

# CITY OF JOHNSON CITY HOTEL OCCUPANCY TAX (HOT) GRANT APPLICATION

## SECTION 1 – APPLICANT INFORMATION

<b>Organization/Group:</b> Lights Spectacular Hill Country Style		<b>Application Date:</b> 10-19-2021
<b>Mailing Address:</b> P.O. Box 254, Johnson City, TX 78636	<b>Physical Address:</b>	
<b>Organization/Group Website (if applicable):</b> www.lightspectacular.com		
<b>Name of Authorized Representative:</b> Patty Chimene		
<b>Representative Phone Number:</b> 713.582-3882	<b>Representative Email:</b> patty@chimene.com	
<b>Type of Organization/Group ( Ex: Nonprofit or Private/For Profit):</b> Nonprofit	<b>Tax ID No.:</b> 31-1608935	
<b>Description of Organization/Group:</b> Holiday lighting for Johnson City including parade, Market Days, Food Booths & Santa		

## SECTION 2 – EVENT/PROJECT DESCRIPTION AND EXPENDITURES

<b>Name of Event/Project:</b> Lights Spectacular	<b>How is this event/project a qualifying HOT activity?</b> Brings many tourists to stay & eat in town.
<b>Projected Expenditure Total of Event/Project:</b> \$63,600.00	<b>HOT Grant Amount Requested:</b> \$5000.00
<b>Location:</b> Courthouse and Memorial Park	<b>Event/Project Date(s):</b> November 26, 2021 thru January 2, 2022
<b>Estimated Number of Total Participants:</b> 5000 - 10,000	<b>Estimated Number of Overnight Guests:</b> 2000 - 4000
<b>Are rooms blocked for the event? Number?</b> No	

**Description of Event/Project Activities:**

Parade, Fireworks, Market, Holiday festivities,  
carriage rides, Santa & Mrs Claus

**Will this event/project be ticketed? If yes, price of ticket or admission fee:**

No

**How many years has this event/project been held? Dates held:**

32 annually

**Description of how the HOT Grant will be used for the event/project:**

Advertising and Security for Lights  
Spectacular

**Description of contributing funds from other sources and amounts:**

Sponsorships from Local  
Businesses and Individuals

**Describe how the event/project will enhance/promote tourism and the hotel industry in the City (use additional sheets if necessary):**

Lights Spectacular will bring tourists into  
JC for 38 days and nights. Many will eat,  
shop and stay overnight at hotels and B&Bs.

**Have HOT Grants been used previously for this event/project? If yes, please provide the following:  
When?**

How much? \$10,000 each of last 3 years - my records don't go  
further than that.

**Number of hotel rooms used?**

1000+ (no real way to track this)

### SECTION 3 – REQUIRED DOCUMENTATION

*An application will not be considered complete until all required documentation has been submitted and the application is signed.*

Submit documents separately (City to check off receipt):

- ☐ Itemized, detailed list of expenditures for HOT Grant.
- ☐ Advertising/marketing plan, including target audience. Include description of how and to whom the campaign is marketed; promotions and costs (ads in newspaper, radio, tv); press releases; direct mail to out-of-town recipients; area of campaign; dates of promotion.
- ☒ Event/project timeline and schedule. - *Attached*

### SECTION 4 – APPLICATION SUBMISSION

Please return completed application with required attachments to:

By Mail:

City of Johnson City  
Attn: Chief Administrative Officer  
P.O. Box 369  
Johnson City, Texas 78636

Hand Delivery:

City of Johnson City City Hall  
Attn: Chief Administrative Officer  
303 E. Pecan Drive  
Johnson City, Texas 78636

Electronic Submission: \_\_\_\_\_@johnsoncitytx.org

### SECTION 5 – CERTIFICATION

By my signature below, I certify that I am the authorized representative of the above-named organization/group applicant and that the information provided on this application is complete and accurate. I represent that the organization/group understands the application, guidelines and requirements for a HOT Grant, and agrees to comply with and abide by them. Further, I certify that funds received will be used in accordance with state law to directly enhance and promote tourism and the hotel industry in the City and surrounding vicinity.

Applicant Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

#### *For City Use Only*

Date Received and Staff Initials: \_\_\_\_\_

Date Approved and Staff Initials: \_\_\_\_\_

HOT Grant Amount Awarded: \_\_\_\_\_

**LIGHTS SPECTACULAR!  
BUDGET  
JANUARY 1 - DECEMBER 31, 2021**

	<u>Jan - Dec 21</u>
<b>Income</b>	
Sponsorship Income	\$41,500.00
Funds for City (HOT & Outside Agency)	\$15,000.00
Cash from Buckets & Venmo	3,000.00
Beer/Wine Garden Income (10 @350)	3,500.00
Vendors for Non-Profit Food (10 @50 less winner)	450.00
Income from Points on Chase CC	150.00
<b>Total Income</b>	<u>63,600.00</u>
<b>Expense</b>	
Advertising	7,050.00
Awards Committee	300.00
Banners & Signs	3,000.00
Character Cutouts	250.00
Electrical Repair Work (Timer at Courthouse)	3,282.00
Elf Shack Moving (To & From Farm)	500.00
Equipment Rental	1,500.00
Fireworks Expenses	3,700.00
Insurance	540.00
New Lighting	1,400.00
Gifts for Sponsors	600.00
Parade Expense (Cloggers)	250.00
Park Decorating Expenses	1,500.00
Permits	150.00
Pest Control for Storage Shed	375.00
Postage & Box Rental	55.00
Printing Expenses (maps)	600.00
Santa Expense	4,550.00
Scholarships Given	2,400.00
Security Expense	3,288.00
Street Dance Expense (Band)	750.00
Supplies & Storage Items	500.00
Tree Lighting Expenses	21,970.00
Utilities (PEC)	900.00
Utilities (Portable Toilets/Sink/Cleaning)	4,000.00
Volunteers/Committee expenses	190.00
<b>Total Expense</b>	<u>63,600.00</u>
<b>BUDGETED OPEN 2021 NET INCOME</b>	<u><u>\$0.00</u></u>

[illegible]