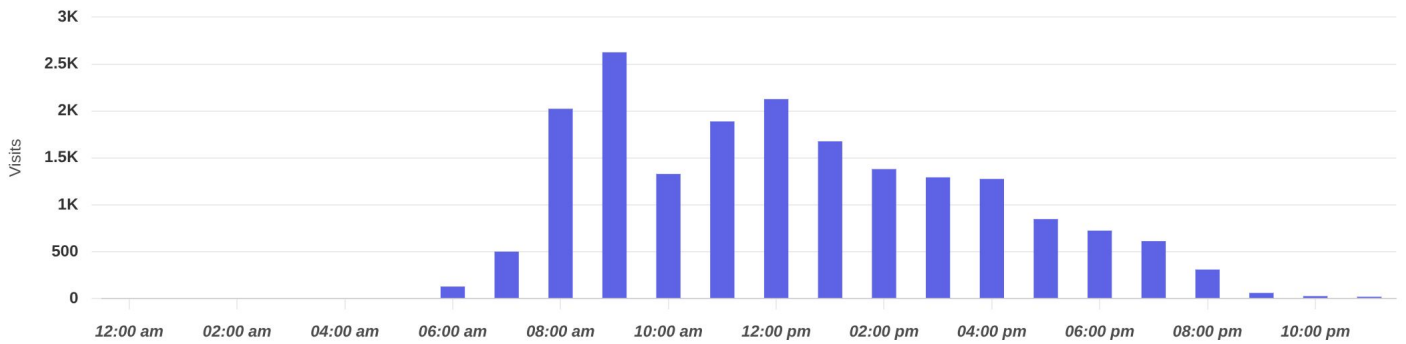


Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Hourly Visits

**Veterans Memorial**  
College Station, TX



Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

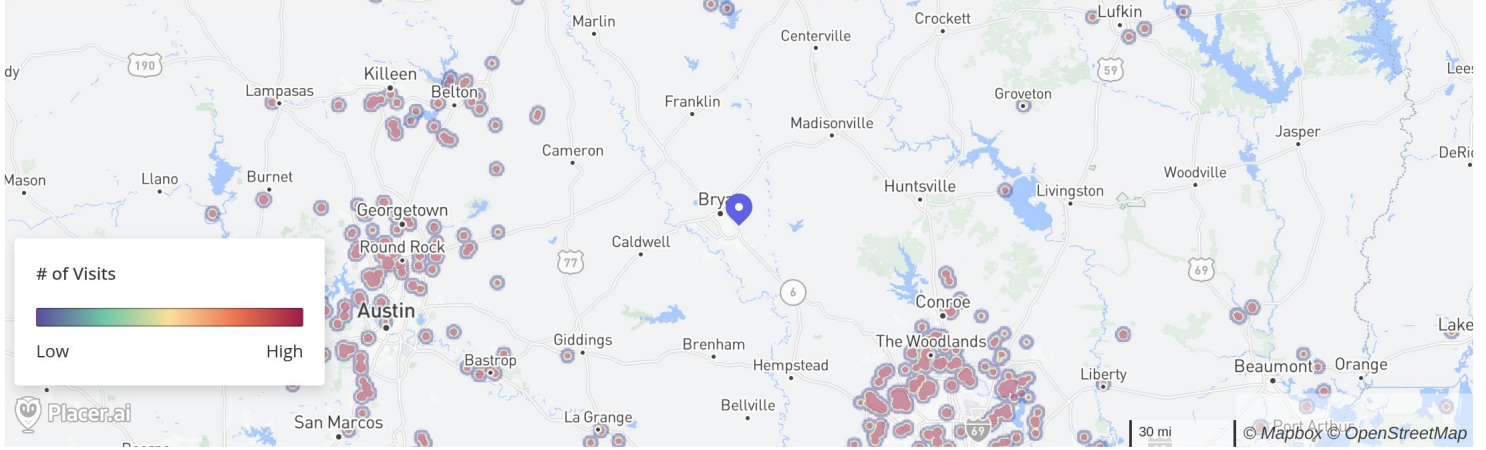




## Trade Area

### Veterans Memorial

College Station, TX



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Visitors By Origin



Zip Code	Visits (% of Total)
<b>78681</b> Round Rock, TX	306 (2.9%)
<b>77433</b> Cypress, TX	196 (1.9%)
<b>77429</b> Cypress, TX	176 (1.7%)
<b>77573</b> League City, TX	172 (1.6%)
<b>77494</b> Katy, TX	165 (1.6%)
<b>77379</b> Houston, TX	158 (1.5%)
<b>78130</b> New Braunfels, TX	127 (1.2%)



Zip Code	Visits (% of Total)
<b>78641</b> Leander, TX	105 (1%)
<b>78750</b> Austin, TX	100 (1%)
<b>77386</b> Houston, TX	97 (0.9%)

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))















## Favorite Places

### Veterans Memorial

College Station, TX

Rank	Name	Distance	Visitors (%)
1	 <b>Gateway Station</b> 1505 University Dr E, College Station, TX 77840	1.3 mi	4.1K (47.3%)
2	 <b>Brazos Valley Veterans Memorial</b> 3101 Harvey Rd, College Station, TX 77845	0 mi	2.8K (32.4%)
3	 <b>Buc-ee's</b> 40900 US-290, Waller, TX 77484	44.9 mi	2.7K (31.3%)
4	 <b>Buc-ee's</b> 165 US-77, Hillsboro, TX 76645	108 mi	2.2K (25.3%)
5	 <b>Post Oak Mall</b> 1500 Harvey Rd, College Station, TX 77840	1.4 mi	2.1K (24.2%)
6	 <b>Century Square</b> 175 Century Square Dr, College Station, TX 77840	2.9 mi	2.1K (24%)
7	 <b>Brazos Valley Bombers Ballpark</b> 525 W Carson St, Bryan, TX 77801	4.5 mi	2.1K (23.8%)
8	 <b>Buc-ee's</b> 205 I-45, Madisonville, TX 77864	33.2 mi	2.1K (23.8%)
9	 <b>Central Park Softball Fields - College Station, TX</b> 1000 Krenek Tap Rd, College Station, TX 77840	2 mi	1.9K (22.2%)
10	 <b>Buc-ee's</b> 1700 Highway 71, Bastrop, TX 78602	70.7 mi	1.8K (21.1%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Prior / Post Compare

### Veterans Memorial

College Station, TX

#### Veterans Memorial / College Station, TX

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	Starbucks University Dr E, College Station, TX	5.1%	1	College Station Soccer Club Harvey Rd, College Station, TX	12.4%
2	Gateway Station University Dr E, College Station, TX	3.6%	2	Veterans Memorial Park College Station, TX	10.2%
3	Shell Harvey Rd, College Station, TX	3.3%	3	Gateway Station University Dr E, College Station, TX	3.7%
4	Holiday Inn Express & Suites Bryan Plaza Centre Court, Bryan, TX	1.8%	4	Veteran's Park Soccer Fields College Station, TX	3.4%
5	Hilton Garden Inn College Station University Dr E, Bryan, TX	1.4%	5	ACES United Soccer Club Harvey Rd, College Station, TX	3.1%
6	University Towne Center Block of University Dr E, College Statio...	1.4%	6	Shell Harvey Rd, College Station, TX	2%
7	Candlewood Suites College Station ... Plaza Centre Court, Bryan, TX	1.4%	7	Starbucks University Dr E, College Station, TX	1.9%
8	Holiday Inn Express & Suites University Dr E, College Station, TX	1.1%	8	The Ranch Harley-Davidson Texas 6 Frontage Rd, College Station, TX	1.7%
9	Wyndham Garden Texas Ave S, College Station, TX	1.1%	9	Post Oak Mall Harvey Rd, College Station, TX	1.5%
10	Aggieland Boutique Hotel Texas Ave S, College Station, TX	1%	10	Buc-ee's Creechville Rd, Ennis, TX	1.5%

Jan 1st, 2025 - Dec 31st, 2025

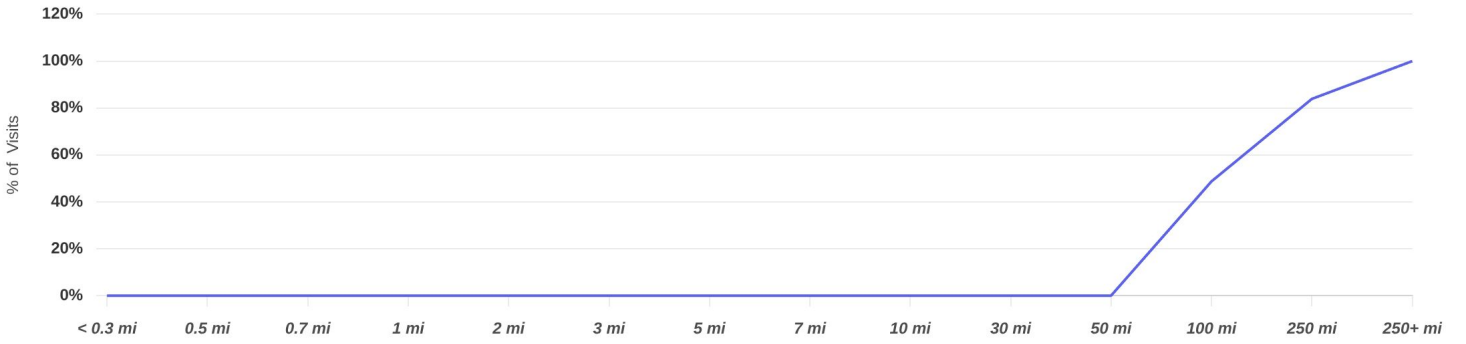
Data provided by Placer Labs Inc. (www.placer.ai)





## Trade Area Coverage by Distance

**Veterans Memorial**  
College Station, TX



Home Location | % of Visits | Min Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



**June 3, 2026**

**Item No. 4.3.**

**Arts Center of Brazos Valley Fiscal Year 2027 Funding Request**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on the Arts Center of Brazos Valley Fiscal Year 2027 funding request.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends the committee provide guidance on the funding request.

**Summary:** See attached budget request submitted by the Arts Center of Brazos Valley to the City of College Station for Fiscal Year 2027.

**Budget & Financial Summary:** The Arts Center is requesting \$632,371 in Hotel Occupancy Tax funds and \$35,000 in General Funds for Fiscal Year 2027.

**Attachments:**

1. The Arts Center of Brazos Valley Funding Request
2. Placer.ai- Arts Center of Brazos Valley



March 20, 2026

**Board of Directors**

Susan Marty  
**Chair**

Julie Freeman  
**Vice Chair**

Lallah Howard  
**Treasurer**

Warren Finch  
**Secretary**

Larry Zuber  
**At Large**

James Ball  
Scott Shafer  
Grover Vos  
Daisy White  
Chris Wilson

Jeremiah Cook  
John Friebele  
**Ex officio**

Leslie Bowlin  
**CEO**

Mr. Erik Walker  
Budget Manager  
City of College Station  
1101 Texas Avenue  
College Station, TX 77842

Dear Erik,

Please find attached The Arts Center of Brazos Valley's funding request for FY27. The Arts Center is excited to continue working with the City of College Station to increase the valuable work we do together.

Over the last 12 months, we have seen significant growth in our value to the community and look forward to more in FY27.

Our final FY25 audit is pending completion. We are working with a new firm, as Ingram, Wallis & Co., our former audit firm, has scaled back the non-profit sector of their practice.

We appreciate the City of College Station's continued investment in the arts in collaboration with The Arts Center.

Respectfully,

Leslie Bowlin  
CEO  
The Arts Center of Brazos Valley



# City of College Station Budget Proposal FY27

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## **FY26 Activity Overview**

As the largest public art space in the Brazos Valley, The Arts Center is growing visibility and experiencing exponential momentum during this fiscal year. A series of landmark exhibitions has made a significant positive impact on visitorship, along with corresponding collaborative programs throughout the community.

These efforts reflect a strategic approach to stay at the forefront of the arts, culture, and heritage sector and meet the evolving needs of the community. The Arts Center is focused on providing innovative leadership in the arts by maintaining and strengthening an arts and culture–friendly community and making the quality of life in the Brazos Valley the best that the state has to offer.

The Arts Center’s recently updated mission statement accurately articulates the current value that it brings to the community.

*At the Arts Center of Brazos Valley, we bring the arts into every life.*

*We expand creative imaginations.*

*We empower participation in the arts.*

*We support creative people and work.*

*We celebrate the creativity of our community.*

The Arts Center's focus has been to increase engagement with members of the community by providing new and interesting opportunities to engage with the arts. The Arts Center's facility is drawing more visibility through a variety of collaborative alliances with organizations near and far. Creating a welcoming environment that is drawing more and frequent visitors has enabled The Arts Center to access exceptional opportunities in exhibitions, public art, programs, and education.

The Arts Center continues to focus on developing plans to increase and maintain engagement with the entire Brazos Valley through programs and events drawing more visitors. As part of this effort, increased fundraising is critical to grow and improve programs, participation and visitorship.

The Arts Center continues to focus on advocacy and funding for the arts in the Brazos Valley. Government funding is crucial to maintain programming and marketing efforts and continue to build the arts community in the Brazos Valley, which is rapidly growing. The Arts Center aims to bolster the quality of life that companies look for when opening a new business or relocating. A strong arts community will motivate visitors to stay in the area longer, which will help continue to rebuild the economy.

Specifically, College Station's art scene is primed to see an increase in participation due to new and exciting initiatives from growth in programming in the current non profit arts sector. In addition, the city continues to be more attractive to arts patrons through efforts from Visit College Station and economic development initiatives. The Arts Center is uniquely positioned to support all of these valuable endeavors.

## **Arts Center Galleries**

The Arts Center galleries host impactful exhibitions that encompass a broad variety of art forms from local, regional, national, and international artists.

### **Main Gallery and Bradfield Gallery–FY26 Exhibitions**

- *Frida & Friends: Icons of Art*
  - Frida Kahlo, Pablo Picasso, Diego Rivera, Salvador Dalí
- *Ballet Brazos' Nutcracker Up Close!*
- *2025 Wreath Auction*
- *2025 Holiday Market*
- *Hausfrau Collections: Mundane to Magical* by Jamie Speck
- *Arts & Culture Festival: India*
  - M.F. Husain, Sayed Raza, Manjit Bawa
  - Indian textile and jewelry display
- *Brazos Valley Woodturners*
- *From the Vaults of Texas A&M: Art from the University Art Museum*
- *Aberrant Creativity* by The Institute for Applied Creativity at Texas A&M

### **West Gallery & Sue M. Lee Arts Corridor – FY26 Exhibitions**

- *Pop & Op: Mid-Century Prints*
  - Andy Warhol, Josef Albers, Victor Vasarely
- *Luminous Landscapes* by David Sites
- *Portraits of India* by Lou Vest
- Messina Hof Texas Artist Wine Label Competition Finalists
- *My Dream Summer*–Community Competition
- Emerging Artist Series: A&M Consolidated High School and Brenham High School

## **Programs and Community Outreach**

The Arts Center hosts and underwrites numerous programs that serve multiple demographics throughout the community.

### **Adult Workshops**

**Purpose:** To provide adults of all skill levels opportunities to learn new techniques, explore different artistic mediums, and build confidence in their creative abilities in a welcoming environment.

**Project:** Adult Workshops are instructor-led classes that allow participants to explore a variety of art forms such as painting, drawing, mixed media, and crafts. These workshops provide hands-on learning experiences designed to help individuals develop new skills, express creativity, and connect with others in the community.

**Number of Participants:** 140

**Total Expenses (estimated):** \$1,850 | **Total Revenue (estimated):** \$5,600

#### Affiliate Meeting Space

**Purpose:** To provide a free space for affiliate organizations to connect, collaborate, and stay engaged with The Arts Center.

**Project:** The Arts Center provides classroom, conference room, and gallery space at no cost to affiliates for their gatherings and events. This includes weekly and monthly meetings as well as one-off events.

**Number of Participants:** 150 monthly

#### Art Competitions

**Purpose:** To provide community members the opportunity to participate in group exhibitions.

**Project:** The Arts Center opens a call for artwork submissions, usually around a certain theme. A panel selects the top pieces for an exhibition at The Arts Center, celebrating the creativity of our community.

**Number of Participants:** 50

#### Artist in Residence Program

**Purpose:** To provide emerging collegiate artists with studio space and professional creative development.

**Project:** Four-month residency with studio space at The Arts Center in collaboration with the College of Performance, Visualization, and Fine Arts at Texas A&M University.

**Number of Participants:** 3

**Total Expenses (estimated):** \$500 | **Total Revenue (estimated):** \$5,250

#### Art Reaching Teens for Life (A.R.T. for Life)

**Purpose:** To provide youth in the Brazos County Juvenile Service Department the opportunity to work with professional artists to create public art while developing creativity, life skills, and community engagement.

**Project:** Public Art Program led by LeAnn Hale of Purple Turtle Art Studio and Speak Up! Poetry Program led by Leannetta "Shug" Avery. FY26 planning is in progress and the projects will take place this summer.

**Number of Participants:** 35

**Total Expenses (estimated):** \$16,000

#### Canvas Club

**Purpose:** To provide free open studio space for community members of all skill levels to practice painting, share ideas, and connect with other artists.

**Project:** Canvas Club is a casual studio session where hobbyists, professionals, teachers, and beginners gather to paint and create alongside local artists.

**Number of Participants:** 60 monthly

### Celebrate the Arts

**Purpose:** To bring visibility and engagement to the arts while honoring community members who have made an impact on the arts in the community..

**Project:** Celebrate the Arts is The Arts Center’s largest annual fundraiser and raises funds for scholarships and other essential programs. In FY26, Celebrate the Arts was held in conjunction with the opening of the International Arts & Culture Festival.

**Number of Participants:** 250

**Total Expenses:** TBD | **Total Revenue:** TBD

### Community Art Day

**Purpose:** To engage families and art enthusiasts through free, fun, and exciting art activities while introducing new visitors to The Arts Center and its programs.

**Project:** Community Art Day is a free event held the first Saturday in August after summer camps end, where community members of all ages are invited to enjoy hands-on art projects and explore gallery exhibits at The Arts Center.

**Number of Participants:** 250

**Total Expenses (estimated):** \$100

*Event uses existing supplies inventory leftover from camps and classes*

### Community Galleries

**Purpose:** To partner with businesses and government agencies in the community to showcase local artists in public spaces.

**Project:** Over fifteen artists currently have artwork on display at galleries located at Brazos Valley Council of Governments, College Station City Hall, College Station Surgical Associates, The Hilton Hotel & Conference Center, Navasota City Hall, and POV Coffee House at Stella Hotel.

**Number of Participants:** 15 artists, 6 gallery locations

### Emerging Artist Series

**Purpose:** To provide a platform for Brazos Valley high school students to display their artwork and receive valuable critique.

**Project:** High school students are invited to submit their artwork for consideration. A panel of local artists reviews entries and provides feedback. The selected artwork is displayed in The Arts Center’s Sue M. Lee Corridor. Each exhibit features artwork from a different Brazos Valley high school.

**Number of Participants:** 50

### Empty Bowls Jr.

**Purpose:** To raise money for Brazos Valley in-school food pantries with the goal of “kids helping kids”

**Project:** Empty Bowls Jr. is a collaborative event where students create and donate handmade bowls to be sold at the event. Attendees receive a cup of soup donated by generous local restaurants with every bowl purchased. The event also features performances by student orchestras, dance ensembles, and mariachi bands. Since 2013, Empty Bowls Jr. has raised over \$150,000 for in-school food pantries.

**Number of Participants:** 1,700

**Total Expenses (estimated):** \$1,750 | **Total Revenue (estimated):** \$5,800

#### External Competition Evaluations

**Purpose:** To support and recognize creativity within the community while strengthening partnerships between The Arts Center and local organizations.

**Project:** Arts Center staff and board evaluate submissions and provide feedback for various community competitions, such as those hosted by the local public library system, the Brazos County Youth Livestock Show & Rodeo, and the Brazos Bluebonnet Quilt Guild.

#### Facility Rentals

**Purpose:** To provide accessible and flexible spaces for community organizations, businesses, and other groups to host meetings, events, and gatherings.

**Project:** Facility Rentals allow outside organizations to reserve spaces within The Arts Center for meetings, workshops, and special events in a unique location. By offering these spaces, The Arts Center supports the success of local businesses and organizations while fostering connection and engagement within the Brazos Valley community.

**Number of Participants:** 200-400

**Total Revenue (estimated):** \$1,750

#### Guided Gallery Tours

**Purpose:** To provide visitors a comprehensive, educational overview of current exhibitions.

**Project:** Free guided tours welcome groups including school field trips, assisted living groups, and college students to explore The Arts Center through structured visits led by experienced docents. These tours offer insight into current exhibitions and programs while fostering appreciation and understanding of the arts across different age groups and communities.

**Number of Participants:** 375

#### Holiday Market

**Purpose:** To support local artists and artisans by providing a platform to showcase and sell their work, providing the community with an opportunity to purchase one-of-a-kind gifts.

**Project:** The Holiday Market is a five-week long seasonal event held in December in The Arts Center galleries. Local artists and artisans are invited to set up booths to display and sell their artwork, crafts, and holiday goods.

**Number of Participants:** 20 artists, 500 attendees

**Total Expenses (estimated):** \$500 | **Total Revenue (estimated):** \$1,500

#### International Arts & Culture Festival

**Purpose:** To celebrate diverse cultures in the Brazos Valley and connect the community through a common interest in the arts.

**Project:** The Arts & Culture Festival is an annual event hosted by The Arts Center that highlights a different culture each year—this year focusing on India. The festival features cultural art forms, performances, and exhibits that showcase the traditions and creativity of the selected culture.

**Number of Participants:** 2,500

**Total Expenses (estimated):** \$25,000 | **Total Revenue (estimated):** \$26,000

#### Messina Hof Texas Artist Wine Label Competition (TAWLC)

**Purpose:** To support Texas artists through collaboration with Messina Hof.

**Project:** As part of Messina Hof’s Wine & Roses Festival, the TAWLC invites artists to create artwork for a Messina Hof wine label. The Arts Center convenes a panel that selects the finalists. The winning artwork is voted on by festival attendees. All proceeds support The Arts Center. The 2026 theme is “A Story in the Stars”.

**Number of Participants:** 150

**Total Expenses (estimated):** \$500 | **Total Revenue (estimated):** \$3,500

#### Public Art Installations

**Purpose:** To provide artistic art forms that enhance public spaces.

**Project:** The Arts Center maintains twenty-nine outdoor sculptures, over thirty art benches, multiple murals, and various installations from the A.R.T. for Life Program throughout the community, as well as serves as a resource for artists and organizations wishing to complete public art projects.

#### Scholarships

**Purpose:** To support the future generation of artists through valuable funding for high school seniors.

**Project:** Through private fundraising at Celebrate the Arts, The Arts Center provides scholarships to young artists each year. These scholarships go to talented students who have graduated from a high school in the Brazos Valley and are planning to pursue a degree program focused on arts, culture, or heritage at an accredited college or university.

**Number of Participants:** 4-5

**Total expenses (estimated):** \$20,000

#### Spring Break and Summer Art Camps

**Purpose:** To provide concentrated arts education for children ages 6–17 in the community, focusing on artistic skills, art history, and exploration of new techniques and media.

**Project:** Week-long camps offer instruction in various subjects, including painting, sketching, collage, clay, felting, sculpture, crafts, famous artists, global art, and more.

**Number of Participants:** 300

**Total Expenses (estimated):** \$10,000 | **Total Revenue (estimated):** \$47,250

### Stories

**Purpose:** To bring published authors to The Arts Center for book presentations and signings.

**Project:** Stories hosts published authors and serves as an intimate gathering where guests can engage in book readings, author commentary, and signings. The next Stories event is scheduled in the spring and will feature Rena Peterson, author of *The King of Diamonds*.

**Number of Participants:** 150

**Total Expenses (estimated):** \$750 | **Total Revenue (estimated):** \$4,750

### Studio Artists

**Purpose:** To provide local artists with dedicated studio space.

**Project:** Studio Artists utilize workspace within The Arts Center to develop their artwork, teach lessons, and display their work while maintaining an active presence in the gallery area. These studios are open to visitors, allowing guests to observe the artistic process and connect with the artists.

**Number of Participants:** 2

**Total Revenue (estimated):** \$9,700

## **Affiliate Support and Arts Marketing**

In the current fiscal year, The Arts Center:

- Supports over 50 affiliate arts, culture, and heritage organizations through funding, marketing, professional development workshops, and free facility usage.
- Reaches innumerable residents and visitors through regular marketing and outreach, including mailings, advertisements, emails, social media, brochures, radio and television spots, and acbv.org.
- Utilizes local and out-of-market advertising through KBTX, KAMU, Bryan Broadcasting, and The Eagle.
- Reaches over 2,900 individuals regularly through marketing emails.
- Continues to work closely with the Brazos Valley Museum Collective to create collaborative programs, marketing, and resource-sharing opportunities for area museums, as well as develop the Brazos Valley Museum Trail
- Continues to lead monthly meetings and work with the Brazos Valley Theatre Collective to encourage local theater groups to collaborate, share resources, reduce scheduling conflict, and develop marketing partnerships.

### **FY27 Marketing Plans**

<b>Local Marketing FY27</b>	<b>Anticipated Amount</b>	<b>Project/Goal</b>
KAMU	\$7,800	Promoting ACBV events and programs
KBTX	\$6,500	Arts Center program and event promotion and targeted digital advertising
The Eagle	\$500	Newspapers in Education Sponsorship
Bryan Broadcasting or direct mail	\$1,200	Promoting ACBV events and programs
Promotional Video	\$2,500	Production of marketing video(s)
Formsite Annual Bill	\$1,279	Online registration form & data capture
Bloomerang Annual Bill	\$3,200	Donor development, constituent database, and newsletter software
Digital Marketing Social/PPC	\$5,000	Promoting ACBV events and programs
Copy Corner, VistaPrint, Admail, Integ etc.	\$5,000	Printing of flyers, programs, posters, brochures, and other physical marketing material
Gift Shop	\$1,500	Gift shop inventory

<b>HOT Marketing FY27</b>	<b>Anticipated Amount</b>	<b>Project/Goal</b>
Call for Entry	\$500	Artist Calls
Digital Marketing Social/PPC	\$5,000	Promoting ACBV events/programs
Houston Chronicle, Arts + Culture, Glasstire, Southwest Art, or others	\$12,300	Print or digital advertising for ACBV events/programs
Texas Aggie Magazine	\$5,000	Advertising the region as an arts destination, highlighting events and activities
KBTX	\$15,500	Targeting digital advertising
Copy Corner, VistaPrint, Admail, Integ, etc.	\$3,000	Printing of rack cards/brochures for distribution out of market
Promotional items	\$2,000	Promotional items for distribution out of the market
Marketing Intern	\$15,116.78	Marketing and design work at \$13/hour, 20 hours/week and associated payroll taxes and fees
Miscellaneous	\$3,500	Other printing, supplies, etc.
<b>Total</b>	<b>\$61,916.78</b>	

## **Funding Programs**

A longstanding role of The Arts Center has been to evaluate and administer arts, culture, and heritage grant proposals, many of which originate from arts organizations in College Station.

### **Annual Marketing & Program Grants**

Funding for the Annual Marketing & Program Grant program comes solely from the City of College Station. This funding supports initiatives and projects exclusively within College Station. As of FY24, the City of Bryan no longer provides funding for this program. Therefore, all allocated funds will be directed toward supporting College Station affiliates and events taking place within the city.

### **Navasota Annual Marketing & Program Grants**

The Navasota Annual Marketing & Program Grant provides hotel occupancy tax funds collected by the City of Navasota to nonprofit arts organizations operating in Navasota's extraterritorial jurisdiction. The Navasota AMPG process for FY27 is pending.

### **Rural Grants**

The Arts Center funds the Rural Grant program and provides small, program-based grants to nonprofit organizations operating in the six rural counties of the Brazos Valley. The awarding process for rural grants is expected to be completed in late spring.

In addition to the above grant programs, The Arts Center also operates a scholarship program for high school seniors and a grant program for in-school food pantries through Empty Bowls Jr. See pages 6-7 for more information about these programs.

### **FY26 Annual Marketing & Programming Grant Overview**

The Arts Center received 9 funding requests exceeding \$555,695 from College Station nonprofit arts, culture, and heritage organizations for FY26, with 67% of requests fulfilled.

In FY27, the goal is to award \$403,125 in grant funding to arts, culture, and heritage organizations operating and providing artistic programs in the Brazos Valley. This 7.5% increase will conservatively accommodate requests from new affiliate organizations. The Arts Center anticipates FY27 requests to exceed \$700,000.

This funding will be crucial for catalyzing positive growth for the arts industry and the local economy by ensuring that these organizations continue to provide their services to local

communities and visitors. A thriving arts community will continue being instrumental in expanding the hotel and tourism industry in the Brazos Valley.

The Arts Center is the largest space for public art in the Brazos Valley. Today, public art is valued for its cultural significance as well as its contribution to the local economy—public art encourages tourism and delivers a strong community identity, both of which drive economic growth.<sup>1</sup> Furthermore, arts event attendees spend an average of \$38.46 per person per event beyond the cost of admission. This includes off-site food and beverages, retail shopping, transportation, childcare, and other miscellaneous spending that supports local business as well as over 1 millions jobs on the national level.<sup>2</sup>

Funded programs for FY27 are projected to directly impact an estimated 599,306 people, a third of whom are anticipated to travel to Bryan/College Station from outside the Brazos Valley. Affiliate organizations funded through The Arts Center’s grant programs have already reported 597 room nights in the Brazos Valley in Q1 FY26 alone.

For the FY26 grant process, Arts Center affiliates were asked the following questions:

- I. What is the estimated number of hotel nights your programs will generate for FY26?  
**Total: 18,470**
- II. How many people do you estimate will be directly impacted through your programs in FY26? **Total: 194,200**
- III. What is the estimated number of restaurant meals your programs will generate for FY26? **Total: 26,500** (Note: The Bush Library is not included in this estimate.)

Partnership with the City of College Station is crucial in order to serve the many residents and visitors of the Brazos Valley. The Arts Center’s objective is to significantly expand the positive impact on the local economy while developing a sustainable arts sector in the community.

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<sup>1</sup> (2022, August 17). American Artists And The Role Of Public Art In Economic Development. Retrieved March 17, 2023, from <https://www.midamericaedc.org/news/p/item/45180/american-artists-and-the-role-of-public-art-in-economic-development>

<sup>2</sup> (n.d.). Arts & Economic Prosperity 6 | Americans for The Arts. Retrieved March 22, 2024, from [https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6\\_National\\_Findings\\_Full\\_Report-Proof\\_final-web.pdf](https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6_National_Findings_Full_Report-Proof_final-web.pdf)

**Summary of Grant Programs FY26**

Grant Program	Proposals Funded	Funds to be Allocated	Persons Impacted*	Hotel Nights Generated*
College Station Grant Program	9	\$375,000.00	21,551	597
Navasota Annual Grant Program	Decisions Pending	TBD	TBD	TBD
Rural Grant Program	Decisions Pending	Decisions Pending	TBD	TBD
College Arts Scholarships	Decisions Pending	\$16,000.00	TBD	N/A

\*Impact totals only represent numbers reported in the first quarter of the fiscal year.

**Summary of Proposals Funded FY26 (as of March 2026, as reported by affiliates)**

Affiliate Grant Recipient	FY26 Q1 Grant Distributions	Persons Impacted by Programs	Hotel Impact (room nights)	Projected Restaurant Impact (meals)	Programs/ Marketing Funded
Ballet Brazos	\$21,250.00	7,644	33	420	The Nutcracker 14th Season
Brazos Valley Chorale	\$1,525.00	910	7	141	"A Season of Song" Program & Marketing Support
Brazos Valley Symphony Society	\$17,000.00	2,626	34	344	25-26 Season Program & Marketing Support
Friends of Chamber Music	\$3,324.50	519	141	315	30th Season Program & Marketing Support
George H.W. Bush Presidential Library and Museum	\$0.00	N/A	N/A	N/A	N/A
Museum of the American G.I.	\$7,600.00	2,507	182	1,568	Year-round Marketing
OPAS	\$10,000.00	7,345	200	1,220	Season 53 Programming & Marketing Support
Texas A&M College of Performance, Visualization, and Fine Arts	\$0.00	N/A	N/A	N/A	N/A
Texas A&M Institute for Applied Creativity	\$0.00	N/A	N/A	N/A	N/A
<b>TOTALS</b>	<b>\$60,699.50</b>	<b>21,551</b>	<b>597</b>	<b>4,008</b>	

\*Only numbers reported from the first quarterly report cycle. Some affiliate events have not yet occurred.

## **Administration**

The Arts Center has a governing Board of Directors of 12 Brazos Valley residents and 4 full-time staff positions, including a CEO, Finance & Development Manager, Marketing Manager (vacant), and a Programs & Events Manager (vacant).

Leslie Bowlin, CEO, served as the Executive Director of The Houston Maritime Center & Museum for ten years. Her extensive background includes public relations, investing, and business operations, as well as chairing many high-profile and successful charity events. She has also served on several non-profit boards. Educated at the Universite de Paris-Sorbonne, Leslie has traveled extensively, lived abroad, and brings a keen interest in multi-cultural inclusion in the arts. At The Arts Center, she leads development and community engagement efforts as well as manages daily operations with the small, dedicated staff.

Hailey Mallett, Finance & Development Manager, graduated with a Bachelor of Arts in Communication from Texas A&M University and a minor in Art-New Media. She has also earned a Certificate in Graphic Design from Tufts University. As a long-time advocate for the arts, she uses her organizational and writing skills to foster sustainability and achieve long-term growth for local arts organizations. At The Arts Center, she works in grant writing and administration, budgeting, community outreach, and development. Hailey is also a volunteer for Bryan-College Station Sister Cities, providing website support and serving as a member of the Media Committee.

### **The Arts Center Ambassadors**

Arts Center Ambassadors work in tandem with the Board of Directors to identify opportunities, develop ideas, and be the impetus for new arts activities in the Brazos Valley. This dedicated group of active arts supporters increases the visibility, outreach and support of a wide variety of creative activities, while also serving as important advocates for The Arts Center.

### **The Arts Center STARs (Supporting The Arts Revolution)**

With over 40 members and an executive board, The Arts Center STARs provide essential support through planning impactful arts events, assisting with educational programming, and promoting the arts in our community.

### **FY27 Budget Request**

The Arts Center presents the following funding proposal to the City of College Station for FY27.

In this proposal, The Arts Center requests \$667,371 in funding support from the City of College Station for FY27. This is a 7.92% increase in total funds requested compared to funds received in FY26. This increase primarily reflects rising costs due to inflation and aims to assist in the continued growth of the local arts community and economy.

The breakdown of the requested funding is as follows:

#### **Hotel Occupancy Tax Funds: \$632,371**

- \$403,125– Affiliate Grant Funding: These funds will pass through to affiliate arts and culture organizations who apply for grants through The Arts Center College Station Annual Program & Marketing Grant. This 7.5% increase will conservatively accommodate requests from new affiliate organizations. The Arts Center anticipates FY27 requests to exceed \$700,000.
- \$86,936 – Operations & Maintenance: These funds will partially support marketing and grant management staff salaries, building maintenance, and operating expenses for galleries and grant software.
- \$58,564 – Tourism Marketing: These funds will be used for marketing and advertising College Station as an arts destination to out-of-market travelers. Please see pages 10-11 for the plans for these funds.
- \$83,746– Public Art: These funds will be used for repairs and maintenance needed to preserve current public art installations and spaces.

#### **General Fund: \$35,000**

- \$20,000 – Operations & Maintenance: These funds will be used for partial support for audit expenses, copier lease and office supplies.
- \$15,000 – Building Maintenance: Updating electrical, plumbing, internal fire equipment, and repairing deteriorated facades and facia.

## **Summary**

The arts are a cornerstone of the tourism industry and vital to restoring local economies. The Texas Arts and Culture Industry has grown 30% over the past decade, generating \$6 billion for the Texas economy and nearly \$380 million in state sales tax revenue in 2021. Furthermore, creative sector employment is projected to increase by over 22%, or 205,000 net new jobs, by 2030.<sup>1</sup> Likewise, in the US, the nonprofit arts industry generated \$151.7 billion in economic activity in 2022—spending by organizations and their audiences—which supports 2.6 million jobs and generates \$29.1 billion in government revenue. Approximately 77% of tourism in the US is driven by the arts. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.<sup>3</sup>

Moving forward, by focusing on advocacy and development, The Arts Center will vigorously endeavor to grow and improve private funding efforts, fundraising projects, and events, as well as work to maintain its impact through critical programming.

We greatly appreciate the City of College Station’s continued generous support of our efforts. The arts are and will continue to be a crucial part of boosting the economy, driving tourism, and connecting people in College Station. Please do not hesitate to contact us at [lbowlin@acbv.org](mailto:lbowlin@acbv.org) or (979) 696-2787 ext. 1002 if you have any additional questions.

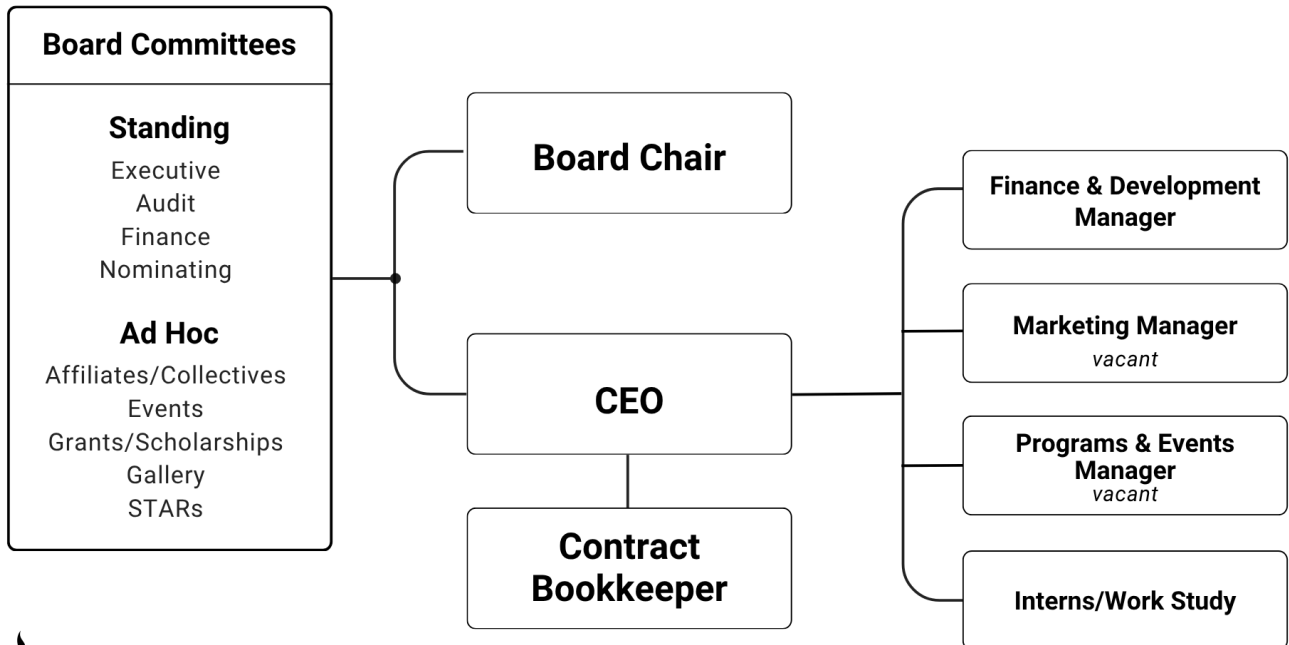
## References

1. *State of The Arts Report. (2023a). Texas Cultural Trust.*  
<https://txculturaltrust.org/what-we-do/artcan/sotar/>
2. *American Artists and the Role of Public Art in Economic Development. (2017, August 17). www.midamericaedc.org; MAEDC.*  
<https://www.midamericaedc.org/news/p/item/45180/american-artists-and-the-role-of-public-art-in-economic-development#:~:text=Today%2C%20public%20art%20is%20valued>
3. *Arts & Economic Prosperity 6. (2023, October 12). Americans for The Arts.*  
<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>
4. *The Creative Industries in Brazos Valley, TX. (2017). Americans for The Arts.*

**Attachments**

- Organization Chart
- Organization Bylaws
- FY24 Final and FY26 YTD Financial Statement
- FY25 Financial Statement
  - FY25 Audit is not complete at this time and will be submitted once complete.
- FY26 Approved Budget
- FY27 SLA Form
- Future Years SLA Form

Organizational Structure





## BYLAWS

Approved  
November 2006

Amended  
February 6, 2007

Amended  
May 2, 2007

Amended  
February 2008

Amended  
October 2008

Amended  
March/April 2009

Amended  
November 2012,  
December 2015,  
February 2017,  
September 2018

Amended  
December 2022

Amended January 2025



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## TERMS and DEFINITIONS

For the purposes of these Bylaws, and the ACBV Governing Documents of Financial Policies, Personnel Policies, and Standard Operating Procedures, the following definitions shall apply.

ACBV.....	The Arts Council of Brazos Valley dba The Arts Center of Brazos Valley.
Affiliate.....	Any organization with a designation of 501(c)(3) or 509(a) under the IRS Code that has undergone the application process and been duly approved by a vote of the then-current and eligible Board of Directors, including but not limited to arts, culture, heritage or educational organizations.
Audit.....	The annual examination and inspection of the finances, accounting procedures, and records to determine the accuracy with the intent of verification.
Board Member.....	Any duly elected member of the Board of Directors in good standing.
Director.....	Any member of the Board of Directors
Chief Executive Officer (CEO)...	The highest-ranking executive employed by the ACBV, with ultimate responsibility for making managerial decisions.
Ex-officio.....	Non-voting member of the board of directors.
In Good Standing .....	Any individual, organization, or business which has paid the applicable annual membership or affiliate fee and has no current or pending disciplinary penalty against them.
Lobbying.....	Any, and all, attempts to influence legislators and officials, whether by means of other legislators, constituents, or organized groups.
Member.....	Any individual or entity that has submitted personal contact information and paid an annual fee for membership to the ACBV.



- Representation..... The right and authority to serve as an official and authorized delegate for The ACBV.
- Representative..... Any individual or entity vested by the Board of Directors or CEO with the right and authority to act as a delegate or spokesperson of the ACBV in any forum public or private.
- Staff (Member)..... Any person employed by ACBV full-time, part-time, work-study, or intern.
- STARs..... A volunteer group that consists of members ACBV who devotes time to work on behalf of the ACBV without payment or compensation.
- Event Based Volunteer ..... A non-ACBV member who devotes time to work on behalf of the ACBV without payment or compensation.

These Bylaws for the Arts Council of Brazos Valley, Inc. were accepted and executed on \_\_\_\_\_ by the Board of Directors and in accordance with the laws of the State of Texas and Section 501(c)(3) and 509(a) of the Internal Revenue Code.



## Article I - ENTITY

The name of the organization shall be: THE ARTS COUNCIL OF BRAZOS VALLEY, dba The Arts Center of Brazos Valley hereinafter referred to as The ACBV.

**Art I Section I.** The ACBV shall have its registered and principal offices at:

4180 Highway 6 South  
College Station, TX 77845  
U.S.A.

**Art I Section II.** The ACBV may have other such offices as the Board may determine or as the officers or authorized staff of The ACBV may require from time to time.

**Art I Section III.** The ACBV will conduct business under the Federal Employer Identification Number:  
74-1672466

**Art I Section IV.** The ACBV shall keep correct and complete books and records of accounts and shall also keep minutes of the proceedings of its Board and shall keep at the principal office a record giving the names and addresses of its members of the Board. All books and records of The ACBV are available for review for any proper purpose given reasonable notice.

**Art I Section V. Organization Type:** The ACBV shall be a membership organization without stockholders, nor have shares issued. Membership guidelines as outlined below in Article V.

## Article II – EXISTENCE

**Art II Section I. Existence:** The ACBV shall have perpetual existence.

**Art II Section II. State of Business:** The ACBV shall exist as a public charity under the laws of the State of Texas.

**Art II Section III. Federal Jurisdiction:** The ACBV shall exist as a public charity under Section 501(c)(3).

**Art II Section IV. Mission Statement:** The Object of The ACBV shall be in accordance with the established mission statement:

***To make the arts accessible to all citizens and visitors in the Brazos***



***Valley through funding, promotion, advocacy, and partnership building.***

***Art II Section V. Service Area:*** The ACBV shall serve the residents, businesses, government agencies and visitors of the Brazos Valley, an area consisting of Brazos, Burleson, Grimes, Leon, Madison, Robertson and Washington counties as defined by The Council of Governments and the State of Texas.

## **Article III – PURPOSE**

***Art III Section I. Governance:*** The ACBV shall be governed and controlled by its Board of Directors as set forth below.

***Art III Section II. IRS Status:*** The ACBV is organized exclusively for charitable purposes, as relating to the Mission Statement outlined above, and in accordance with the laws of the State of Texas and Section 501(c)(3) of the Internal Revenue code.

***Art III Section III. Restrictions:*** The purpose of The ACBV is expressly limited by the restrictions set forth in Article III and Article IV of these Bylaws.

***Art III Section IV. Purpose:*** The purpose for which The ACBV is created is to perform certain functions traditionally associated with regional arts organizations. To accomplish this purpose, The ACBV shall be engaged in activities relating, but not limited to:

- a. Supporting and fostering the activities and programs of The ACBV's affiliate organizations.
- b. Recognizing a strong dynamic arts and cultural community benefits the entire community, The ACBV will directly involve itself in the community to create an environment where people want to live, work and play.
- c. Celebrating and promoting the arts, culture and heritage of the Brazos Valley.
- d. Celebrating and promoting the diversity and uniqueness of the Brazos Valley.
- e. Acting as the primary resource for residents, businesses and visitors seeking information on the arts, culture and heritage activities within the Brazos Valley.
- f. Representing the arts, culture and heritage of the Brazos Valley, often as the catalyst for business, programming and networking opportunities and representing the arts, cultural and heritage needs in the Brazos Valley.
- g. Acting as a collective voice, The ACBV will speak from a broad framework embracing resident, business, political, and tourist concerns.



- h. Fostering viable economic growth and activity in the community.
- i. The ACBV will provide programs for arts, culture and heritage-based organizations, both large and small, and advocate for pro-arts legislation while forming public and private alliances.
- j. The ACBV will provide leadership in civic and social programming through innovative programs addressing arts, culture and heritage concerns, education, crime prevention, business development and other community and development issues which have an impact upon the overall quality of life in the Brazos Valley.

**Art III Section V. Jurisdiction:** The ACBV recognizes it is expressly prohibited from engaging in any activity that would be inconsistent with the laws of the State of Texas and Section 501(c)(3).

**Art III Section VI. Activities:** None of the above-stated activities of The ACBV shall be construed as other than for the purposes of fostering the ideals set forth by the Mission Statement as outlined above.

## Article IV – RESTRICTIONS

**Art IV Section I. Earnings:** No part of the net earnings of The ACBV shall inure to the benefit of, or be distributed to, any member of the Board of Directors, CEO or any sponsor, donor, creator, director, officer, employee or other private persons, except that The ACBV shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in these Bylaws.

**Art IV Section II. Prohibitions:** Under the Internal Revenue Code, all Section 501(c)(3) organizations, and therefore The ACBV, are absolutely prohibited from the following political and legislative activity:

**Art IV Section II-A. Political Campaigns:** The ACBV is absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Contributions to political campaign funds or public statements of position (verbal or written) made on behalf of the organization in favor of or in opposition to any candidate for public office clearly violate the prohibition against political campaign activity.

**Art IV Section II-B. Lobbying:** No substantial part of the activities of The ACBV shall be the carrying on of propaganda, or otherwise attempting to influence legislation.

**Art IV Section II-C. Endorsements:** The ACBV shall not participate in or Intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office.



**Art IV Section III. Legal Governance:** Notwithstanding any other provision of these Bylaws, The ACBV shall not carry on any other activity not permitted to be carried on by:

- a. An organization exempt from federal income tax under Section 501(c)(3) or 509(a) of the Internal Revenue Code; or
- b. An organization, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code; or
- c. A charitable entity organized and governed under the laws of the State of Texas.

## **Article V - MEMBERSHIP**

**Art V Section I. Membership:** ACBV membership will consist of the following:

***Affiliate:*** Any organization with a designation of 501(c)(3) or 509(a) under the IRS Code that has undergone the application process and been duly approved by a vote of the then-current and eligible Board of Directors, including but not limited to arts, culture, heritage or educational organizations.

***General:*** Any individual or family living or working within the Brazos Valley may apply for general membership. This category of membership is designed solely for individuals looking to support the ACBV and gain access to member benefits. General members will remain in good standing upon payment of their annual dues in accordance with policies established by the Board.

***Corporate:*** Any for-profit organization may apply for corporate membership. Corporate members will remain in good standing upon payment of their annual dues in accordance with policies established by the Board.

***Termination of Membership:*** Membership may be terminated voluntarily by the member or involuntarily by the Board of The ACBV in accordance with rules of member conduct as enacted by the Board.

**Art V Section II.** All other benefits, rights, responsibilities and restrictions of memberships shall be developed and instituted by the CEO and are subject to approval by the Board of The ACBV.



## Article VI - GOVERNANCE

**Art VI Section I. Board of Directors:** The ACBV shall be governed by the Board of Directors.

**Art VI Section I-A. Composition:** The Board shall consist of no less than ten, nor more than seventeen, Board Members as follows:

- a) No less than ten (10) nor more than seventeen (17) Members chosen by vote of the existing Board in accordance with *Sections I-B. Eligibility, I-C. Election and I-D Term* as set forth below.
- b) The City of College Station may appoint a member of City Council to the Board of ACBV. The City of College Station may nominate 2 additional residents to apply subject to board election.
- c) Ex-Officio Members. The Board may appoint up to five (5) ex-officio members at any given time who may participate in Board meetings and discussions but have no voting or other rights of the Board Members; provided, however, ex-officio members shall not be allowed to participate in executive sessions of the Board. Ex-officio members shall not be counted to constitute a quorum of the Board.

**Art VI Section I-B. Eligibility for Board membership:** A Board Member must be a member of The ACBV in good standing and a resident of the Brazos Valley. Board members must disclose any potential conflicts of interest to the Board and recuse themselves from all discussion, influence or voting on matters concerning said conflict. Failure to comply with Council conflict of interest policies may result in immediate dismissal from the Board.

**Art VI Section I-C. Election:** The Nominating Committee shall present a list of nominees for Board Membership to the Board, either in person, in writing or electronically, no later than August 15th and to be voted on in the regularly scheduled Board Meeting in September. Members of the Board shall be elected by a simple majority of a quorum of Board members present at the September board meeting and shall be announced following the vote.

**Art VI Section I-D. Term:** Each Board Member shall serve a three-year term. Board Members may not serve more than two three-year terms consecutively. After serving two consecutive terms,



individuals will not be eligible to serve again until said individual has been off the Board for a minimum of one year

***Art VI Section I-E. Vacancy:*** Should a vacancy arise on the Board of Directors; the Executive Committee will nominate one or more persons to serve as a Director until the expiration of the term of office of the person vacating expires. These nominations will be presented to the President at the next succeeding meeting of the Board of Directors. A vote shall then be held, naming one person from the nominations presented by the Executive Committee for each vacancy. The President shall then offer the candidate selected the opportunity to serve as a Board Member.

***Art VI Section I-F. Removal:*** The Board may remove any Board Member, with or without cause, with a two-thirds majority vote of the current Board Members. Absence by any Board Member for two regularly scheduled full Board meetings per fiscal year is cause for dismissal of the absentee Board Member.

***Art VI Section I-G. Expectations, Duties and Responsibilities:***

1. Members are expected to review materials prior to convening the meeting and be prepared to discuss subject material at the meeting.
2. The Board shall regulate their duties among themselves.
3. Ensure financial oversight of The ACBV
4. Governance of The ACBV. Without prejudice to the other provisions of these Bylaws, The Board shall be responsible for supervising the policies of The ACBV and the actions of the CEO and the general course of events in The ACBV and the enterprise associated with it.
5. Employment and review of the CEO.
6. Assist the CEO by providing leadership, guidance and advice in the performance of his/her duties including solicitation of financial support.
7. Approval of an annual budget and changes thereto.
8. Use, maintenance and disposition of real property and equipment.
9. Procure resources to assist The ACBV to achieve its mission.
10. Board members are expected to support ACBV at the equivalent of \$1500 per year in any combination of event support or donation.

***Art VI Section I-H. Attendance at Board Meetings:***

1. Board members are expected to attend all regularly scheduled Board Meetings and specially called meetings as necessary.
2. All board meetings are open to the public, except when called into an executive session, by a majority vote of voting



- board members.
3. Any Board Member in good standing may attend an Executive Session. An Executive Session is closed to the public.

**Art VI Section II. Executive Committee of The ACBV:** Officers of The ACBV shall be the Executive Committee consisting of:

The Chair  
Vice-Chair  
Treasurer  
Secretary  
At Large

**Art VI Section II-A. Election:** The Nominating Committee shall present a list of nominees for additional Executive Committee members, in addition to those members identified in Article VI Section II, to the Board in person, writing or electronically, no later than August 15 and to be voted on in the regularly scheduled Board Meeting in September. Members of the Executive Committee shall be elected by a simple majority of a quorum of Board members present at the September board meeting and shall be announced following the vote.

**Art VI Section II-B. Term:** Officers will be elected for a one (1) year term.

**Art VI Section II-C. Removal:** The Board may remove any officer, with or without cause, with a two-thirds majority vote of the current Board Members.

**Art VI Section II-D. Duties and Responsibilities:** The Executive Committee shall regulate their duties among themselves. General duties will consist of:

The Chair shall preside at all meetings of the Board and shall have such other powers and perform such other duties as the Board shall designate or as may be provided in these Bylaws or applicable law. The Chair shall serve as Chairman of the Executive Committee and ex-officio member of all other committees.

The Vice-Chair may, in the Chair's absence or inability to act, exercise the powers of the Chair, except as otherwise determined by the Board.

The Treasurer shall consult with the CEO and make a financial report to the Board at each regularly scheduled meeting. The Treasurer shall also serve as a chair of the Budget Committee. All finances shall be governed by the Financial Policies and Procedures, as attached.



The Secretary shall ensure that a record of all Board minutes is maintained and shall perform other duties as authorized by the Chair.

At Large member shall provide leadership guidance and support and shall have such other powers and perform such other duties as the Executive Committee shall designate.

***Art VI Section II-E. Authorities and Representations:*** The Executive Committee, and its individual members, shall have the right and authority to represent The ACBV in any forum public or private, and has the authority to vest this power of representation to any active member of The ACBV provided a majority of the Executive Committee agree to authorize said power of representation. This authorization is subject to approval and/or revocation by the Board of Directors but does not empower said representative to enter into any agreement, financial or otherwise, on behalf of The ACBV.

***Art VI Section II-F. Reporting:*** The members of the Executive Committee shall provide, to the best of their knowledge and ability, all information requested by a member of The Board in accordance with the most current version of Robert's Rules of Order.

***Art VI Section II-G. Attendance:*** Members of the Executive Committee are expected to attend both executive committee and general board meetings. Board members attending Executive Committee meetings, and not duly elected members of the Executive Committee, shall have no Executive Committee voting privilege and must observe all Board mandates of confidentiality or be subject to dismissal from the ACBV Board in accordance with Section III-C. Confidentiality as outlined below.

***Art VI Section II-H. Vacancies:*** If one or more members of the Executive Committee are unable to discharge their duties, or one or more vacancies exist, the remaining member or members, shall be charged with the management of The ACBV until such time as a regular or special meeting of the Board can be called to vote for a replacement member of the Executive Committee. Vacancies among the officers shall be filled for the remainder of the term by a recommendation from the Executive Committee and is subject to approval by the Board.

***Art VI Section II-I. Advisory Board:*** An Advisory Board shall be formed to include supporters of ACBV who wish to be actively involved with ACBV and supportive of its operation and development. The purpose of the Advisory Board is to provide support to the Board and to promote the ACBV. The size, status and operation of the Advisory Board shall be reviewed annually at the Year-End meeting.

Members of the Advisory Board shall be appointed to a term of one (1) year by the Executive Committee. There is no limit to the number of consecutive terms an individual may serve on the Advisory Board.



Members of the Advisory Board may be appointed to Standing Committees or other committees contemplated by the Executive Committee.

***Art VI Section III. Representation:*** The Board, and its individual members, shall have the right and authority to represent and advocate for The ACBV in any forum public or private; with the following restrictions:

***Art VI Section III-A. Declarations:*** At no time may a Board member dictate, announce, discuss or otherwise publicly declare ACBV policy or programs without the express consent of the Board.

***Art VI Section III-B. Commitment of Resources:*** At no time may a Board member commit ACBV resources, financial or otherwise, without the expressed consent and approval of the Board.

***Art VI Section III-C. Confidentiality:*** It is understood that the business of The ACBV does include issues of potentially confidential information such as, but not limited to staff, private donations/donor, operations and personnel of affiliate organizations or legal actions. It is further understood that all business by and between the ACBV Board, CEO, and personnel may contain sensitive or proprietary information and every attempt should be made by all parties to keep such information in the strictest of confidence.

The Board reserves the right to enter into Executive Session during any regularly scheduled or special meetings of the Board. It is understood the information discussed in the Executive Session is to be considered strictly confidential.

At no time may any ACBV staff or personnel discuss the business of The ACBV with any individual or organizational representative other than a current Board member in good standing or the CEO, unless said staff or personnel is making a protected disclosure allowed law

***Art VI Section IV. Access:*** The CEO will create and maintain a secure digital file or cloud technology which will allow the Board Chair and treasurer access to all logins and passwords to all BVAC digital files and cloud-based software, along with the Board Treasurer.

***Art VI Section V. Register:*** A register shall be kept in The ACBV's office in which the names and addresses of all governing officers and the executive committee members are recorded. These records shall state the date on which they were elected and shall be kept up to date by the Secretary of the Board and the CEO.

***Art VI Section VI. Document Retention and Destruction Policy:*** The ACBV acknowledges responsibility to preserve information relating to finances, operations, personnel, programming, contracts, litigation, audits, investigations and other documents relating to the history, programs and operations of both the ACBV and current as well as past AFFILIATE



organizations. In accordance with the law.

## Article VII - COMMITTEES

**Art VII Section I. Committees/Ad hoc Committees:** There shall be the following standing committees: Executive, Budget, Audit, STARs and Nominating. Chair of The ACBV, with the approval of the Board of Directors, may determine and implement any such ad hoc committee(s) and its membership, including individuals regardless of ACBV Membership as determined to be necessary. Committees shall act in an advisory capacity to the Board of Directors. Actions taken by committees are subject to Board ratification and/or approval.

**Art VII Section II. Executive Committee:** The Executive Committee shall consist of the Officers of The ACBV as outlined in Article VI, Section II.

The Chair shall serve as Chairman of the Executive Committee. The Executive Committee shall consult with the CEO on all budgetary and policy matters and shall have powers of the Board in the governance of The ACBV, except in such matters as the Board has by resolution reserved unto itself. All actions by the Executive Committee shall be reported to the Board at its next meeting and shall be subject to approval by the Board.

**Art VII Section III. Budget Committee:** The Chair shall appoint the Treasurer and two Board Members to the Budget Committee. The Treasurer shall be the Chairman of the committee. The Budget Committee shall consult with the Chair and the CEO on all budgetary and business affairs of The ACBV and is charged with presenting an annual budget for consideration and approval by the Board. The term of office shall be one year.

**Art VII Section IV. Audit Committee:** The Audit Committee and Chairman shall consist of no less than three (3) and no more than five (5) ACBV Members elected to the committee by consensus of the Board during the first regularly scheduled meeting of the Board of the Fiscal Year: the October meeting. The term of office shall be one year. The audit committee shall be responsible for: researching and recommending to the Board the independent accounting firm responsible for the annual audit; working with the CEO and staff to coordinate and provide information required by the Board-selected independent accountant; oversee the annual audit and report to the Board, funders, Cities and general public the annual audit in conjunction with the Annual Report.

**Art VII Section V. Nominating Committee:** The Nominating Committee will consist of five ACBV members, including a board appointed chair. The term of office shall be one year. The committee is responsible for



presenting a slate for board members and Executive Committee by August 15<sup>th</sup> for vote at the annual meeting. As well as presenting nominations for any vacancies that occur throughout the year.

***Art VII Section VI. STARs Committee:*** The STARs Committee's mission is to support the Arts Council in making the arts accessible in the community and to raise awareness of the arts and cultural opportunities in the Brazos Valley through the coordination of the activities of the STARs general membership. The STARs general membership, approved by the STARs Committee, shall be comprised of Arts Council members in good standing who actively volunteer for and positively represent the organization. The STARs Executive Committee shall consist of seven (7) members including Chairman, Immediate Past Chairman, Secretary, Membership Coordinator, Volunteer Coordinator, Quarterly Meeting Coordinator, and Special Event Coordinator each serving a term of one (1) year, beginning October 1 and ending on September 30 annually. The STARs Committee slate shall be presented to the Board of Directors annually at the September Board meeting for approval. The STARs Committee shall consist of at least one (1) Arts Council Board member.

## **Article VIII – ACBV MEETINGS**

***Art VIII Section I. Annual Meeting:*** The Annual Meeting of The ACBV may be held at the beginning of the fiscal year for the purpose of announcing the newly elected Board members and officers to the membership.

***Art VIII Section II. Board of Directors Meetings:*** The Board shall meet a minimum of five times each year, at such hours, and in such place as shall be designated in the notice of the meeting or as agreed upon by a majority of the Board Members. Meetings do not have to be in person. Meetings can be conducted by phone conference or Zoom or other video meeting format.

***Art VIII Section III. Executive Committee meetings:*** The Executive Committee will meet from time to time as required at the call of the Chair.

***Art VIII Section III. Special Meetings:*** Special meetings of the Board may be called by the Chair. Special meetings may be conducted telephonically or electronically.

***Art VIII Section IV. Notice of Meetings:*** Notice of the Annual Meeting and regularly scheduled Board meetings shall be given at least seven working days prior to the date thereof. Notice of a special meeting of the Board shall be given in sufficient time for Board Members to convene. The notice shall specify the place, the day, and the time of the meeting, and for a special meeting, the purpose. If telephonically or electronically conducted, the day, time and purpose of the meeting shall be given in sufficient time



for members to participate with appropriate login credentials.

**Art VIII Section V. Quorum:** A simple majority of the current Board Members in good standing, excluding ex-officio members shall constitute a quorum for conducting business. If a quorum is not present at any meeting of Board Members, items can be discussed but no action can be taken.

## **Article IX – CHIEF EXECUTIVE OFFICER**

**Art IX Section I. CEO:** The Board shall employ a CEO for such period and upon such terms and conditions as the Board shall determine. The CEO shall be the executive director of the ACBV and shall have authority to employ and discharge employees, but only on the advice or consent of the board of Directors. The CEO shall exercise such other powers customarily given to the executive director of a business organization. The CEO is authorized to make expenditures as described in Article X. The CEO shall serve as *ex-officio* on all committees of The ACBV, without voting rights. The duties and responsibilities of the CEO shall be further defined by a Job Description. The Job Description shall be reviewed at least annually by the Board. All personnel matters related to the CEO shall be reviewed by the Executive Committee and are subject to ratification and/or approval by the Board of Directors.

## **Article X - FINANCIAL ADMINISTRATION**

**Art X Section I. Fiscal year:** The fiscal year of The ACBV shall begin on the first day of October and end on the last day of September each year.

**Art X Section II. Financial Policies and Procedures:** shall be as shown in the Financial Policies and Procedures document as attached to these bylaws.

**Art X Section III. Annual Audit:** Every year, following the audit committee's selection of an independent outside audit firm, and within three (3) months of the end of the fiscal year, unless this period is extended for a maximum of six (6) months by a special vote of the Board on account of special circumstances, the annual accounts shall be drawn up by the CEO and staff and delivered to the independent auditor for review. The audit committee shall cooperate with the audit firm to complete the audit and submit it to the Board for review and approval.

**Art X Section IV. Federal and State Filings:** It is the responsibility of the CEO in conjunction with the Treasurer, with notice provided to the Executive Committee, to file all appropriate financial and tax returns with governmental entities. These returns are to be filed in accordance with all rules and regulations of all appropriate taxing authorities regardless of



review and approval of annual financial statements by the Board.

**Art X Section V. Returns and Financial Records:** In keeping with Federal and State and City mandates, copies including electronic and digital of all financial statements and returns shall be recorded and kept at The ACBV's office and readily available for review by any individual who should request, regardless of affiliation with The ACBV.

**Art X Section VI. Contracts:** The CEO shall present to the Board for review and approval all ACBV contracts not included in the approved annual budget.

**Art X Section VII. Reimbursements:** The procedures for handling all reimbursable expenses incurred by The ACBV Board Members or staff shall be delineated in a separate Financial Policies and Procedures document.

**Art X Section VIII. Loans to Directors, Officers and Employees:** No loan shall be made by The ACBV to its officers or directors or employees.

## **Article XI – COMPENSATION AND INDEMNIFICATION**

**Art XI Section I. Severability:** If a provision of these By-Laws is or becomes illegal, invalid or unenforceable, that shall not affect the validity or enforceability of any other provision of these By-Laws.

**Art XI Section II. Compensation:** No compensation shall be paid to Board Members for their service. Board Members may be reimbursed for actual expenses incurred in the performance of their duties or may be paid for their services in a capacity other than as a Board Member, subject to approval by the Board.

## **Article XII – BYLAWS AND PERSONNEL POLICIES**

**Art XII Section I. Development of Bylaws:** The Board of Directors shall review and maintain the Bylaws of The ACBV.

**Art XII Section II. Ratification:** Adopted and ratification of the BYLAWS shall be by at least a 2/3 majority of the Board of Directors.

**Art XII Section III. Amendments:** The Board of Directors is authorized and empowered to alter, amend or repeal the Bylaws by a 2/3 majority of the Members of the Board of Directors in attendance at any duly called meeting of the board.



**Art XII Section V. Personnel Policies:** The Personnel Policies of The ACBV shall be developed and by the CEO and reviewed and approved by the Board of Directors.

**Art XII Section VI. State and Federal Laws:** No component of the Personnel Policies adopted pursuant to this Section shall be effective if it is inconsistent with The ACBV's mission, purpose or status as a not-for-profit charitable organization under the laws of the State of Texas and Section 501(c)(3) of the Internal Revenue code.

## Article XIII – CERTIFICATE OF SECRETARY

These BYLAWS for the Arts Council of Brazos Valley, Inc. were adopted and executed in the \_\_\_\_ day of January 2025 in College Station, TX.

\_\_\_\_\_ Julie Freeman, Secretary

\_\_\_\_\_ Grover Vos, Chair

\_\_\_\_\_ Elizabeth Cunha, Vice Chair

\_\_\_\_\_ Lallah Howard, Treasurer

\_\_\_\_\_ Warren Finch, At Large

\_\_\_\_\_ James Ball

\_\_\_\_\_ Carol Fox Henrichs

\_\_\_\_\_ Susan Marty

\_\_\_\_\_ Monika Pate

\_\_\_\_\_ Larry Zuber



## Ingram, Wallis & Co., P.C.

CERTIFIED PUBLIC ACCOUNTANTS

July 2, 2025

To the Board of Directors of the  
The Arts Center of Brazos Valley  
College Station, TX

We have audited the financial statements of The Arts Center of Brazos Valley for the year ended September 30, 2024, and have issued our report thereon dated July 2, 2025. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated November 19, 2024. Professional standards also require that we communicate to you the following information related to our audit.

### Significant Audit Matters

#### *Qualitative Aspects of Accounting Practices*

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by The Arts Center of Brazos Valley are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during fiscal year 2024. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

The financial statement disclosures are neutral, consistent, and clear.

#### *Difficulties Encountered in Performing the Audit*

We encountered no significant difficulties in dealing with management in performing and completing our audit.

#### *Corrected and Uncorrected Misstatements*

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. The attached schedule summarizes uncorrected misstatements of the financial statements. Management has determined that their effects are immaterial, both individually and in the aggregate, to the financial statements taken as a whole. The uncorrected misstatements or the matters underlying them could potentially cause future period financial statements to be materially misstated, even though, in our judgment, such uncorrected

misstatements are immaterial to the financial statements under audit. Also attached is a schedule that summarizes corrected misstatements of the financial statements.

*Disagreements with Management*

For purposes of this letter, a disagreement with management is a disagreement on a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

*Management Representations*

We have requested certain representations from management that are included in the management representation letter dated July 2, 2025.

*Management Consultations with Other Independent Accountants*

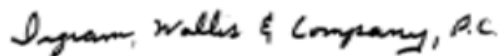
In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

*Other Audit Findings or Issues*

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and Management of The Arts Center of Brazos Valley and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,



Ingram, Wallis & Company, P.C.

**Summary of Uncorrected Misstatements**  
**Arts Council of the Brazos Valley, Inc.**  
**September 30, 2024**

	Financial Statement Classification				
	Assets	Liabilities	Net Assets	Revenues	Expenses
Reversal of Prior Year Effect	\$ -	\$ -	\$ (4,420)	\$ (943)	\$ 5,363
Membership Dues:Affiliates Membership				907	
Membership Dues:Business Membership				120	
Membership Dues:BV Collective Membership				155	
Membership Dues:Individual Membership				2,271	
Membership Dues:Artist and Hotels Membership				54	
Deferred Income		(3,507)			
<i>(To properly state deferred membership dues revenue)</i>					
Prepaid Advertising	3,006				
Unrestricted Net Assets			3,718		
Advertising, Printing, Promo.:HOT Advertising					(4,326)
Advertising, Printing, Promo.:Local Advertising					(2,398)
<i>(To properly state prepaid advertising expense)</i>					
Prepaid Insurance	6,863				
Occupancy:Insurance					(6,863)
<i>(To properly state prepaid insurance expense)</i>					
Accrued Interest Receivable	5,446				
Interest Income				(5,446)	
<i>(To record accrued interest receivable)</i>					
Right-of-Use (ROU) Asset	1,114				
Operating Lease Liability		(1,114)			
<i>(To record ROU asset and operating lease liability for copier lease)</i>					
Loss on LCM Adjustment					1,922
Art Inventory	(1,922)				
<i>(To properly state the value of the ending inventory)</i>					
Government Grants:Bryan HOT Reimbursements				3,000	
Due to COB - Reimbursements		(3,000)			
<i>(To properly state reimbursement to the City for unused funding)</i>					
	<u>\$ 14,507</u>	<u>\$ (7,621)</u>	<u>\$ (702)</u>	<u>\$ 118</u>	<u>\$ (6,302)</u>

**Summary of Corrected Misstatements**  
**Arts Council of the Brazos Valley, Inc.**  
**September 30, 2024**

	Financial Statement Classification				
	Assets	Liabilities	Net Assets	Revenues	Expenses
Depreciation Expense	\$ -	\$ -	\$ -	\$ -	\$ 62,631
Amortization Expense					6,667
Accumulated Depreciation	(62,631)				
Accumulated Amortization	(6,667)				
<i>(To record depreciation and amortization expense)</i>					
Loss on Disposal of Permanent Collection					137,843
Property & Equipment:Permanent Collection	(137,843)				
<i>(To correct the ending balance of the permanent collection)</i>					
Fundraising Events:Celebrate the Arts				(60,525)	
Fundraising Events:Celebrate the Arts Scholarship				(1,125)	
Accounts Receivable	5,000				
Deferred Income		56,650			
<i>(To properly state deferred income for CTA event)</i>					
Fundraising:Celebrate the Arts					34,323
In Kind Services and Donations Revenue				(34,323)	
<i>(To record in-kind donations for the CTA auctions)</i>					
	<u>\$ (202,141)</u>	<u>\$ 56,650</u>	<u>\$ -</u>	<u>\$ (95,973)</u>	<u>\$ 241,464</u>



## Ingram, Wallis & Co., P.C.

CERTIFIED PUBLIC ACCOUNTANTS

To the Board of Directors and  
Management of the  
The Arts Center of Brazos Valley  
College Station, TX

In planning and performing our audit of the financial statements of The Arts Center of Brazos Valley (the “Arts Center”) as of and for the year ended September 30, 2024, in accordance with auditing standards generally accepted in the United States of America, we considered the Arts Center’s system of internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization’s internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization’s internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and, therefore, material weaknesses or significant deficiencies may exist that were not identified. However, as discussed below, we identified a deficiency in internal control that we consider to be a material weakness and a deficiency that we consider to be a significant deficiency.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Organization’s financial statements will not be prevented, or detected and corrected, on a timely basis. We consider the following deficiencies in the Arts Center’s internal control to be a material weaknesses:

### Revenue Recognition

In the current fiscal year, the Arts Center did not make the necessary adjustment to reverse the prior year deferred revenue related to the 2023 Celebrate the Arts fundraising event. This resulted in an understatement of revenues. We recommend the Arts Council review income at year end to ensure receipts have been properly recorded.

### Depreciation Expense

During the course of the audit it was determined the Arts Center did not record depreciation expense for the fiscal year. This resulted in an understatement of expenses and accumulated depreciation. We recommend the Arts Center properly record depreciation expense each month in order to avoid understating expenses.

### Permanent Collection

During the course of the audit it was discovered the Arts Center approved significant changes to be made to the permanent collection but none of those changes were recorded on the books, resulting in an overstatement of assets. We recommend the Arts Center properly record any adjustments on the books that are needed during the fiscal year.

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiency in the Arts Center's internal control to be a significant deficiency:

#### Control over Financial Statements Preparation

It is important to note that a system of internal control includes controls over financial statement preparation, including footnote disclosures. We are currently preparing the financial statements, including footnote disclosures, which are presented in accordance with generally accepted accounting principles by utilizing the financial statements prepared by management in a format appropriate for the Arts Center's internal purposes. Management continues to have full responsibility for the financial statements and is responsible for designating an individual who possesses suitable skill, knowledge, or experience to review the statements prepared by us.

This communication is intended solely for the information and use of management and the Board of Directors, and others within the Organization, and is not intended to be, and should not be, used by anyone other than these specified parties.

*Ingram, Wallis & Company, P.C.*

Bryan, Texas  
July 2, 2025

The Arts Center of Brazos Valley  
Financial Statements

For the Years Ended September 30, 2024 and 2023



## Ingram, Wallis & Co., P.C.

CERTIFIED PUBLIC ACCOUNTANTS

### INDEPENDENT AUDITORS' REPORT

To the Board of Directors  
The Arts Center of Brazos Valley  
College Station, Texas 77845

#### **Opinion**

We have audited the accompanying financial statements of The Arts Center of Brazos Valley (a nonprofit organization), which comprise the statements of financial position as of September 30, 2024 and 2023, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The Arts Center of Brazos Valley as of September 30, 2024 and 2023, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

#### **Basis for Opinion**

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of The Arts Center of Brazos Valley and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### **Responsibilities of Management for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about The Arts Center of Brazos Valley's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

## **Auditors' Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of The Arts Center of Brazos Valley's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about The Arts Center of Brazos Valley's ability to continue as a going concern for a reasonable period of time.

We are required to communicate to those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

*Ingram, Wallis & Company, P.C.*

Bryan, Texas  
July 2, 2025

THE ARTS CENTER OF BRAZOS VALLEY  
Statement of Financial Position  
September 30, 2024 and 2023

	2024	2023
Assets		
Current Assets		
Cash and cash equivalents	\$ 128,950	\$ 145,924
Short-term investments (certificates of deposit)	240,962	370,825
Contributions receivable	74,685	72,100
Security investment	84,242	61,877
Other current assets	12,887	5,972
Total Current Assets	541,726	656,698
Property and Equipment		
Furniture and equipment	159,179	159,179
Building and building improvements	1,732,734	1,732,734
Land	392,430	392,430
Permanent collection	519,180	657,023
Accumulated depreciation	(336,290)	(273,659)
Net Property and Equipment	2,467,233	2,667,707
Intangible Assets		
Intangibles	20,000	20,000
Accumulated amortization	(8,333)	(1,667)
Net Intangible Assets	11,667	18,333
Other Assets		
Inventory of art	13,149	13,149
Investment held by Community Foundation of Brazos Valley	11,766	9,830
Total Other Assets	24,915	22,979
Total Assets	\$ 3,045,541	\$ 3,365,717

The accompanying notes are an integral part of these financial statements.

THE ARTS CENTER OF BRAZOS VALLEY  
Statement of Financial Position - Continued  
September 30, 2024 and 2023

	<u>2024</u>	<u>2023</u>
Liabilities and Net Assets		
Current Liabilities		
Accounts payable and accrued expenses	\$ 89,202	\$ 115,717
Current portion of long-term debt	42,128	40,387
Deferred revenue	<u>-</u>	<u>56,650</u>
Total Current Liabilities	<u>131,330</u>	<u>212,754</u>
Noncurrent Liabilities		
Long-term debt	<u>569,865</u>	<u>611,324</u>
Total Noncurrent Liabilities	<u>569,865</u>	<u>611,324</u>
Total Liabilities	<u>701,195</u>	<u>824,078</u>
Net Assets		
Without donor restrictions	1,979,988	2,115,991
With donor restrictions	<u>364,358</u>	<u>425,648</u>
Total Net Assets	<u>2,344,346</u>	<u>2,541,639</u>
Total Liabilities and Net Assets	<u>\$ 3,045,541</u>	<u>\$ 3,365,717</u>

The accompanying notes are an integral part of these financial statements.

THE ARTS CENTER OF BRAZOS VALLEY  
Statement of Activities  
For the Year Ended September 30, 2024

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Revenues and Other Support			
Gallery sales	\$ 12,757	\$ -	\$ 12,757
Investment income (loss)	31,341	-	31,341
Program services and sales	30,557	-	30,557
Rentals	10,034	-	10,034
Membership dues	16,146	-	16,146
Grants			
City of College Station	220,953	375,000	595,953
City of Navasota	1,612	35,630	37,242
Brazos County	10,000	-	10,000
State of Texas	8,000	7,500	15,500
Other	1,040	-	1,040
Private donors	8,279	-	8,279
In-kind contributions	34,323	-	34,323
Special events	228,969	-	228,969
Revenue released from restriction	<u>479,420</u>	<u>(479,420)</u>	<u>-</u>
Total revenues and other support	<u>1,093,431</u>	<u>(61,290)</u>	<u>1,032,141</u>
Expenses			
Program	768,370	-	768,370
Management and general	200,205	-	200,205
Fundraising	<u>123,016</u>	<u>-</u>	<u>123,016</u>
Total operating expenses	<u>1,091,591</u>	<u>-</u>	<u>1,091,591</u>
Loss on disposal of permanent collection items	<u>137,843</u>	<u>-</u>	<u>137,843</u>
Total expenses and losses	<u>1,229,434</u>	<u>-</u>	<u>1,229,434</u>
Change in Net Assets	<u>(136,003)</u>	<u>(61,290)</u>	<u>(197,293)</u>
Net Assets, beginning of year	<u>2,115,991</u>	<u>425,648</u>	<u>2,541,639</u>
Net Assets, end of year	<u>\$ 1,979,988</u>	<u>\$ 364,358</u>	<u>\$ 2,344,346</u>

The accompanying notes are an integral part of these financial statements.

THE ARTS CENTER OF BRAZOS VALLEY  
Statement of Activities - Continued  
For the Year Ended September 30, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
<b>Revenues and Other Support</b>			
Gallery sales	\$ 20,114	\$ -	\$ 20,114
Investment income (loss)	13,329	-	13,329
Program services and sales	22,515	-	22,515
Rentals	11,392	-	11,392
Membership dues	14,275	-	14,275
Grants			
City of College Station	168,700	375,300	544,000
City of Bryan	111,780	-	111,780
City of Navasota	-	28,800	28,800
Brazos County	10,000	-	10,000
State of Texas	5,500	1,950	7,450
Other	20,000	-	20,000
Private donors	16,651	-	16,651
In-kind contributions	5,871	-	5,871
Special events	47,596	-	47,596
Revenue released from restriction	547,990	(547,990)	-
Total revenues and other support	1,015,713	(141,940)	873,773
<b>Expenses</b>			
Program	771,536	-	771,536
Management and general	189,072	-	189,072
Fundraising	62,742	-	62,742
Total operating expenses	1,023,350	-	1,023,350
Loss on donation of inventory item	1,443	-	1,443
Total expenses and losses	1,024,793	-	1,024,793
Change in Net Assets	(9,080)	(141,940)	(151,020)
Net Assets, beginning of year	2,125,071	567,588	2,692,659
Net Assets, end of year	\$ 2,115,991	\$ 425,648	\$ 2,541,639

The accompanying notes are an integral part of these financial statements.

THE ARTS CENTER OF BRAZOS VALLEY  
Statements of Cash Flows  
For the Years Ended September 30, 2024 and 2023

	2024	2023
Cash Flows From Operating Activities		
Change in net assets	\$ (197,293)	\$ (151,020)
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation expense	62,631	50,319
Amortization expense	6,666	1,667
Net unrealized gains/losses on investments	(16,745)	(5,805)
Loss from donation of inventory	-	1,443
Loss on disposal of permanent collection items	137,843	-
Contribution of inventory	-	(660)
Change in operating assets and liabilities:		
Contributions receivable	(2,585)	6,756
Due from affiliates	-	14,801
Other current assets	(6,915)	(3,979)
Accounts payable and accrued liabilities	(26,515)	(64,967)
Reimbursements payable	-	(14,801)
Deferred revenue	(56,650)	56,650
Cash Used For Operating Activities	(99,563)	(109,596)
Cash Flows From Investing Activities		
Proceeds from sale of investments	155	144
Purchase of investments	(7,711)	(6,957)
Proceeds (Purchase) of certificates of deposit	129,863	(370,825)
Purchase of property and equipment	-	5,850
Purchase of intangibles	-	(20,000)
Cash Provided By (Used For) Investing Activities	122,307	(391,788)
Cash Flows From Financing Activities		
Payments on long-term debt	(39,718)	(38,493)
Cash Used For Financing Activities	(39,718)	(38,493)
Net Decrease In Cash	(16,974)	(539,877)
Cash at Beginning of Year	145,924	685,801
Cash at End of Year	\$ 128,950	\$ 145,924
Cash Paid During the Year For:		
Interest	\$ 26,414	\$ 27,639

The accompanying notes are an integral part of these financial statements.

# THE ARTS CENTER OF BRAZOS VALLEY

## Notes to the Financial Statements

September 30, 2024 and 2023

### Note 1 – Summary of Significant Accounting Policies

#### Nature of activities

The Arts Center of Brazos Valley (“the Arts Center”) was chartered as a non-profit corporation by the State of Texas on September 15, 1970. Formerly known as the Arts Council of Brazos Valley, Inc., the Arts Center changed its name effective September 19, 2024. The Arts Center has no stockholders or equity owners and is governed by a board of directors made up of community volunteers. The Arts Center is funded primarily by local governments from revenues derived from hotel-motel taxes. The Arts Center also receives revenue from membership dues. Membership is based on contribution levels and is open to the public.

The mission of the Arts Center is to take a pro-active role in promoting, enhancing, sustaining, and elevating the visibility of the performing, visual, and communications arts. The Arts Center strives to foster an appreciation of the involvement in the arts by all the people of the Brazos Valley and to encourage and support artists and art organizations as they strive to increase the excellence of the unique artistic products each offers.

#### Financial statement presentation

The financial statements of the Arts Center are presented in accordance with *FASB Accounting Standards Codification (FASB ASC) 958-205, Presentation of Financial Statements*. Under *ASC 958-205*, the Arts Center is required to report information regarding its financial position and activities according to the following two classes of net assets:

- *Without donor restrictions*: Net assets that are not restricted by donor-imposed stipulations. Expenses are reported as decreases in net assets without donor restriction. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in net assets without donor restriction, unless their use is restricted by explicit donor stipulation or by law. Net assets without donor restrictions are those currently available for use by the Arts Center or at the discretion of the Board of Directors for the Arts Center’s use.
- *With donor restrictions*: Net assets that are subject to donor-imposed stipulations, which limit their use by the Arts Center to a specific purpose and/or the passage of time. When a restriction is satisfied or expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions. Also included in this category are stipulations permanently imposed by the donor. Those net assets are not available for use in operations and limitations neither expire by fulfillment of a specific purpose and/or the passage of time.

## THE ARTS CENTER OF BRAZOS VALLEY

### Notes to the Financial Statements

September 30, 2024 and 2023

#### Note 1 – Summary of Significant Accounting Policies - Continued

##### Use of estimates

Management of the Arts Center has made a number of estimates and assumptions relating to the reporting of assets and liabilities to prepare these financial statements in conformity with generally accepted accounting principles. Actual results could differ from those estimates.

##### Concentrations

The Arts Center receives revenue from hotel-motel taxes collected by local governments in the Brazos Valley as well as funding from the City of College Station's general fund. The total funding received and percentage of total revenues received from the City of College Station, the City of Navasota, and Brazos County for the year ended September 30, 2024 was \$595,953 (58%), \$37,242 (4%) and \$10,000 (1%), respectively. The total funding received and percentage of total revenues received from the City of College Station, the City of Bryan, the City of Navasota, and Brazos County for the year ended September 30, 2023 was \$544,000 (63%), \$111,780 (13%), \$28,800 (3%), and \$10,000 (1%), respectively. A portion of these revenue sources allowed the Arts Center to provide grants to affiliate organizations.

##### Cash and cash equivalents

The Arts Center considers all highly liquid investments with a maturity of three months or less when purchased to be cash equivalents. Cash and cash equivalents are maintained in bank deposit accounts and were fully insured within the Federal Deposit Insurance Corporation insurance limits for the years ended September 30, 2024 and 2023, respectively.

##### Contributions

The Arts Center accounts for contributions in accordance with *FASB ASC 958-605, Revenue Recognition*. In accordance with *ASC 958-605*, contributions received are recorded as net assets with donor restrictions or net assets without donor restrictions, depending on the existence of any donor restrictions.

All donor-restricted support is reported as an increase in net assets with donor restrictions depending on the nature of the restriction. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. All current contributions receivable are expected to be received in less than one year.

## THE ARTS CENTER OF BRAZOS VALLEY

### Notes to the Financial Statements

September 30, 2024 and 2023

#### Note 1 – Summary of Significant Accounting Policies - Continued

##### Revenue Recognition

Revenue is recognized when promised goods or services are transferred to customers in an amount that reflects the consideration the Arts Center expects to be entitled to in exchange for those goods or services by following a five-step process: (1) identify the contract with a customer, (2) identify the performance obligations in the contract, (3) determine the transaction price, (4) allocate the transaction price, and (5) recognize revenue when or as the Arts Center satisfies a performance obligation, as further described below. The timing of revenue recognition, billings and cash collections resulted in contributions receivable totaling \$74,685 and \$72,100 and deferred revenue totaling \$0 and \$56,650 for the years ended September 30, 2024 and 2023, respectively. At October 01, 2022, contributions receivable totaled \$78,856 and there was no deferred revenue. Costs incurred to obtain a contract are expensed as incurred when the amortization period is less than a year.

##### Significant Judgements

Determining a measure of progress requires management to make judgments that affect the timing of revenue recognized. The Arts Center has determined the above methods provide a faithful depiction of the transfer of goods or services to the customer.

##### Membership dues

Individuals, affiliates, associates, and businesses can obtain a membership with the Arts Center at any time during the year. Each membership is valid for one year starting at the time of purchase. Memberships entitle the entity to various benefits with the Arts Center. Membership dues are recognized as revenue when received and is included in the contribution revenue on the Statement of Activities.

The membership dues receivable are reported at net realizable value, which is the amount management expects to collect from outstanding membership pledges. No allowance for credit losses has been recorded as management believes the receivable will be fully collected in the following fiscal year.

##### Event revenue

Event revenue is earned in the form of table sales, sponsorships, and ticket sales. These fees are paid prior to the event taking place and allow individuals and organizations to gain admission to the events. These payments are recognized as revenue at the time of the event. The Arts Center also receives revenue from the silent auctions held during various events. Once the payments are received and the goods are transferred to the individual, the revenue is recognized by the Arts Center at that point in time. Amounts received in advance for which the related events or services will occur in the subsequent year are recorded as deferred revenue. Event revenue is included in the contribution income on the Statement of Activities.

# THE ARTS CENTER OF BRAZOS VALLEY

## Notes to the Financial Statements

September 30, 2024 and 2023

### Note 1 – Summary of Significant Accounting Policies - Continued

#### Other revenues

Other streams of revenue include gallery sales, rental income, and program services and sales. Artwork displayed in the galleries is available for purchase and space in the Arts Center's facility is available to be rented at an agreed upon cost. Program services and sales include but are not limited to camps and workshops, art classes, etc. Revenue is recognized when payment is received from the customer and is included in the contribution revenue on the Statement of Activities.

#### Revenue from governmental entities

The Arts Center earns the majority of its revenue under funding agreements with the City of College Station, the City of Navasota, and Brazos County.

Per the terms of the two agreements with the City of College Station, the Arts Center is paid in consideration for its enhancement of the artistic and cultural life of its citizens and to make art accessible to all citizens in the Brazos Valley through funding, promotion, advocacy and partnership building. These revenues are recorded in either monthly or quarterly installments and paid by the City subject to the Arts Center's satisfactory performance and compliance with the terms of the agreement (output method). The Arts Center is required to refund to the City any fiscal year-end unused hotel tax revenue. The agreements with the City commenced October 1, 2023, and extended through September 30, 2024.

Per the terms of the agreement with the City of Navasota, the Arts Center is paid in consideration to fund local art grants for qualifying organizations making significant impacts on Navasota hotels and the local economy. These revenues are recorded in quarterly installments and paid by the City subject to the Arts Center's satisfactory performance and compliance with the terms of the agreement (output method). The Arts Center is required to refund to the City any fiscal year-end unused revenue. The agreement with the City commenced October 1, 2013 and will automatically renew on the first of October each calendar year.

Per the terms of the agreement with Brazos County, the Arts Center is paid in consideration to provide assistance to local arts organizations, provide programs involving education, cultural enrichment and heritage preservation of and for the County, and to foster creative learning, community involvement, and tourism. These revenues are recorded in one payment subject to the Arts Center's satisfactory performance and compliance with the terms of the agreement (output method). The agreement with the County commenced October 1, 2023, and extended through September 30, 2024.

## THE ARTS CENTER OF BRAZOS VALLEY

### Notes to the Financial Statements

September 30, 2024 and 2023

#### Note 1 – Summary of Significant Accounting Policies – Continued

##### Property and equipment

Donated property and equipment are recorded at fair market value provided by the donor at the date of the donation. Purchased property and equipment is recorded at cost. Expenditures for additions, major renewal, and betterments are capitalized, while maintenance and repairs are charged to expense as incurred. The Arts Center's capitalization threshold is \$1,000. Depreciation is recorded on the straight-line basis over the estimated useful lives of the various assets ranging from 3 to 39 years.

##### Inventory

Inventory consists of prints donated to the Arts Center and held for sale. Inventory is stated at the lower of the original donated value (fair value at the date of donation) or the estimated fair value as of the reporting date.

##### Advertising

Advertising costs are expensed as incurred. Advertising expense was \$38,826 and \$52,877 for the years ended September 30, 2024 and 2023, respectively.

##### Income tax status

The Arts Center is a not-for-profit organization exempt from federal income taxes under Internal Revenue Code 501(c)(3).

##### Fair value of financial instruments

The Arts Center considers the carrying amounts of cash, receivables and payables to approximate the fair value because of the short maturity of those instruments.

##### Functional allocation of expenses

The costs of providing program and other activities have been summarized on a functional basis in the statements of activities. Expenses directly attributable to a specific functional area are reported as expenses of those functional areas. A portion of payroll, advertising and travel expenses that benefit multiple functional areas have been allocated based on employee time records and supporting documentation. Expenses relating to the building benefit multiple functional areas and have been allocated based on the square footage of the gallery. Costs that are not readily allocable to any program service or fundraising activity are allocated entirely to management and general.

THE ARTS CENTER OF BRAZOS VALLEY

Notes to the Financial Statements

September 30, 2024 and 2023

Note 2 – Liquidity and Availability of Resources

As of September 30, 2024 and 2023, the Arts Center’s financial assets available within one year for general expenditure are as follows:

	<u>2024</u>	<u>2023</u>
Cash and cash equivalents	\$ 128,950	\$ 145,924
Investments	336,970	442,532
Other current assets	12,887	5,972
Contributions receivable	<u>74,685</u>	<u>72,100</u>
Total financial assets available within one year	<u>553,492</u>	<u>666,528</u>
Less amounts unavailable for general expenditure within one year, due to:		
Donor-restricted contributions	359,308	420,598
Donor-restricted endowment	<u>5,050</u>	<u>5,050</u>
Total amounts unavailable for general expenditure within one year	<u>364,358</u>	<u>425,648</u>
Total financial assets available to management for general expenditure within one year	<u>\$ 189,134</u>	<u>\$ 240,880</u>

The Arts Center manages its liquidity following three guiding principles:

- Operate within a prudent range of financial soundness and stability,
- Maintain adequate liquid assets, and
- Maintain sufficient reserves to provide reasonable assurance that ongoing operational expenditures can be met for the foreseeable future.

Note 3 – Federal Income Taxes

The Arts Center has adopted the provisions of *ASC 740, Income Taxes*. The Arts Center evaluates its uncertain tax position using the provisions of *ASC 450, Contingencies*. Accordingly, a loss contingency is recognized when it is probable that a liability has been incurred as of the date of the financial statements and the amount of the loss can be reasonably estimated. The amount recognized is subject to estimate and management judgement with respect to the likely outcome of each uncertain tax position. The amount that is ultimately sustained for an individual uncertain tax provision or for all uncertain tax positions in the aggregate could differ from the amount recognized.

# THE ARTS CENTER OF BRAZOS VALLEY

## Notes to the Financial Statements

September 30, 2024 and 2023

### Note 3 – Federal Income Taxes – Continued

Interest and penalties associated with uncertain tax positions are recognized as components of federal income tax expense. The Arts Center did not have any interest or penalties with regard to uncertain tax positions in 2024. The Arts Center is a tax-exempt, non-profit organization under Internal Revenue Code 501(c)(3); therefore, no provision or liability for federal income taxes has been included in the financial statements.

The Arts Center believes that its tax position regarding its status as a tax-exempt organization will remain significantly unchanged within the next twelve months.

### Note 4 – Permanent Collection

The Arts Center began its permanent collection in 1998. The collection consists of various donated or purchased works of art including sculptures and paintings and are stated at either cost if purchased or estimated fair value at the date of donation if donated. All items donated or purchased for the permanent collection are capitalized. The items making up the collection are housed either in the Arts Center building or at various locations around Bryan and College Station.

The Arts Center has an official arts collection policy which states proceeds from the disposal of permanent collection items are normally designated for additional collection acquisition. Any other uses must be approved by the President of the Board of Directors of the Arts Center. There were no sales of permanent collection items during fiscal years 2024 and 2023.

### Note 5 – Investments and Fair Value Measurements

The Arts Center estimates fair value using the guidance established by the *ASC 820, Fair Value Measurements*, which defines fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date in its principal market, or in the absence of a principal market, the most advantageous market for the investment or liability. The Arts Center accounts for its investments at fair value. *ASC 820, Fair Value Measurements*, establishes a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. This hierarchy consists of three broad levels:

- Level 1** Quoted prices in active markets for identical assets or liabilities.
- Level 2** Observable inputs other than Level 1 prices, such as quoted prices for similar assets or liabilities; quoted prices in markets that are not active; or other inputs that are observable or can be corroborated by observable market data for substantially the full term of the assets or liabilities.
- Level 3** Unobservable inputs that are supported by little or no market activity and that are significant to the fair value of the assets or liabilities.

THE ARTS CENTER OF BRAZOS VALLEY

Notes to the Financial Statements

September 30, 2024 and 2023

Note 5 – Investments and Fair Value Measurements – Continued

The investment of securities at Lincoln Investments is classified as Level 1 on the hierarchy. The Arts Center obtains fair value measurements for Level 1 investment securities from the investment manager. The fair value measurements for Level 1 investment securities consider observable data that may include quoted prices in active markets. The certificates of deposit are also classified as Level 1 on the hierarchy.

The investment held by the Community Foundation of the Brazos Valley is classified as Level 3 on the hierarchy. The valuation is based on the cost approach. The cost approach is based on the amount that currently would be required to replace the service capacity of an asset (current replacement cost). The value is provided by the Community Foundation of the Brazos Valley.

These valuation methods may produce a fair value that may not be indicative of net realizable value or reflective of future fair values. Furthermore, while the Arts Center believes its valuation methods are appropriate, the use of different methods or assumptions could result in a different fair value measurement at the reporting date.

The following table presents the fair value measurements of financial assets recognized in the accompanying Statement of Financial Position measured at fair value and the level within the ASC 820 fair value hierarchy in which the fair value measurements fall at September 30, 2024 and 2023.

Fair Value Measurements at September 30, 2024

Recurring basis:	<u>September 30, 2024</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>
Securities investment	\$ 84,242	\$ 84,242	\$ -	\$ -
Certificates of deposit	\$ 240,962	\$ 240,962	\$ -	\$ -
Investment held by the Community Foundation of the Brazos Valley	\$ 11,766	\$ -	\$ -	\$ 11,766

Fair Value Measurements at September 30, 2023

Recurring basis:	<u>September 30, 2023</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>
Securities investment	\$ 61,877	\$ 61,877	\$ -	\$ -
Certificates of deposit	\$ 370,825	\$ 370,825	\$ -	\$ -
Investment held by the Community Foundation of the Brazos Valley	\$ 9,830	\$ -	\$ -	\$ 9,830

THE ARTS CENTER OF BRAZOS VALLEY

Notes to the Financial Statements

September 30, 2024 and 2023

Note 5 – Investments and Fair Value Measurements – Continued

The following table presents additional information about assets measured at fair value on a recurring basis that have been measured using significant unobservable inputs (Level 3):

	<u>2024</u>	<u>2023</u>
Beginning balance	\$ 9,830	\$ 9,033
Total realized and unrealized gains included in changes in net assets	2,091	1,062
Additions to investments	-	-
Withdrawals	<u>(155)</u>	<u>(265)</u>
Ending balance	<u>\$ 11,766</u>	<u>\$ 9,830</u>

Increases and decreases to invested amounts are reported as investment income on the statement of activities. The Arts Center investment in the Community Foundation of the Brazos Valley includes unrealized gains of \$2,091 and \$1,062 for the years ended September 30, 2024 and 2023, respectively.

Note 6 – Endowment Funds

The Arts Center endowment is a sustaining nonprofit endowment fund that is held by the Community Foundation of the Brazos Valley (the “Foundation”). The return objectives and risk parameters and strategies employed for achieving objectives of the Foundation have been adopted by the Arts Center.

The initial investment from the Arts Center was \$5,000. As required by generally accepted accounting principles (GAAP), net assets associated with endowment funds are classified and reported based on the existence or absence of donor-imposed restrictions. The agency agreement states principal funds are to be held and the earnings of the funds are to be used for Arts Center operations.

Endowment Net Asset Composition by Type of Fund as of September 30, 2024:

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Donor-restricted endowment funds	<u>\$ 6,716</u>	<u>\$ 5,050</u>	<u>\$ 11,766</u>

THE ARTS CENTER OF BRAZOS VALLEY

Notes to the Financial Statements

September 30, 2024 and 2023

Note 6 – Endowment Funds - Continued

Changes in Endowment Net Assets for the Year Ended September 30, 2024:

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Endowment net assets, beginning of year	\$ 4,780	\$ 5,050	\$ 9,830
Investment return: Net appreciated (realized & unrealized)	2,091	-	2,091
Appropriation of endowment Assets for expenditure	<u>(155)</u>	<u>-</u>	<u>(155)</u>
Endowment net assets, end of year	<u>\$ 6,716</u>	<u>\$ 5,050</u>	<u>\$ 11,766</u>

Endowment Net Asset Composition by Type of Fund as of September 30, 2023:

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Donor-restricted endowment funds	<u>\$ 4,780</u>	<u>\$ 5,050</u>	<u>\$ 9,830</u>

Changes in Endowment Net Assets for the Year Ended September 30, 2023:

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Endowment net assets, beginning of year	\$ 3,983	\$ 5,050	\$ 9,033
Investment return: Net appreciated (realized & unrealized)	1,062	-	1,062
Appropriation of endowment Assets for expenditure	<u>(265)</u>	<u>-</u>	<u>(265)</u>
Endowment net assets, end of year	<u>\$ 4,780</u>	<u>\$ 5,050</u>	<u>\$ 9,830</u>

## THE ARTS CENTER OF BRAZOS VALLEY

### Notes to the Financial Statements

September 30, 2024 and 2023

#### Note 6 – Endowment Funds - Continued

##### Interpretation of Relevant Law

The Board of Directors of the Arts Center has interpreted the Texas Uniform Prudent Management of Institutional Funds Act (TUPMIFA) as requiring the preservation of the fair value of the original gift as of the gift date of the donor-restricted endowment funds absent explicit donor stipulations to the contrary. As a result of this interpretation, the Arts Center classifies as assets with donor restrictions (a) the original value of gifts donated to the permanent endowment, (b) the original value of subsequent gifts to the permanent endowment, and (c) accumulations to the permanent endowment made in accordance with the direction of the applicable donor gift instrument at the time the accumulation is added to the fund. The remaining portion of the donor-restricted endowment fund that is not classified in assets with donor restrictions is classified as assets without donor restrictions until those amounts are appropriated for expenditure by the organization in a manner consistent with the standard of prudence prescribed by TUPMIFA.

In accordance with TUPMIFA, the Arts Center considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds:

1. The duration and preservation of the fund
2. The purposes of the organization and the donor-restricted endowment fund
3. General economic conditions
4. The possible effect of inflation and deflation
5. The expected total return from income and the appreciation of investments
6. Other resources of the organization
7. The investment policies of the organization

##### Return Objectives and Risk Parameters

As noted above, the rate of return, risk parameters and strategies employed for achieving objectives of the Foundation have been adopted by the Arts Center. Investment objectives for the Foundation are defined in terms of risk and return. Portfolio risk comes primarily from the choice of allowable asset classes within the portfolio, the basic mix of asset classes chosen for investment allocation, and the risk level of individual securities selected within each asset class. The portfolio is managed with a moderate amount of risk and within the target allocations anticipated; the objective annual return for the portfolio is a 7-9% nominal rate of return. This objective return recognizes that the prior return experiences in the capital markets may reflect abnormal conditions and realizes that past performance of asset returns in no way guarantees or implies future performance in any asset class.

##### Strategies Employed for Achieving Objectives

To satisfy its long-term rate-of-return objectives, the portfolio is actively managed and the investment committee of the Foundation will prefer a value bias in equity securities and a maximum equity component of 70% of the portfolio. The portfolio is reviewed and rebalanced as necessary; however, no less than annually.

## THE ARTS CENTER OF BRAZOS VALLEY

### Notes to the Financial Statements

September 30, 2024 and 2023

#### Note 6 – Endowment Funds - Continued

##### Spending Policy and How the Investment Objectives Relate to Spending Policy

Distributions made from the Foundation are made in accordance with a payout rate established by the Trustees of the Foundation from time to time. Distributions will be made at least annually or more frequently as the parties may from time to time agree. A sustaining endowment fund is intended to be for the long-term support of a nonprofit. Therefore, extraordinary distributions to the nonprofit may be made from the Foundation at any time in any amount in accordance with the Foundation agreement. The Arts Center complies with TUPMIFA and has interpreted it to permit spending from underwater endowments in accordance with the prudent measurer required under the law.

#### Note 7 – In-kind Contributions and Donated Services

The Arts Center receives various forms of contributed nonfinancial assets. These are reported as contributions at their estimated fair value on the date of receipt and reported as expenses when utilized. The Arts Center values these in-kind contributions based upon estimates of fair market or wholesale values that would be received for selling the goods in their principal market considering their condition and utility for use at the time the goods are contributed by the donor. Donated in-kind contributions are either sold or distributed for program use. The Arts Center's contributed nonfinancial assets did not have donor-imposed restrictions. In fiscal years 2024 and 2023, the Arts Center received various donations for auction items at multiple events held by the Arts Center totaling \$34,323 and \$5,871.

No services were donated for the years ended September 30, 2024 and 2023. Donated services from volunteers performing clerical functions throughout the year are not recognized as contributions in the financial statements because the criteria for *ASC 958-605* are not met.

#### Note 8 – Retirement Plan

The Arts Center established a Simple IRA plan for eligible employees. Exempt and non-exempt employees with earnings in excess of \$5,000 annually shall be eligible to participate in and receive a dollar-for-dollar matching contribution of up to, but not exceeding 3% of their annual salary (excluding bonuses). During the year ended September 30, 2024, the Arts Center made matching contributions for a total expense of \$3,833 (\$2,989 at September 30, 2023).

THE ARTS CENTER OF BRAZOS VALLEY  
Notes to the Financial Statements  
For the Year Ended September 30, 2024

Note 9 - Expenses by Function

Certain costs have been allocated among the programs and supporting services benefited. The accompanying schedules of functional expenses report the detail by expense category which is then summarized in the accompanying Statement of Activities.

Functional Expenses For the Year Ended September 30, 2024

	<u>Program Services</u>		<u>Supporting Services</u>			<u>Total</u>
	<u>Promotion of the Arts</u>	<u>Total Program Services</u>	<u>Management and General</u>	<u>Fundraising</u>	<u>Total Supporting Services</u>	
Accounting and legal fees	\$ -	\$ -	\$ 23,859	\$ -	\$ 23,859	\$ 23,859
Advertising	37,320	37,320	-	1,506	1,506	38,826
Amortization expense	-	-	6,666	-	6,666	6,666
Bank and credit card charges	-	-	2,704	-	2,704	2,704
Depreciation expense	-	-	62,631	-	62,631	62,631
Dues and subscriptions	506	506	596	-	596	1,102
Equipment rental	-	-	2,330	-	2,330	2,330
Gallery expenses	15,995	15,995	-	-	-	15,995
Grants	409,630	409,630	-	-	-	409,630
Insurance	6,595	6,595	11,894	-	11,894	18,489
Interest	9,422	9,422	16,992	-	16,992	26,414
Intern fees	7,734	7,734	-	-	-	7,734
Miscellaneous expense	970	970	-	-	-	970
Occupancy	5,912	5,912	10,661	-	10,661	16,573
Payroll taxes	10,270	10,270	1,284	1,284	2,568	12,838
Postage and delivery	-	-	5	-	5	5
Programs and events	103,867	103,867	-	102,506	102,506	206,373
Repairs and maintenance	10,572	10,572	19,066	-	19,066	29,638
Salaries and benefits	140,820	140,820	17,603	17,603	35,206	176,026
Staff and board development	-	-	2,928	-	2,928	2,928
Supplies	-	-	2,863	-	2,863	2,863
Travel and meetings	936	936	117	117	234	1,170
Utilities	7,821	7,821	14,106	-	14,106	21,927
Information technology	-	-	3,900	-	3,900	3,900
	<u>\$ 768,370</u>	<u>\$ 768,370</u>	<u>\$ 200,205</u>	<u>\$ 123,016</u>	<u>\$ 323,221</u>	<u>\$ 1,091,591</u>

THE ARTS CENTER OF BRAZOS VALLEY  
Notes to the Financial Statements  
For the Year Ended September 30, 2024

Note 9 - Expenses by Function - Continued

Functional Expenses For the Year Ended September 30, 2023

	<b>Program Services</b>		<b>Supporting Services</b>			<b>Total</b>
	Promotion of the Arts	Total Program Services	Management and General	Fundraising	Total Supporting Services	
Accounting and legal fees	\$ -	\$ -	\$ 39,134	\$ -	\$ 39,134	\$ 39,134
Advertising	50,825	50,825	-	2,052	2,052	52,877
Amortization expense	-	-	1,667	-	1,667	1,667
Bank and credit card charges	-	-	2,553	-	2,553	2,553
Depreciation expense	-	-	50,319	-	50,319	50,319
Dues and subscriptions	759	759	894	-	894	1,653
Equipment rental	-	-	2,143	-	2,143	2,143
Gallery expenses	24,789	24,789	-	-	-	24,789
Grants	433,231	433,231	-	-	-	433,231
Insurance	5,480	5,480	9,883	-	9,883	15,363
Interest	9,859	9,859	17,780	-	17,780	27,639
Intern fees	11,722	11,722	-	-	-	11,722
Miscellaneous expense	927	927	-	-	-	927
Occupancy	2,446	2,446	4,411	-	4,411	6,857
Payroll taxes	11,037	11,037	1,380	1,380	2,760	13,797
Postage and delivery	-	-	503	-	503	503
Programs and events	57,938	57,938	-	40,328	40,328	98,266
Repairs and maintenance	1,964	1,964	3,542	-	3,542	5,506
Salaries and benefits	149,180	149,180	18,648	18,648	37,296	186,476
Staff and board development	-	-	8,604	-	8,604	8,604
Supplies	-	-	3,223	-	3,223	3,223
Travel and meetings	2,671	2,671	334	334	668	3,339
Utilities	8,708	8,708	15,704	-	15,704	24,412
Information technology	-	-	8,350	-	8,350	8,350
	<u>\$ 771,536</u>	<u>\$ 771,536</u>	<u>\$ 189,072</u>	<u>\$ 62,742</u>	<u>\$ 251,814</u>	<u>\$ 1,023,350</u>

THE ARTS CENTER OF BRAZOS VALLEY

Notes to the Financial Statements

September 30, 2024 and 2023

Note 10 – Notes Payable

Notes payable consists of the following at September 30, 2024:

4.05% construction note with VeraBank; total principal amount of \$739,511; principal and interest payments due monthly beginning June 14, 2021; note matures May 14, 2036; collateralized by property and improvements located at 4180 Highway 6 South, College Station, Texas with a net carrying value of \$1,852,645 at September 30, 2024.

Total long-term debt	\$ 611,993
Less current maturities	<u>42,128</u>
Net long-term debt	<u>\$ 569,865</u>

Amounts becoming due for the five years ending September 30, 2024, and thereafter are as follows:

2025	\$ 42,128
2026	43,869
2027	45,682
2028	47,518
2029	49,534
Thereafter	<u>383,262</u>
	<u>\$ 611,993</u>

For the years ended September 30, 2024 and 2023, interest expense related to the note payable was \$26,414 and \$27,639, respectively.

Note 11 – Related Party Transactions

Related parties consist of all affiliates of an organization, including management, board members, employees, and their families. For the year ended September 30, 2024, the Arts Center received contributions, membership dues, ticket sales, and sponsorships from various board members in the amount of \$3,805 and paid \$23 of artist commissions to board members. For the year ended September 30, 2023, the Arts Center received contributions, art sales, ticket sales, and sponsorships from various board members in the amount of \$3,175 and paid \$2,271 of artist commissions to board members.

THE ARTS CENTER OF BRAZOS VALLEY

Notes to the Financial Statements

September 30, 2024 and 2023

Note 12 – Restrictions on Net Assets

Net assets with donor restrictions at September 30, 2024 consist of the \$5,050 endowment fund with the Community Foundation of the Brazos Valley, \$1,254 for the Burleson Monument Fund, \$10,000 for the Navasota Project, \$63,750 for the Northgate Sculpture Fund, and \$284,304 for the capital campaign. Net assets with donor restrictions at September 30, 2023 consisted of the \$5,050 endowment fund with the Community Foundation of the Brazos Valley, \$1,254 for the Burleson Monument Fund, \$3,258 of funding due back to the City of Navasota, \$63,750 for the Northgate Sculpture Fund, \$1,900 for Celebrate the Arts scholarships, and \$350,436 for the capital campaign.

Note 13 – Subsequent Events

The Arts Center has evaluated subsequent events through July 2, 2025, the date which the financial statements were issued.

# The Arts Center of Brazos Valley

## Statement of Activity

October 2025 - February 2026

	TOTAL
<b>Revenue</b>	
43000 Contributed Income	235,403.74
44000 Program Service Revenue	106,534.08
46000 Other Revenue	6,388.00
46420 Interest Income	20.93
<b>Total 46000 Other Revenue</b>	<b>6,408.93</b>
Discounts given	4.02
<b>Total Revenue</b>	<b>\$348,350.77</b>
<b>GROSS PROFIT</b>	
	<b>\$348,350.77</b>
<b>Expenditures</b>	
60000 Grants & Scholarships	60,699.50
61000 Salaries and Related Expenses	
61100 Salaries & Wages	96,989.63
61200 Employer IRA Contributions	550.00
61400 Payroll taxes & fees	9,431.34
61600 Employer Health Ins. Contribution	763.65
<b>Total 61000 Salaries and Related Expenses</b>	<b>107,734.62</b>
62000 Fees for Services	
62100 Accounting Fees	5,250.00
62300 Legal and Professional Fees	46.44
<b>Total 62000 Fees for Services</b>	<b>5,296.44</b>
63000 Advertising, Printing, Promo.	18,550.10
64000 Programs	12,959.76
65000 Fundraising	6,732.48
66000 Office Expenses	1,608.76
66100 Information Technology	2,758.75
66200 Postage, Mailing Service	1,758.05
<b>Total 66000 Office Expenses</b>	<b>6,125.56</b>
67000 Gallery & Public Art Expense	33,186.81
68000 Occupancy	
68300 Insurance	4,121.87
68500 Mortgage Expense	10,205.17
68700 Repairs & Maintenance	11,702.10
68900 Utilities	10,006.75
<b>Total 68000 Occupancy</b>	<b>36,035.89</b>
69000 Travel & Mileage	138.89
80000 Other expenses	
80010 Artist Commission	5,927.20
80020 Bank Charges	1,469.92
80060 Meals	178.45

	TOTAL
80070 Memberships & Dues	120.00
<b>Total 80000 Other expenses</b>	<b>7,695.57</b>
<b>Total Expenditures</b>	<b>\$295,155.62</b>
NET OPERATING REVENUE	<b>\$53,195.15</b>
Other Expenditures	
90000 Misc. Other Expenses	620.60
<b>Total Other Expenditures</b>	<b>\$620.60</b>
NET OTHER REVENUE	<b>\$ -620.60</b>
NET REVENUE	<b>\$52,574.55</b>

# The Arts Center of Brazos Valley

## Statement of Financial Position

As of February 28, 2026

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10200 VB - Checking *3808	26,969.52
10210 VB - Savings *3816	2,510.66
10300 PayPal	15,546.04
10500 American Momentum Money Market	2,584.04
10600 American Funds	89,447.35
10800 Community Foundation of BV	12,688.33
<b>Total Bank Accounts</b>	<b>\$149,745.94</b>
Accounts Receivable	
11000 Accounts Receivable	29,084.93
11200 Pledges Receivable	0.00
11210 Discount on Pledge Receivable	0.48
<b>Total 11200 Pledges Receivable</b>	<b>0.48</b>
11500 Contributions Receivable	69,999.80
<b>Total 11000 Accounts Receivable</b>	<b>99,085.21</b>
<b>Total Accounts Receivable</b>	<b>\$99,085.21</b>
Other Current Assets	
12000 Undeposited Funds	5,510.29
12300 Art Inventory	13,149.00
12400 Prepaid Expenses	-1,162.81
<b>Total Other Current Assets</b>	<b>\$17,496.48</b>
<b>Total Current Assets</b>	<b>\$266,327.63</b>
Fixed Assets	
14000 Property & Equipment	
14100 Furniture and Equipment	160,565.90
14200 Buildings & Improvements	1,732,733.71
14300 Permanent Collection	519,180.02
14500 Land	392,430.00
14600 Intangibles	20,000.00
14900 Accum Depreciation	-336,290.37
14901 Accum Amortization	-8,333.34
<b>Total 14000 Property &amp; Equipment</b>	<b>2,480,285.92</b>
<b>Total Fixed Assets</b>	<b>\$2,480,285.92</b>

	TOTAL
Other Assets	
18000 Investments/Endowments	0.00
18041 Amarillo National Bank *7747CD	103,072.57
<b>Total 18000 Investments/Endowments</b>	<b>103,072.57</b>
<b>Total Other Assets</b>	<b>\$103,072.57</b>
<b>TOTAL ASSETS</b>	<b>\$2,849,686.12</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	42,522.39
<b>Total Accounts Payable</b>	<b>\$42,522.39</b>
Credit Cards	
21000 Wells Fargo Business Card - Boegner	-6.99
21100 VB Credit Card *6140	-42,270.92
21110 VB Credit Card *7825 (*0167)	20,863.89
21120 VB Credit Card (*3592)	23,636.22
<b>Total 21100 VB Credit Card *6140</b>	<b>2,229.19</b>
<b>Total Credit Cards</b>	<b>\$2,222.20</b>
Other Current Liabilities	
23000 Payroll Liabilities	0.00
23100 Federal Tax Payable	153.54
23200 Texas Unemployment Payable	910.66
23300 Simple IRA Payable	773.82
23500 Guardian Insurance Payable	-521.17
23700 Accrued Compensated Absences	4,029.94
<b>Total 23000 Payroll Liabilities</b>	<b>5,346.79</b>
25000 Deferred Income	0.14
26200 Due to COCS- Reimbursements	-42.88
26300 Due to COB - Reimbursements	-3,000.00
28000 Sales Tax Payable	0.00
28100 Sales Tax Payable - Current	17.98
<b>Total 28000 Sales Tax Payable</b>	<b>17.98</b>
<b>Total Other Current Liabilities</b>	<b>\$2,322.03</b>
<b>Total Current Liabilities</b>	<b>\$47,066.62</b>
Long-Term Liabilities	
29300 NP - Vera Bank	553,040.67
29900 Northgate Sculpture Fund	13,750.00
<b>Total Long-Term Liabilities</b>	<b>\$566,790.67</b>
<b>Total Liabilities</b>	<b>\$613,857.29</b>
Equity	
31000 Net Assets - Donor Restricted	425,648.00
32000 Unrestricted Net Assets	1,757,606.28

	TOTAL
Net Revenue	52,574.55
<b>Total Equity</b>	<b>\$2,235,828.83</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,849,686.12</b>

# The Arts Center of Brazos Valley

## Budget vs. Actuals: Budget FY25-26\_P&L - FY26 P&L Classes

October 2025 - February 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Revenue</b>				
43000 Contributed Income	235,403.74	814,906.00	-579,502.26	28.89 %
44000 Program Service Revenue	106,534.08	355,500.00	-248,965.92	29.97 %
46000 Other Revenue	6,388.00	20,000.00	-13,612.00	31.94 %
46420 Interest Income	20.93	22,000.00	-21,979.07	0.10 %
<b>Total 46000 Other Revenue</b>	<b>6,408.93</b>	<b>42,000.00</b>	<b>-35,591.07</b>	<b>15.26 %</b>
Discounts given	4.02		4.02	
<b>Total Revenue</b>	<b>\$348,350.77</b>	<b>\$1,212,406.00</b>	<b>\$ -864,055.23</b>	<b>28.73 %</b>
<b>GROSS PROFIT</b>	<b>\$348,350.77</b>	<b>\$1,212,406.00</b>	<b>\$ -864,055.23</b>	<b>28.73 %</b>
<b>Expenditures</b>				
60000 Grants & Scholarships	60,699.50	436,800.00	-376,100.50	13.90 %
61000 Salaries and Related Expenses		267,473.41	-267,473.41	
61100 Salaries & Wages	96,989.63		96,989.63	
61200 Employer IRA Contributions	550.00		550.00	
61400 Payroll taxes & fees	9,431.34		9,431.34	
61600 Employer Health Ins. Contribution	763.65		763.65	
<b>Total 61000 Salaries and Related Expenses</b>	<b>107,734.62</b>	<b>267,473.41</b>	<b>-159,738.79</b>	<b>40.28 %</b>
62000 Fees for Services				
62100 Accounting Fees	5,250.00	32,500.00	-27,250.00	16.15 %
62200 Contractor Fee		5,000.00	-5,000.00	
62300 Legal and Professional Fees	46.44		46.44	
<b>Total 62000 Fees for Services</b>	<b>5,296.44</b>	<b>37,500.00</b>	<b>-32,203.56</b>	<b>14.12 %</b>
63000 Advertising, Printing, Promo.	18,550.10	55,740.00	-37,189.90	33.28 %
64000 Programs	12,959.76	24,000.00	-11,040.24	54.00 %
65000 Fundraising	6,732.48	70,500.00	-63,767.52	9.55 %
66000 Office Expenses	1,608.76	9,500.00	-7,891.24	16.93 %
66100 Information Technology	2,758.75	8,000.00	-5,241.25	34.48 %
66200 Postage, Mailing Service	1,758.05	650.00	1,108.05	270.47 %
<b>Total 66000 Office Expenses</b>	<b>6,125.56</b>	<b>18,150.00</b>	<b>-12,024.44</b>	<b>33.75 %</b>
67000 Gallery & Public Art Expense	33,186.81	91,000.00	-57,813.19	36.47 %
68000 Occupancy				
68300 Insurance	4,121.87	17,000.00	-12,878.13	24.25 %
68500 Mortgage Expense	10,205.17	66,000.00	-55,794.83	15.46 %
68700 Repairs & Maintenance	11,702.10	41,160.00	-29,457.90	28.43 %
68900 Utilities	10,006.75	26,000.00	-15,993.25	38.49 %
<b>Total 68000 Occupancy</b>	<b>36,035.89</b>	<b>150,160.00</b>	<b>-114,124.11</b>	<b>24.00 %</b>
69000 Travel & Mileage	138.89	3,000.00	-2,861.11	4.63 %
80000 Other expenses				
80010 Artist Commission	5,927.20	8,000.00	-2,072.80	74.09 %
80020 Bank Charges	1,469.92	4,250.00	-2,780.08	34.59 %
80040 Donor Development		600.00	-600.00	
80060 Meals	178.45	500.00	-321.55	35.69 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
80070 Memberships & Dues	120.00	1,250.00	-1,130.00	9.60 %
<b>Total 80000 Other expenses</b>	<b>7,695.57</b>	<b>14,600.00</b>	<b>-6,904.43</b>	<b>52.71 %</b>
<b>Total Expenditures</b>	<b>\$295,155.62</b>	<b>\$1,168,923.41</b>	<b>\$ -873,767.79</b>	<b>25.25 %</b>
NET OPERATING REVENUE	<b>\$53,195.15</b>	<b>\$43,482.59</b>	<b>\$9,712.56</b>	<b>122.34 %</b>
Other Expenditures				
90000 Misc. Other Expenses	620.60		620.60	
<b>Total Other Expenditures</b>	<b>\$620.60</b>	<b>\$0.00</b>	<b>\$620.60</b>	<b>0.00%</b>
NET OTHER REVENUE	<b>\$ -620.60</b>	<b>\$0.00</b>	<b>\$ -620.60</b>	<b>0.00%</b>
NET REVENUE	<b>\$52,574.55</b>	<b>\$43,482.59</b>	<b>\$9,091.96</b>	<b>120.91 %</b>

# Statement of Financial Position

## The Arts Center of Brazos Valley

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
10100 Wells Fargo Business Checking *8775	0.00
10200 VB - Checking *3808	28,156.77
10210 VB - Savings *3816	5,084.01
10220 VB - ICS *8164	0.00
10300 PayPal	21,000.39
10350 Venmo	0.00
10500 American Momentum Money Market	2,568.66
10600 American Funds	101,770.71
10700 Cash in Drawer	0.00
10800 Community Foundation of BV	12,688.33
<b>Total for Bank Accounts</b>	<b>\$171,268.87</b>
Accounts Receivable	
11000 Accounts Receivable	-\$64.92
11200 Pledges Receivable	\$0.00
11210 Discount on Pledge Receivable	0.48
<b>Total for 11200 Pledges Receivable</b>	<b>\$0.48</b>
11400 Grants Receivable	0.00
11500 Contributions Receivable	69,999.80
11600 Due from Affiliates	0.00
<b>Total for 11000 Accounts Receivable</b>	<b>\$69,935.36</b>
<b>Total for Accounts Receivable</b>	<b>\$69,935.36</b>
Other Current Assets	
12000 Undeposited Funds	8,009.82
12300 Art Inventory	13,149.00
12400 Prepaid Expenses	-1,162.81
<b>Total for Other Current Assets</b>	<b>\$19,996.01</b>
<b>Total for Current Assets</b>	<b>\$261,200.24</b>
Fixed Assets	
14000 Property & Equipment	
14100 Furniture and Equipment	160,565.90
14200 Buildings & Improvements	1,732,733.71
14300 Permanent Collection	519,180.02
14500 Land	392,430.00
14600 Intangibles	20,000.00
14900 Accum Depreciation	-336,290.37
14901 Accum Amortization	-8,333.34
<b>Total for 14000 Property &amp; Equipment</b>	<b>\$2,480,285.92</b>
14104 Construction in Progress	0.00
<b>Total for Fixed Assets</b>	<b>\$2,480,285.92</b>

# Statement of Financial Position

## The Arts Center of Brazos Valley

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<hr/>	
Other Assets	
18000 Investments/Endowments	\$0.00
18040 Amarillo National Bank *6163CD	0.00
18041 Amarillo National Bank *7747CD	103,072.57
<b>Total for 18000 Investments/Endowments</b>	<b>\$103,072.57</b>
<b>Total for Other Assets</b>	<b>\$103,072.57</b>
<b>Total for Assets</b>	<b>\$2,844,558.73</b>
<hr/>	
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	10,233.55
20100 Grants Payable	0.00
<b>Total for Accounts Payable</b>	<b>\$10,233.55</b>
Credit Cards	
21000 Wells Fargo Business Card - Boegner	-6.99
21100 VB Credit Card *6140	-\$36,733.26
21110 VB Credit Card *7825 (*0167)	20,863.89
21120 VB Credit Card (*3592)	18,429.90
<b>Total for 21100 VB Credit Card *6140</b>	<b>\$2,560.53</b>
<b>Total for Credit Cards</b>	<b>\$2,553.54</b>
Other Current Liabilities	
23000 Payroll Liabilities	\$0.00
23100 Federal Tax Payable	153.54
23200 Texas Unemployment Payable	305.53
23300 Simple IRA Payable	694.60
23400 Blue Cross Blue Shield Payable	0.00
23500 Guardian Insurance Payable	-161.94
23600 HSA Payable	0.00
23700 Accrued Compensated Absences	4,029.94
23800 Direct Deposit Liabilities	0.00
<b>Total for 23000 Payroll Liabilities</b>	<b>\$5,021.67</b>
25000 Deferred Income	0.14
26200 Due to COCS- Reimbursements	-42.88
26300 Due to COB - Reimbursements	-3,000.00
28000 Sales Tax Payable	\$0.00
28100 Sales Tax Payable - Current	74.67
<b>Total for 28000 Sales Tax Payable</b>	<b>\$74.67</b>
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable (do not use)	0.00
Sales Tax Payable (do not use)	0.00
Square Sales Tax Payable (do not use)	0.00
State Comptroller Payable (do not use)	0.00

# Statement of Financial Position

## The Arts Center of Brazos Valley

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Total for Other Current Liabilities</b>	<b>\$2,053.60</b>
<b>Total for Current Liabilities</b>	<b>\$14,840.69</b>
Long-term Liabilities	
29300 NP - Vera Bank	570,390.40
29900 Northgate Sculpture Fund	63,750.00
<b>Total for Long-term Liabilities</b>	<b>\$634,140.40</b>
<b>Total for Liabilities</b>	<b>\$648,981.09</b>
Equity	
30000 Opening Bal Equity	0.00
31000 Net Assets - Donor Restricted	425,648.00
32000 Unrestricted Net Assets	1,918,645.87
Net Income	-148,716.23
<b>Total for Equity</b>	<b>\$2,195,577.64</b>
<b>Total for Liabilities and Equity</b>	<b>\$2,844,558.73</b>

**The Arts Council of Brazos Valley  
FY 2026 Proposed Budget  
Approved on 11.11.25**

<b>Revenue</b>	
<b>Contributed Income</b>	
<b>Donations Unrestricted</b>	<b>\$ 15,000.00</b>
<b>Membership Dues</b>	
Affiliate Membership	\$ 3,000.00
Corporate Membership	\$ 8,000.00
Individual Membership	\$ 10,000.00
<b>Total Membership Dues</b>	<b>\$ 21,000.00</b>
<b>Fundraising Events</b>	
Celebrate the Arts	\$ 125,000.00
Celebrate the Arts Scholarship (restricted for 2027 distribution)	\$ 30,000.00
Total Celebrate the Arts	\$ 155,000.00
Boots & BBQ	\$ 10,000.00
Empty Bowls, Jr.	\$ 20,000.00
<del>Gallery Dinners &amp; Events</del> ACBV Events	\$ 20,000.00
Holiday Market & Wreath Auction	\$ 8,000.00
Messina Hof Wine Label Competition	\$ 4,000.00
Stories at the Gallery	\$ 6,000.00
<b>Total Fundraising Events</b>	<b>\$ 223,000.00</b>
<b>Government Grants</b>	
Brazos County	12,000.00
City of Bryan	\$ 10,000.00
College Station Gen	\$ 35,000.00
College Station HOT	583,406.00
Navasota HOT	\$ 48,500.00
TCA, HTX, HEB, Etc.	40,000.00
<b>Total Government Grants</b>	<b>728,906.00</b>
<b>Foundation &amp; Trust Grants</b>	<b>50,000.00</b>
<b>Total Contributed Income</b>	<b>1,037,906.00</b>
<b>Program Service Revenue</b>	
<b>Camps &amp; Workshops</b>	
Adult Workshops	\$ 3,500.00
Children Camps	\$ 40,000.00
<b>Total Camps &amp; Workshops</b>	<b>\$ 43,500.00</b>
<b>Community Events</b>	<b>\$ 2,000.00</b>
<b>Public Art</b>	<b>\$ 77,000.00</b>
<b>Total Program Service Revenue</b>	<b>\$ 122,500.00</b>
<b>Art Sales</b>	<b>\$ 7,000.00</b>
<b>Merchandise Sales</b>	<b>\$ 3,000.00</b>
<b>Other Revenue</b>	
Investments (American Funds & Community Foundation)	\$ 12,000.00
Rentals (Studio & Event Spaces)	\$ 20,000.00
<b>Miscellaneous Revenue</b>	
Payroll Credit	
Interest Income (Amarillo Income)	\$ 10,000.00
<b>Total Miscellaneous Revenue</b>	<b>\$ 10,000.00</b>
<b>Total Other Revenue</b>	<b>\$ 42,000.00</b>
<b>Total Revenue</b>	<b>1,212,406.00</b>
<b>Gross Profit</b>	<b>1,212,406.00</b>
<b>Expenditures</b>	
<b>Grants &amp; Scholarships</b>	
<b>Grants</b>	
College Station Grants (HOT)	\$ 375,000.00
Navasota Grants	\$ 28,800.00
Rural Grants	\$ 8,000.00
<b>Total Grants</b>	<b>\$ 411,800.00</b>
<b>Scholarships (CTA)</b>	<b>\$ 25,000.00</b>
<b>Total Grants &amp; Scholarships</b>	<b>\$ 436,800.00</b>
<b>Salaries and Related Expenses</b>	
<b>Salaries &amp; Wages</b>	
<b>Employer IRA Contributions</b>	
<b>Payroll Taxes &amp; Fees</b>	

Employer Health Ins. Contribution	
<b>Total Salaries and Related Expenses</b>	<b>\$ 267,473.41</b>
<b>Fees for Services</b>	
Accounting Fees	32,500.00
Contractor Fee	\$ 5,000.00
Legal Fees	
<b>Total Fees for Services</b>	<b>\$ 37,500.00</b>
<b>Advertising, Printing, Promo.</b>	
Tourism Marketing (inc. intern/work study production)	53,240.00
Affiliate Advertising	\$ 2,500.00
<b>Total Advertising, Printing, Promo.</b>	<b>\$ 55,740.00</b>
<b>Programs</b>	
ART for Life	\$ 13,000.00
<b>Camps &amp; Workshops</b>	
Adult Workshop Expense	\$ 1,500.00
Children Camp Expense	\$ 9,000.00
<b>Total Camps &amp; Workshops</b>	<b>\$ 10,500.00</b>
Community Events	\$ 500.00
<del>Gallery/Exhibits</del>	<del>\$</del>
<b>Public Art Public Art/Exhibits</b>	<b>\$ 91,000.00</b>
Special Exhibits	
Programs-Other	
<b>Total Programs</b>	<b>\$ 115,000.00</b>
<b>Fundraising</b>	
Boots & BBQ	\$ 5,000.00
Celebrate the Arts	\$ 50,000.00
Empty Bowls, Jr.	\$ 10,000.00
Gallery Dinners & Events	\$ 8,000.00
Holiday Market & Wreath Auction	\$ 500.00
Messina Hof Wine Label Competition	\$ 500.00
Stories at the Gallery	\$ 1,500.00
<b>Total Fundraising</b>	<b>\$ 75,500.00</b>
<b>Office Expenses</b>	
General Office Expenses	\$ 3,500.00
Information Technology	\$ 8,000.00
Postage, Mailing Service	\$ 650.00
<b>Total Office Expenses</b>	<b>\$ 12,150.00</b>
<b>Occupancy</b>	
Facilities & Equipment Rental	\$ 3,000.00
Insurance	\$ 17,000.00
Janitorial	\$ 11,160.00
Mortgage Expense (Interest)	\$ 26,000.00
Mortgage Expense (Principal)	\$ 40,000.00
Pest Control	\$ 500.00
Repairs & Maintenance	\$ 25,000.00
Security	\$ 1,500.00
Utilities	\$ 26,000.00
<b>Total Occupancy</b>	<b>\$ 150,160.00</b>
<b>Mileage</b>	<b>\$ 3,000.00</b>
<b>Other expenses</b>	
Artist/Exhibitor Commission	\$ 8,000.00
<b>Bank Charges &amp; Fees</b>	
Bank Charges	\$ 2,500.00
PayPal Fees	\$ 1,750.00
<b>Total Bank Charges &amp; Fees</b>	<b>\$ 4,250.00</b>
<b>Donated Goods and Services</b>	
Donor Development	\$ 600.00
Investment Losses	
Meals	\$ 500.00
Memberships & Dues	\$ 1,250.00
Training & Development	\$ 1,000.00
Other Costs	
<b>Total Other expenses</b>	<b>\$ 15,600.00</b>
<b>Total Expenditures</b>	<b>1,168,923.41</b>
<b>Net Operating Revenue</b>	<b>43,482.59</b>

## Civic Dashboard

Jan 1 - Dec 31, 2025

Property:

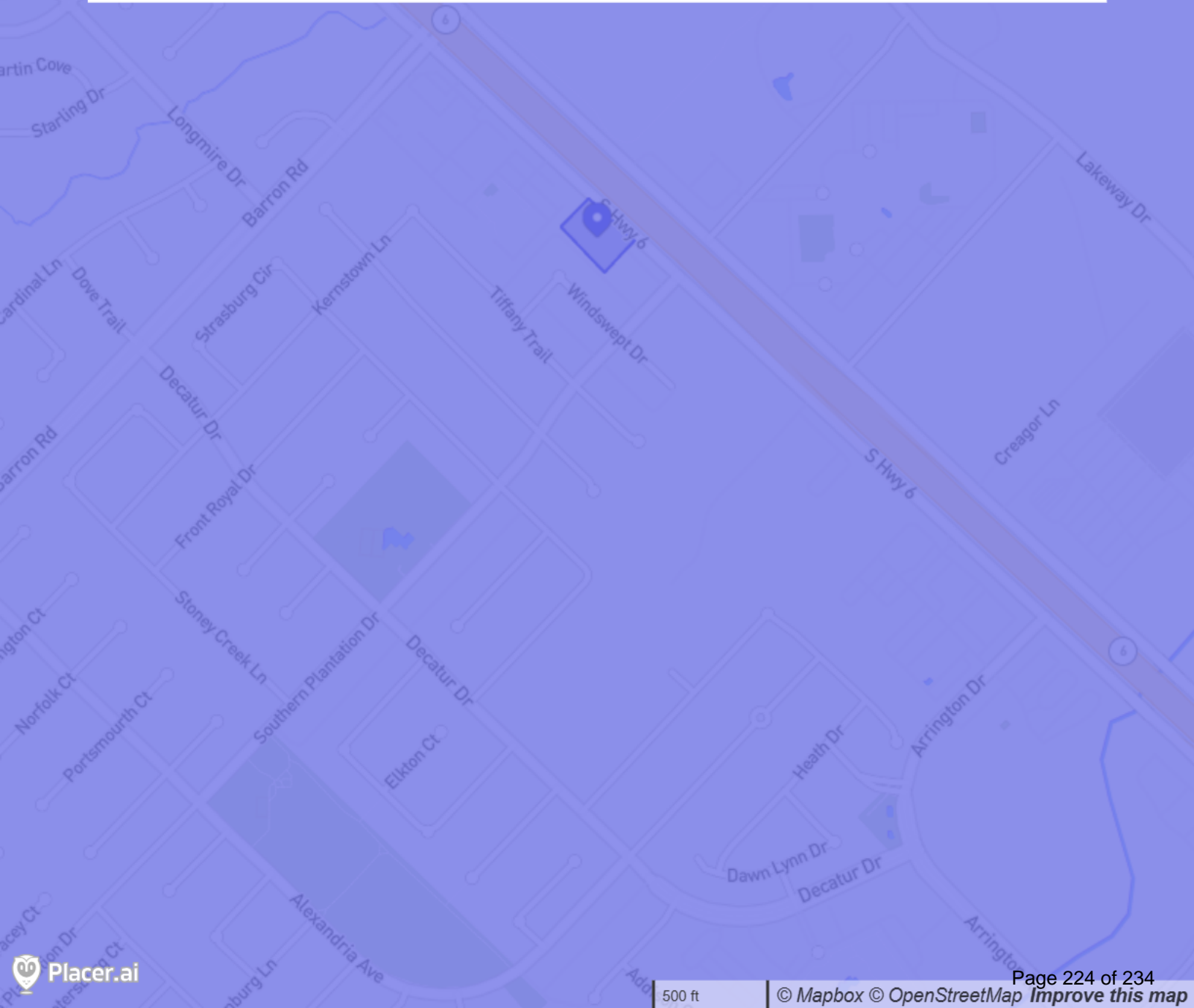


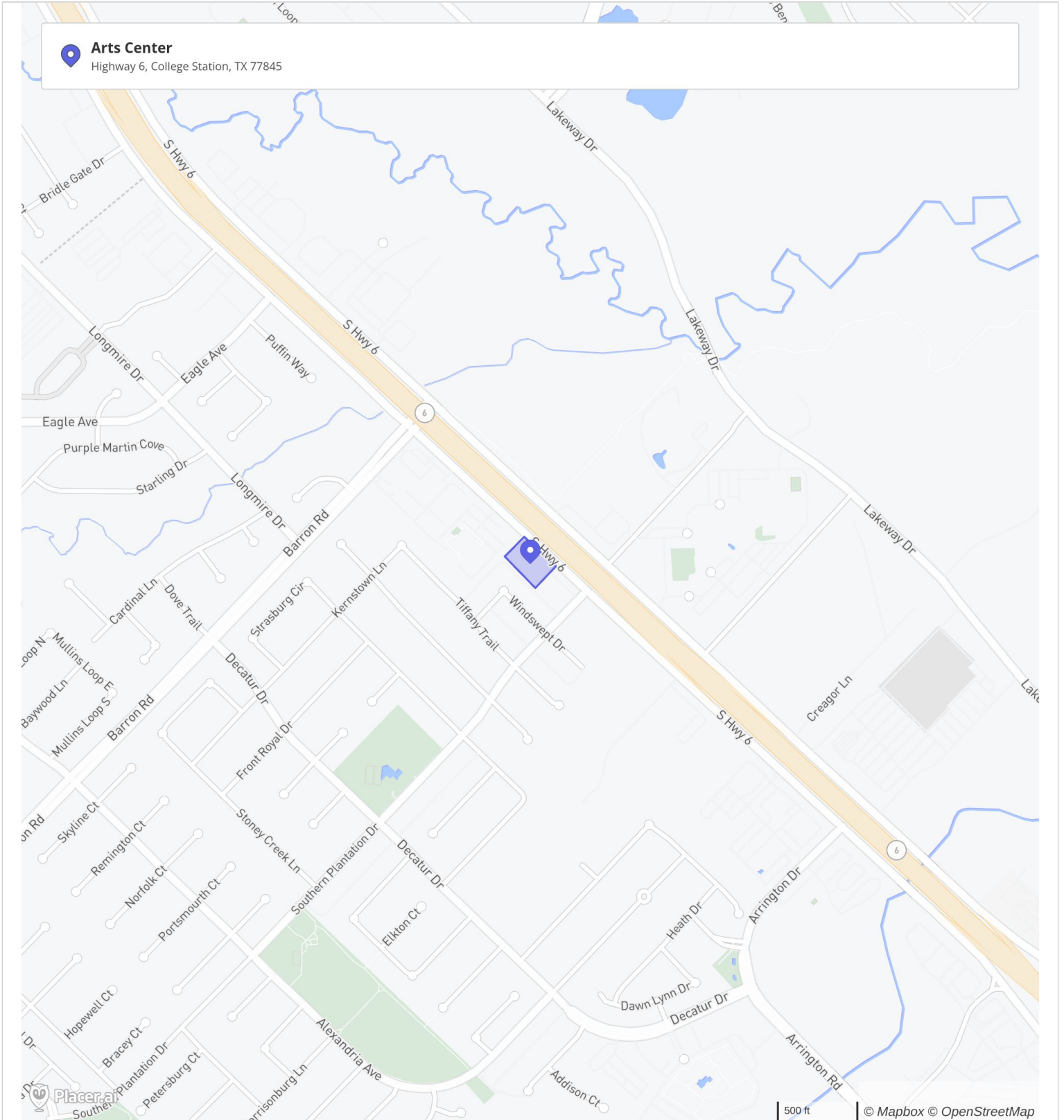
**Arts Center**

Highway 6, College Station, TX 77845



Scan to view on placer.ai platform







## Metrics

### Arts Center

Highway 6, College Station, TX

Visits	2.9K	Visits YoY	+27.7%
Visitors	1.6K	Visits Yo2Y	-38%
Avg. Dwell Time	69 Min	Visits Yo3Y	-7.5%

Jan 1st, 2025 - Dec 31st, 2025

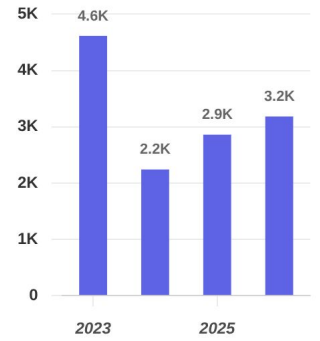
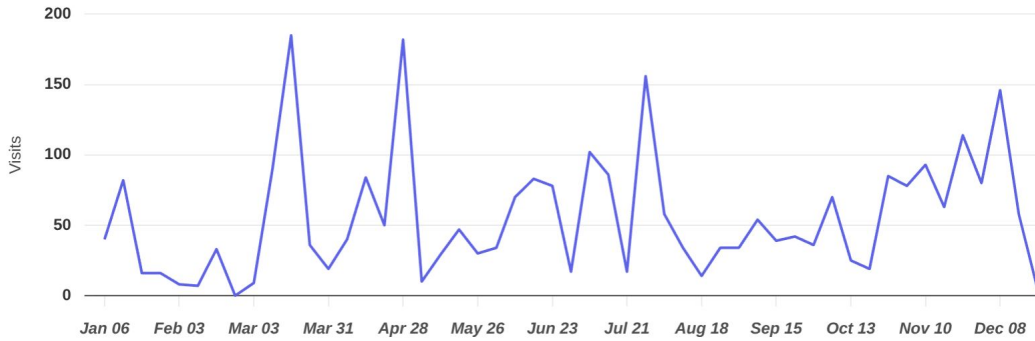
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

### Arts Center

Highway 6, College Station, TX



Weekly | Visits | Jan 1st, 2025 - Dec 31st, 2025

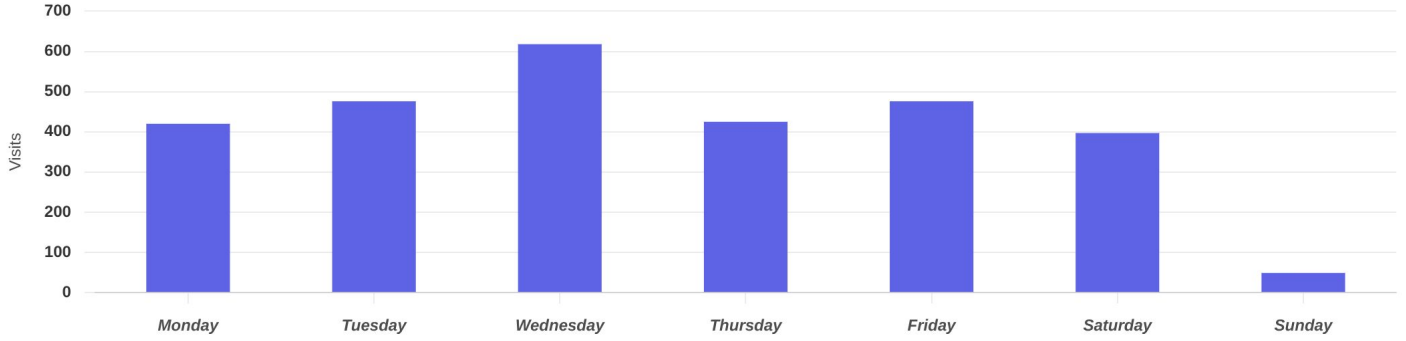
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Daily Visits

**Arts Center**  
Highway 6, College Station, TX

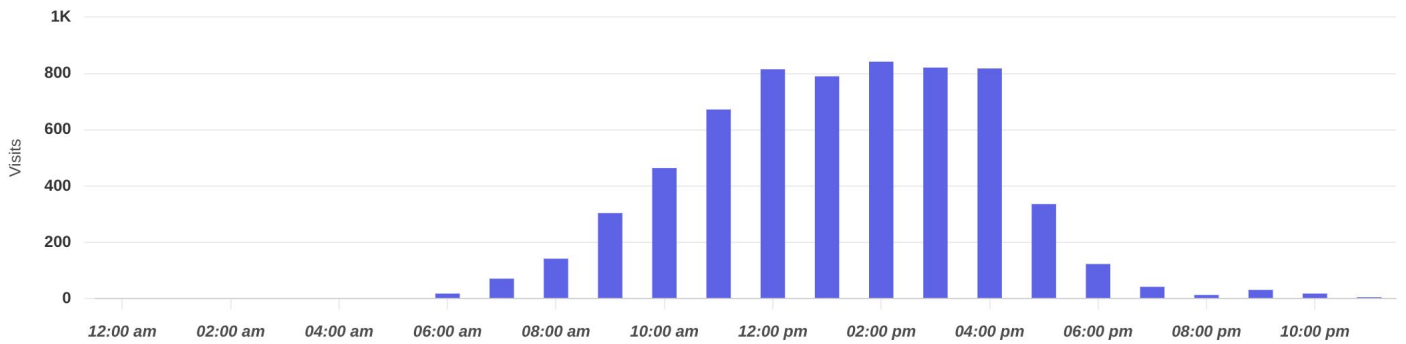


Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Hourly Visits

**Arts Center**  
Highway 6, College Station, TX



Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

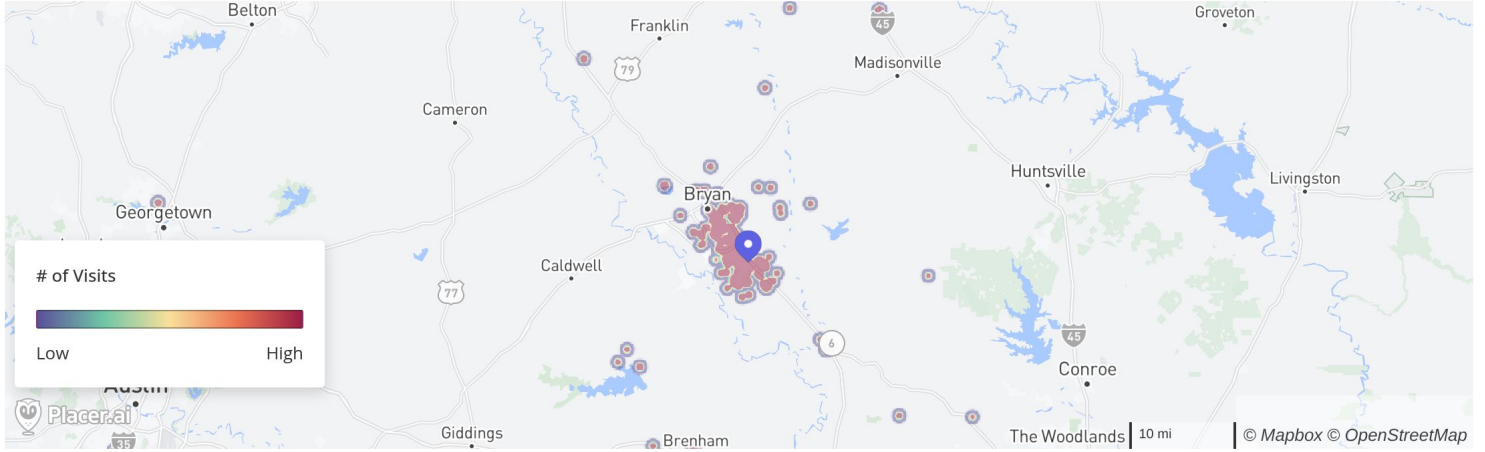




## Trade Area

### Arts Center

Highway 6, College Station, TX



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Visitors By Origin



Zip Code	Visits (% of Total)
77845 College Station, TX	1.4K (48.6%)
77840 College Station, TX	273 (9.6%)
77802 Bryan, TX	264 (9.2%)
82212 Fort Laramie, WY	110 (3.9%)
77801 Bryan, TX	80 (2.8%)
77807 Bryan, TX	71 (2.5%)
77808 Bryan, TX	64 (2.2%)



Zip Code	Visits (% of Total)
<b>77803</b> Bryan, TX	62 (2.2%)
<b>75025</b> Plano, TX	51 (1.8%)
<b>77864</b> Madisonville, TX	44 (1.5%)

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))















## Favorite Places

### Arts Center

Highway 6, College Station, TX

Rank	Name	Distance	Visitors (%)
1	 <b>Gateway Station</b> 1505 University Dr E, College Station, TX 77840	5.5 mi	1.3K (84.5%)
2	 <b>Tower Point</b> 949 William D. Fitch Parkway, College Station, TX 77845	0.9 mi	1.2K (79.7%)
3	 <b>Post Oak Mall</b> 1500 Harvey Rd, College Station, TX 77840	4.2 mi	1.2K (74.7%)
4	 <b>Lowe's Shopping Center</b> 4451 State Highway 6 S, College Station, TX 77845	1 mi	1.1K (72.4%)
5	 <b>Jones Crossing</b> 11675 Farm To Market Rd, College Station, TX 77845	3.2 mi	1.1K (71.6%)
6	 <b>University Shopping Center</b> 1903 Texas Ave S, College Station, TX 77840	4.1 mi	1.1K (69%)
7	 <b>Caprock Crossing</b> Greens Prairie Road West, College Station, Texas 77845	1.2 mi	1K (67%)
8	 <b>Rock Prairie Crossing</b> 3525 Longmire Dr, College Station, TX 77845	1.2 mi	1K (67%)
9	 <b>Shopping Center at 2000-2102 Texas Ave S</b> 2100 Texas Ave S, College Station, TX 77840	3.9 mi	1K (65.5%)
10	 <b>Century Square</b> 175 Century Square Dr, College Station, TX 77840	5.6 mi	1K (65%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Prior / Post Compare

### Arts Center

Highway 6, College Station, TX

#### Arts Center / Highway 6, College Station, TX

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	<b>Providence Park</b> Northrup-Grumman Road, College Sta...	2.7%	1	<b>Tower Point</b> William D. Fitch Parkway, College Stati...	3.6%
2	<b>Lowe's Shopping Center</b> STate Highway 6 S, College Station, TX	2.1%	2	<b>Rock Prairie Crossing</b> Longmire Dr, College Station, TX	3.4%
3	<b>La Familia Taqueria</b> State Highway 6 S, College Station, TX	1.7%	3	<b>Costco Wholesale</b> Texas 6 Frontage Rd, College Station, TX	3.3%
4	<b>Walmart</b> Brothers Blvd, College Station, TX	1.6%	4	<b>Lil' Wranglers and Elite Wranglers</b> College Station, TX	2.5%
5	<b>Rock Prairie Crossing</b> Longmire Dr, College Station, TX	1.5%	5	<b>Sunshine Fun Pools</b> Texas 6 Frontage Rd, College Station, TX	2.1%
6	<b>Starbucks</b> State Highway 6 South, College Statio...	1.3%	6	<b>Gateway Station</b> University Dr E, College Station, TX	1.8%
7	<b>Dutch Bros. Coffee</b> Wellborn Rd, College Station, TX	1.2%	7	<b>Gringo's Mexican Kitchen</b> Texas 6 Frontage Rd, College Station, TX	1.5%
8	<b>Tune Up The Manly Salon</b> Jane St, College Station, TX	1.1%	8	<b>Jones Crossing</b> Farm To Market Rd, College Station, TX	1.3%
9	<b>Chevron</b> State Highway 6 S, College Station, TX	1%	9	<b>Lowe's Shopping Center</b> STate Highway 6 S, College Station, TX	1.3%
10	<b>Allen Honda</b> Earl Rudder Fwy S, College Station, TX	1%	10	<b>SUBWAY</b> William D. Fitch Pkwy, College Station, ...	1.1%

Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. (www.placer.ai)

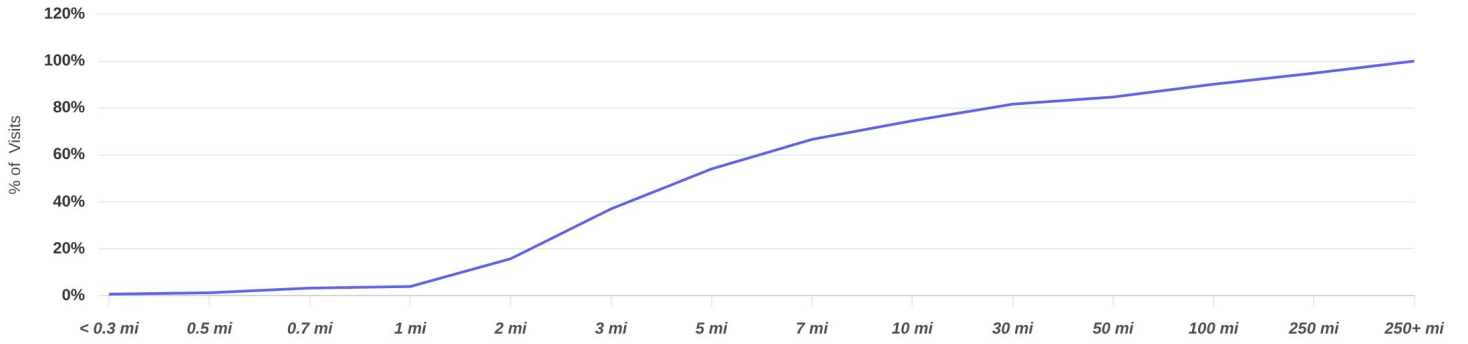




## Trade Area Coverage by Distance

### Arts Center

Highway 6, College Station, TX



Home Location | % of Visits | Min Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



**June 3, 2026  
Item No. 4.4.  
Data Reports**

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

**Reviewed By CBC:** N/A

**Agenda Caption:** Presentation, discussion, and possible action on data reports from the previous month.

**Relationship to Strategic Goals:**

**Recommendation(s):** Staff recommends that the committee receive the data reports and provide recommendations.

**Summary:** The Committee will receive the data reports prior to the meeting.

**Budget & Financial Summary:** NA

**Attachments:**

None