

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

SECTION 1 – APPLICANT INFORMATION

Organization/Group: Deep Roots Small Business Services		Application Date: 02/02/2023
Mailing Address: PO Box 2107, Johnson City, TX 78636	Physical Address: 401 E. Main Street, Johnson City, TX 78636	
Organization/Group Website (if applicable): www.deeprootssbs.com		
Name of Authorized Representative: Sara Allen		
Representative Phone Number: 512.987.1598	Representative Email: sara@deeprootssbs.com	
Type of Organization/Group (Ex: Nonprofit or Private/For Profit): LLC	Tax ID No.: 88-1610825	
Description of Organization/Group: Sales & Marketing Company with a focus on small businesses		

SECTION 2 – EVENT/PROJECT DESCRIPTION AND EXPENDITURES

Name of Event/Project: Designer Purse Bingo	How is this event/project a qualifying HOT activity? Marketing giftbags given to each of the 800+ attendees
Projected Expenditure Total of Event/Project: \$10,000	HOT Grant Amount Requested: \$2,500
Location: Horseshoe Bay Resort	Event/Project Date(s): February 25, 2023
Estimated Number of Total Participants: 800	Estimated Number of Overnight Guests: N/A
Are rooms blocked for the event? Number? N/A	

<p>Description of Event/Project Activities: Purse Bingo is the largest fundraiser for the Hill Country Children's Advocacy Center. Deep Roots SBS is the title sponsor of the event and has the opportunity to provide each attendee with a gift bag. This event sells out every year and there is a captive, wholly women between 30-60 years of age with above medium income levels from areas all over the State of Texas. Deep Roots is using this opportunity to market the City of Johnson City and what all it has to offer. Gift bags will contain custom seed packets with Johnson City on the front and various businesses located in Johnson City on the back. There will also be other themed logoed items within the giftbag. I have attached an example to this form for your review.</p>
<p>Will this event/project be ticketed? If yes, price of ticket or admission fee: Yes, tickets are \$90 per person, but majority are purchase by the table</p>
<p>How many years has this event/project been held? Dates held: Annually, this is the 11th year</p>
<p>Description of how the HOT Grant will be used for the event/project: HOT funds would be utilized in the purchase of the gift bags with custom Visit Johnson City logoing on each as well as printing of infographic collateral pertaining to what Johnson City has to offer visitors throughout the year.</p>
<p>Description of contributing funds from other sources and amounts: Deep Roots Small Business Services is currently working on funds from Johnson City based BNBs who wish to be a part of this opportunity as well as businesses that drive visitors to JC such as the Science Mill, Wineries, Art Galleries, etc. We will have a definitive list by February 10th.</p>
<p>Describe how the event/project will enhance/promote tourism and the hotel industry in the City (use additional sheets if necessary): The demographic of attendees of Purse Bingo is the ideal demographic to market to since they tend to affluent women who are shown to travel within Texas for pleasure. This event is used as a girls' weekend for a lot of them which Johnson City is an amazing location for. In addition, targeted marketing efforts geared towards a distinct demographic is shown to result in a higher ROI than broad marketing approaches.</p>
<p>Have HOT Grants been used previously for this event/project? If yes, please provide the following: When? How much? Number of hotel rooms used?</p>



DEEP ROOTS

SMALL BUSINESS SERVICES

Designer Purse BINGO Giveaway Marketing Giveaway Opportunities

One bag will be given to each attendee | Attendee count is approx. 800+ women

Our Theme

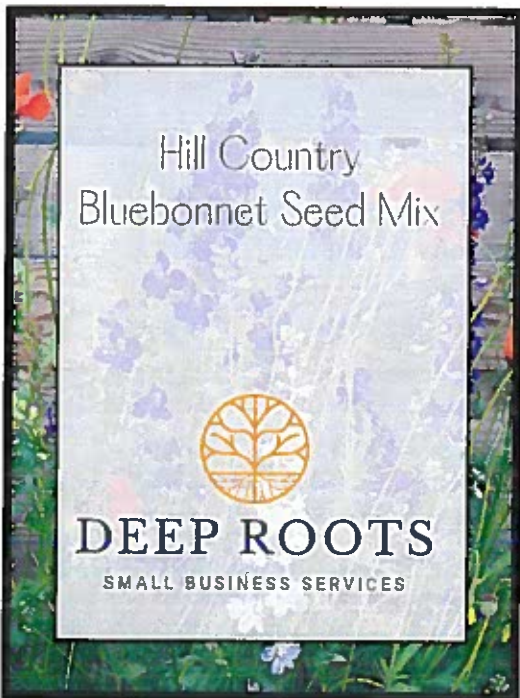


Sample Seed Packet Designs

Front of Seed Packet

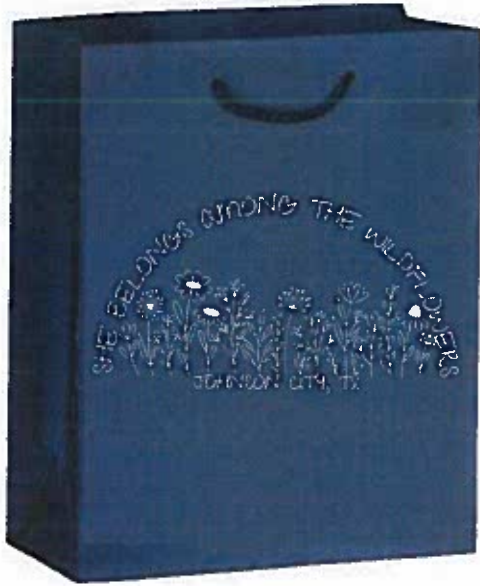


Back of Seed Packet

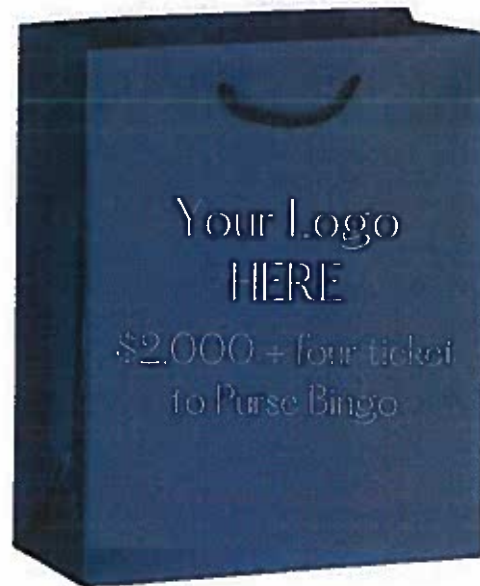


Sample Bag Designs

Front of Bag



Back of Bag

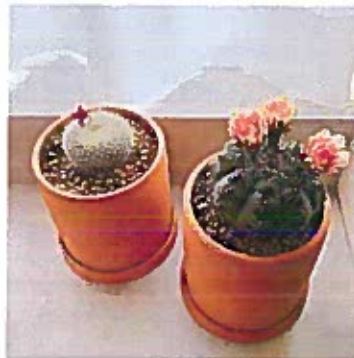


Other Marketing Opportunities (Items would include Logo)

Shovel



Small Terra Cotta
Pots



Plant Marker

