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

SECTION 1 – APPLICANT INFORMATION

Organization/Group: Science Mill		Application Date: 12/27/23
Mailing Address: PO Box 38, JC TX 78636	Physical Address: 101 S Lady Bird Lane, JC TX 78636	
Organization/Group Website (if applicable): www.sciencemill.org		
Name of Authorized Representative: Ashley Kortis		
Representative Phone Number: 254-913-5123	Representative Email: ashley.kortis@sciencemill.org	
Type of Organization/Group (Ex: Nonprofit or Private/For Profit): Nonprofit	Tax ID No.: 46-0600789	
Description of Organization/Group: The Science Mill is an innovative science museum with a mission to give all students equitable access to high-quality STEM programs, in order to inspire the next generation of STEM leaders.		

SECTION 2 – EVENT/PROJECT DESCRIPTION AND EXPENDITURES

Name of Event/Project: SNOW DAY	How is this event/project a qualifying HOT activity? Brings in around 2,000 people to Johnson City
Projected Expenditure Total of Event/Project: \$15,000	HOT Grant Amount Requested: \$2,500
Location: Science Mill - 101 S Lady Bird Lane, JC TX	Event/Project Date(s): 1/20/24
Estimated Number of Total Participants: 2,000	Estimated Number of Overnight Guests: 100
Are rooms blocked for the event? Number?	

<p>Description of Event/Project Activities: We make science SNOW much fun on Snow Day each year. Guests will make snow angels and have sno-ball fights in our 30 ton snow pit, experience Snowy Science Experiments and Icy Interactive exhibits.</p>
<p>Will this event/project be ticketed? If yes, price of ticket or admission fee: \$11 per adult, \$9.50 per child</p>
<p>How many years has this event/project been held? Dates held: This is the 8th annual - events held each January</p>
<p>Description of how the HOT Grant will be used for the event/project: The HOT grant will be used to market the event to communities more than 100 miles outside of Johnson City. \$1,000 for radio ads and \$1,500 for newspaper ads</p>
<p>Description of contributing funds from other sources and amounts: All other funds contributed from Science Mill (\$7,500) and our corporate sponsor (\$5,000)</p>
<p>Describe how the event/project will enhance/promote tourism and the hotel industry in the City (use additional sheets if necessary): The event brings in almost 2,000 people to Johnson City, the majority of whom eat in our local restaurants, or enjoy our local offerings. Many people make a weekend trip to attend Snow Day - in order to arrive early, adding to the hotel industry.</p>
<p>Have HOT Grants been used previously for this event/project? If yes, please provide the following: When? N/A How much? Number of hotel rooms used?</p>

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.

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: _____ *Ashley Kortis*

Printed Name: _____ Ashley Kortis

Date: _____ 12/27/23

<i>For City Use Only</i>	
Date Received and Staff Initials:	_____
Date Approved and Staff Initials:	_____
HOT Grant Amount Awarded:	_____

HOT Fund Expenditures	
Item	Amount
Print Ad	\$215.00
Print Ad	\$630.00
Print Ad	\$215.00
Print Ad	\$225.00
Print Ad	\$215.00
Radio Ad Package	\$500.00
Radio Ad Package	\$500.00
TOTAL:	\$2,500.00

SNOW DAY at the Science Mill 2024

January 2023 – Planning Begins

June 2023 – Identify Partners, Sponsors, Media Partners,
Vendors

November 2023 – Begin Media Buys and Placements

December 2023 – News Release Sent, Contact TV & Radio
Media Partners

January 2024 – TV and Radio Promotions

January 20, 2024 – 2024 SNOW DAY EVENT

Target Audience:

Primary: Adults, Ages 25-45, with children under 14 in the
household

Secondary: Adults, Ages 45+ with grown children and
grandchildren

Tertiary: Adults, 18+

Target Markets:

Austin Metro, San Antonio Metro, Kerrville

We begin marketing the event on our own channels in the
summer, then with outside media placements in October. Heavy
promotion in December/January

Ad placements in Austin and San Antonio area kids-focused
publications, as well as newspapers, radio, and TV placements.

For Release: Dec 15, 2023

Contact: 844-263-6405, Ashley.kortis@sciencemill.org

The Science Mill promises Snow Day in Texas on Jan 20

“Snow” is in the weather forecast for Johnson City as the Science Mill hosts its annual Snow Day at the museum on Saturday, January 20, 2024, from 10am to 2pm.

The acclaimed hands-on science museum is hauling in 30 tons of real snow for a day of “cool science.” Scheduled activities include:

-the snowball slingshot

-ice xylophone

-mini-ice luge

-icy liquid nitrogen experiments

Guests will also be able to create snow sculptures, snow castles, and visit a “snow-to” booth for a unique family photo op.

Food trucks will be on site, and the museum’s regular exhibits and gift shop will be open all day.

Regular admission applies. Tickets can be purchased in advance at www.sciencemill.org under Upcoming Events. Walk-ins are also welcome.

The non-profit museum is located at 101 South Lady Bird Lane (corner of U.S. 290 and Lady Bird Lane) in Johnson City. Free parking is available behind the Science Mill or at the Courthouse Square.

The Science Mill opened in 2015 to offer innovative STEM programs and interactive exhibits to all students—regardless of economic status, location, gender or race.

More information and details online at www.sciencemill.org

PHOTO:

Snow is in the forecast for Snow Day at the Science Mill in Johnson City on January 20.