



## **AGENDA**

### **Regular Meeting**

#### **BEE CAVE DEVELOPMENT BOARD**

**Tuesday, January 24, 2023**

**4:00 PM, City Hall**

**4000 Galleria Parkway**

**Bee Cave, Texas 78738-3104**

THE CITY OF BEE CAVE DEVELOPMENT BOARD MEETINGS ARE AVAILABLE TO ALL PERSONS REGARDLESS OF DISABILITY. IF YOU REQUIRE SPECIAL ASSISTANCE, PLEASE CONTACT KAYLYNN HOLLOWAY AT (512) 767-6641 AT LEAST 48 HOURS IN ADVANCE OF THE MEETING. THANK YOU.

*A quorum of the Planning and Zoning Commission and/or City Council may be in attendance at the Meeting. No action will be taken by the Commission or Council.*

1. Call meeting to order
2. Roll Call
3. Consider approval of the minutes of the Regular Session conducted on December 13, 2022.
4. Discuss and consider action regarding allocating Economic Development Funds to the Books and Bees Festival.
5. Discussion and update on the gas card program.
6. Discussion and update on the hike and bike connectivity plan.
7. Discuss and consider action regarding an application from the Magnolia Musical Theatre for funding by the Development Corporation.
8. Discuss and consider action on the formation of a 501c3 Community Development Organization.
9. Discussion regarding future meeting times and dates.
10. Adjournment

**The Board may go into closed session at any time when permitted by**

**Chapters 418 or 551, Texas Government Code, or Section 321.3022 of the Texas Tax Code. Before going into closed session a quorum of the Board must be present, the meeting must be convened as an open meeting pursuant to proper notice, and the presiding officer must announce that a closed session will be held and must identify the sections of Chapter 551 or 418, Texas Government Code, or Section 321.3022 of the Texas Tax Code authorizing the closed session.**

I certify that the above notice of meeting was posted at Bee Cave City Hall, 4000 Galleria Parkway, Bee Cave, Texas, on the 20th day of January, 2023 at 4:45 P.M. (Seal)



***Economic Development Board Meeting  
1/24/2023  
Agenda Item Transmittal***

**Agenda Item:** 3.

**Agenda Title:** Consider approval of the minutes of the Regular Session conducted on December 13, 2022.

**Board Action:** Approve

**Department:** City Secretary

**Staff Contact:** Kaylynn Holloway, City Secretary

**1. INTRODUCTION/PURPOSE**

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

**b) Issues and Analysis**

**3. FINANCIAL/BUDGET**

|                     |                  |
|---------------------|------------------|
| Amount Requested    | Fund/Account No. |
| Cert. Obligation    | GO Funds         |
| Other source        | Grant title      |
| Addtl tracking info |                  |

**4. TIMELINE CONSIDERATIONS**

**5. RECOMMENDATION**

**ATTACHMENTS:**

|             |      |
|-------------|------|
| Description | Type |
|-------------|------|



MINUTES OF THE REGULAR MEETING OF THE  
BEE CAVE DEVELOPMENT BOARD  
CITY OF BEE CAVE  
December 13, 2022

STATE OF TEXAS           §  
COUNTY OF TRAVIS      §

**Present:**

Christian Alvarado, Director  
Christy Black, Director  
Quinn Gormley, Director  
Kevin Hight, Director  
Andrew Rebber, Director  
Victoria Winburne, Director

**Absent:**

Tony Lockridge, Director

**City Staff:**

Clint Garza, City Manager  
Kaylynn Holloway, City Secretary  
Megan Santee, City Attorney  
Kevin Sawtelle, City Engineer

**Call to Order and Announce a Quorum is Present**

With a quorum present, the regular meeting of the Bee Cave Development Board was called to order by Director Hight at 4:33 p.m. on Tuesday, December 13, 2022.

**Discuss and consider action on the selection of a President, Vice President and Secretary to the Bee Cave Development Board.**

**MOTION:** A motion was made by Director Winburne, seconded by Director Hight, to nominate Director Quinn Gormley as President of the Development Board.

The vote was taken on the motion with the following result:

|             |  |
|-------------|--|
| Voting Aye: | Directors Alvarado, Black, Gormley, Hight, Rebber and Winburne |
| Voting Nay: | None   |
| Absent:     | Director Lockridge   |

The motion carried 6-0.

President Gormley now presiding.

**Discuss and consider action on the selection of a President, Vice President and Secretary to the Bee Cave Development Board.**

**MOTION:** A motion was made by Director Rebber, seconded by Director Hight, to nominate Director Christian Alvarado as Vice President of the Development Board.

The vote was taken on the motion with the following result:

Voting Aye: Directors Alvarado, Black, Gormley, Hight, Rebber and Winburne  
Voting Nay: None  
Absent: Director Lockridge

The motion carried 6-0.

**MOTION:** A motion was made by Director Hight, seconded by Director Rebber, to nominate Director Tony Lockridge as Secretary of the Development Board.

The vote was taken on the motion with the following result:

Voting Aye: Directors Alvarado, Black, Gormley, Hight, Rebber and Winburne  
Voting Nay: None  
Absent: Director Lockridge

The motion carried 6-0.

**Consider approval of the minutes of the Regular Session conducted on August 23, 2022.**

**MOTION:** A motion was made by Director Rebber, seconded by Director Gormley, to approve the minutes of August 23, 2022.

The vote was taken on the motion with the following result:

Voting Aye: Directors Alvarado, Black, Gormley, Hight, Rebber and Winburne  
Voting Nay: None  
Absent: Director Lockridge

The motion carried 6-0.

**Adjournment**

The Economic Development Board adjourned the meeting at 4:40 p.m.

PASSED AND APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2023.

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary/Treasurer



## ***Economic Development Board Meeting***

***1/24/2023***

### ***Agenda Item Transmittal***

**Agenda Item:** 4.

**Agenda Title:** Discuss and consider action regarding allocating Economic Development Funds to the Books and Bees Festival.

**Board Action:** Discussion and possible action

**Department:** Administration

**Staff Contact:** Jenny Hoff

#### **1. INTRODUCTION/PURPOSE**

Allocation of Economic Development Board funds to the Books and Bees Festival as a economic development and branding opportunity for the City of Bee Cave.

#### **2. DESCRIPTION/JUSTIFICATION**

##### **a) Background**

The City of Bee Cave will host the 2nd annual Books and Bees Festival from March 31 - April 2, bringing in well-known authors, bee and conservation experts and specialists and visitors from around the region for this one-of-a-kind event.

The economic impact of this event is twofold. It increases visibility of Bee Cave to the entire Austin metro area, with mentions in media publications, advertising, and through attracting people to the Hill Country Galleria to hear from their favorite authors. This is essential in branding the City - major and unique events that play on our city's name and brand that become annual for maximum exposure. The second benefit is the retail value of the event. Barnes and Noble sold hundreds of books at the first Books and Bees Festival, the visitors bought food and merchandise and filled areas of the Hill Country Galleria throughout the day. It is an opportunity for local merchants to gain greater exposure and participate in the bee theme of the festival through specialized offerings.

##### **b) Issues and Analysis**

In 2022, the Books and Bees Festival was on a Saturday from 1p-4p. Through the festival was funded with a very small budget, we were able to still raise over \$3,000 from small sponsorships and sales of branded merchandise. This year, the City is extending the festival to a 3-day weekend to increase visibility, bring in better sponsorship opportunities and give people a reason to come spend a weekend in Bee Cave.



March 31st will be a ticketed event at the Sonesta Hotel for a limited audience to help raise funds for next year's festival. Some authors we are speaking to as possible headliners for this event include Kendra Scott and Tiffany Chen of "Tiff's Treats."

Saturday, April 1st will be the free daylong book festival that will feature author readings, book signings, Q&A panel, Craft and Storytime tent, Bee and Nature Education, Sponsorship tents, and live music.

Sunday, April 2nd will be Bee Cave's first honey tasting competition, Honeyfest. This fun event will be in partnership with the Bee Cave Chamber of Commerce and bring in Bee Cave's amateur beekeepers to compete for best Bee Cave Honey. Local businesses will set-up booths to sell their bee themed items and promote bee conservancy. This helps fulfill the City's annual community-wide educational duty as a Bee City USA affiliate.

### **3. FINANCIAL/BUDGET**

|                     |          |                  |
|---------------------|----------|------------------|
| Amount Requested    | \$10,000 | Fund/Account No. |
| Cert. Obligation    |          | GO Funds         |
| Other source        |          | Grant title      |
| Addtl tracking info |          |                  |

### **4. TIMELINE CONSIDERATIONS**

The event is Friday, March 31st through Sunday, April 2nd. We would like to ask for the funds to be released by the end of January 2023.

### **5. RECOMMENDATION**

Staff recommends directors to approve the \$10,000 request.



***Economic Development Board Meeting  
1/24/2023  
Agenda Item Transmittal***

**Agenda Item:** 5.

**Agenda Title:** Discussion and update on the gas card program.

**Board Action:** Discussion

**Department:** Administration

**Staff Contact:** Dori Kelley

**1. INTRODUCTION/PURPOSE**

The 2022 Gas Card Program was completed on December 31st, 2022. This program provided \$50 gas cards to eligible workers in the Bee Cave city limits. It originated from a business roundtable with Mayor King in June of 2022. In the summer, the Economic Development Board agreed to match up to \$15,000 in contributions to the program.

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

With the high rise in gas prices, our businesses requested help getting their workers to and from work through generating a gas card program.

**b) Issues and Analysis**

In partnership with the Lake Travis Chamber of Commerce, the Economic Development Board agreed to

**3. FINANCIAL/BUDGET**

|                     |                  |
|---------------------|------------------|
| Amount Requested    | Fund/Account No. |
| Cert. Obligation    | GO Funds         |
| Other source        | Grant title      |
| Addtl tracking info |                  |

**4. TIMELINE CONSIDERATIONS**

**5. RECOMMENDATION**





## ***Economic Development Board Meeting***

***1/24/2023***

### ***Agenda Item Transmittal***

**Agenda Item:** 6.

**Agenda Title:** Discussion and update on the hike and bike connectivity plan.

**Board Action:** Discuss and Consider Action

**Department:** Assistant City Manager

**Staff Contact:** Lindsey Oskoui

#### **1. INTRODUCTION/PURPOSE**

Discussion on recent activity related to the hike and bike trail program, including a proposed amendment the Connectivity Plan to reflect direction provided during the adoption process of the 2021 Capital Improvements Plan and an update on an application for grant funding.

#### **2. DESCRIPTION/JUSTIFICATION**

##### **a) Background**

##### **Background on the Bee Cave Hike and Bike Connectivity Plan**

The Bee Cave Hike & Bike Connectivity Plan, adopted by City Council in November 2016, is a guide to provide a safe, convenient, and functional transportation network throughout the City to satisfy regular travel and recreational needs for pedestrians and cyclists. The network is loosely configured as a hub and spoke system with a concentration of multi-use pathways in ‘town center’—i.e. the Hill Country Galleria; the Shops at the Galleria; and the area identified in the City’s Comprehensive Plan as the “Recreational Entertainment District,” generally positioned west of RR 620, south of Bee Cave Parkway, and north of Little Barton Creek (inclusive of the forthcoming Village at Spanish Oaks project)—and ‘spokes’ out to the majority of residential neighborhoods, most of which were built with their own network of sidewalks.

The Connectivity Plan was most recently amended in April 2021.

##### **Transportation Alternatives Grant**

On December 2, 2022, the Texas Department of Transportation (TxDOT) announced a statewide Call for Projects for Transportation Alternatives Set-Aside (TA) Program funding. The TA program provides funding to plan for and construct a variety of alternative transportation projects that improve safety and mobility for non-motorized travelers and mitigate congestion by providing safe alternatives to motor vehicle transport.

Through TxDOT’s 2023 TA Call for Projects, the department will select projects for recommendation to the Texas Transportation Commission (commission) for current TA funds associated with available FY 2022-FY 2023 and anticipated FY 2024-FY 2025 federal appropriations under the Infrastructure Investment and Jobs Act (IIJA), totaling approximately \$250 million.

This Call for Projects features a two-step application process. The Preliminary Application (Step 1) provides high-level proposed project information to determine eligibility and funding opportunities. Following successful completion of Step 1, a Detailed Application (Step 2) provides more comprehensive project information. This two-step approach is intended to enhance the quality of project applications and to foster communication between prospective project sponsors and TxDOT District staff. Both steps must be completed in order for a project to be considered for funding under this program call.

TxDOT's 2023 TA Program Guide and Preliminary Application (Step 1) are available on the department's website at: <http://www.txdot.gov/inside-txdot/division/public-transportation/bicycle-pedestrian.html>. TxDOT's 2023 TA Program Guide includes detailed information about eligibility requirements, specific procedures applicable to this Call for Projects, evaluation criteria, a map of the department's district offices, a list of the District TA Coordinators, and a list of virtual workshop dates for prospective project sponsors. The completed Preliminary Application must be received by TxDOT, via Box.com as outlined in the preliminary application instructions, no later than 5:00 p.m., CDT, on Friday, January 27, 2023. The Detailed Application (Step 2) will be posted on TxDOT's webpage on or about March 27, 2023.

## **b) Issues and Analysis**

The Connectivity Plan was last updated in April 2021, ahead of and anticipation of discussions related to the City's current Capital Improvement Plan FY21-22 to FY 25-26, adopted in October 2021, which includes pedestrian related projects. During the course of Council discussions related to the CIP and, in July 2022, with the adopted of Ordinance 480 related to the Pearl project, there were some shifts in prioritization and direction related to pedestrian bridges. More specifically, Council is considering the following amendments on 1/24/2023:

1) Council shifted the 'priority pedestrian bridge' from east of RR 620 between the Hill Country Galleria and Shops at the Galleria in the vicinity of 13001 SH 71 (aka the "Old Backyard" music venue) to approximately 1,600 feet west of RR 620 to cross between the forthcoming Village of Spanish Oaks and 13308 SH 71, (aka the City-owned "Revival tract" and forthcoming southern vehicular entrance to Bee Cave Central Park). **Two of the purposes of this amendment are to reflect this new above-grade crossing (See Label "A1" in attached "Proposed Changes" graphic), while simultaneously removing the on-grade crossing currently shown a few hundred feet to the east (See Label "A2").**

While still recognizing the need to improve pedestrian safety across SH 71 east of RR 620, Council discussed leaving the decision of a bridge in the original location versus a grade-level improvement at the intersection of SH 71 and Cross-Town Parkway to be determined at a future point in time, dependent on availability of funds TBD. **One of the purposes of this amendment is to provide the flexibility of the type of improved pedestrian crossing in this vicinity to on-grade OR above-grade. ("B")**

2) In its CIP discussion, Council earmarked funds for a second bridge, location TBD. With the adoption of the Pearl PDD Ordinance 480 in July 2022, that second location was solidified as being just north of the intersection of RR 620 and Bee Cave Pkwy. **Two of the purposes of this amendment are to delete the on-grade crossing ("C1") and insert an above grade crossing north of the intersection ("C2").**

Furthermore, Ordinance 480 amended the pedestrian plan of the preceding project to include a pedestrian path along its entire frontage on Bee Cave Pkwy. **One of the purposes of this amendment is to fill in this gap. ("D")**

Unrelated to the prompts above, but to reflect reality, **the last proposed amendment is the addition of an on-grade pedestrian crossing to the intersection of Bee Cave Pkwy and Willie Way, as it is part of**

**the required infrastructure improvements in the Back Yard Site Plan. ("E")**

Changes C2 and D are critical for the City to be competitive in its request to TxDOT for Transportation Alternative Funding; the scope of Bee Cave's application, which is still being prepared, includes the RR 620 pedestrian bridge, and several segments of path along Bee Cave Parkway, Tordera, and 2244 identified in the CIP--for a total of approximately \$10 million.

**3. FINANCIAL/BUDGET**

|                     |                  |
|---------------------|------------------|
| Amount Requested    | Fund/Account No. |
| Cert. Obligation    | GO Funds         |
| Other source        | Grant title      |
| Addtl tracking info |                  |

**4. TIMELINE CONSIDERATIONS**

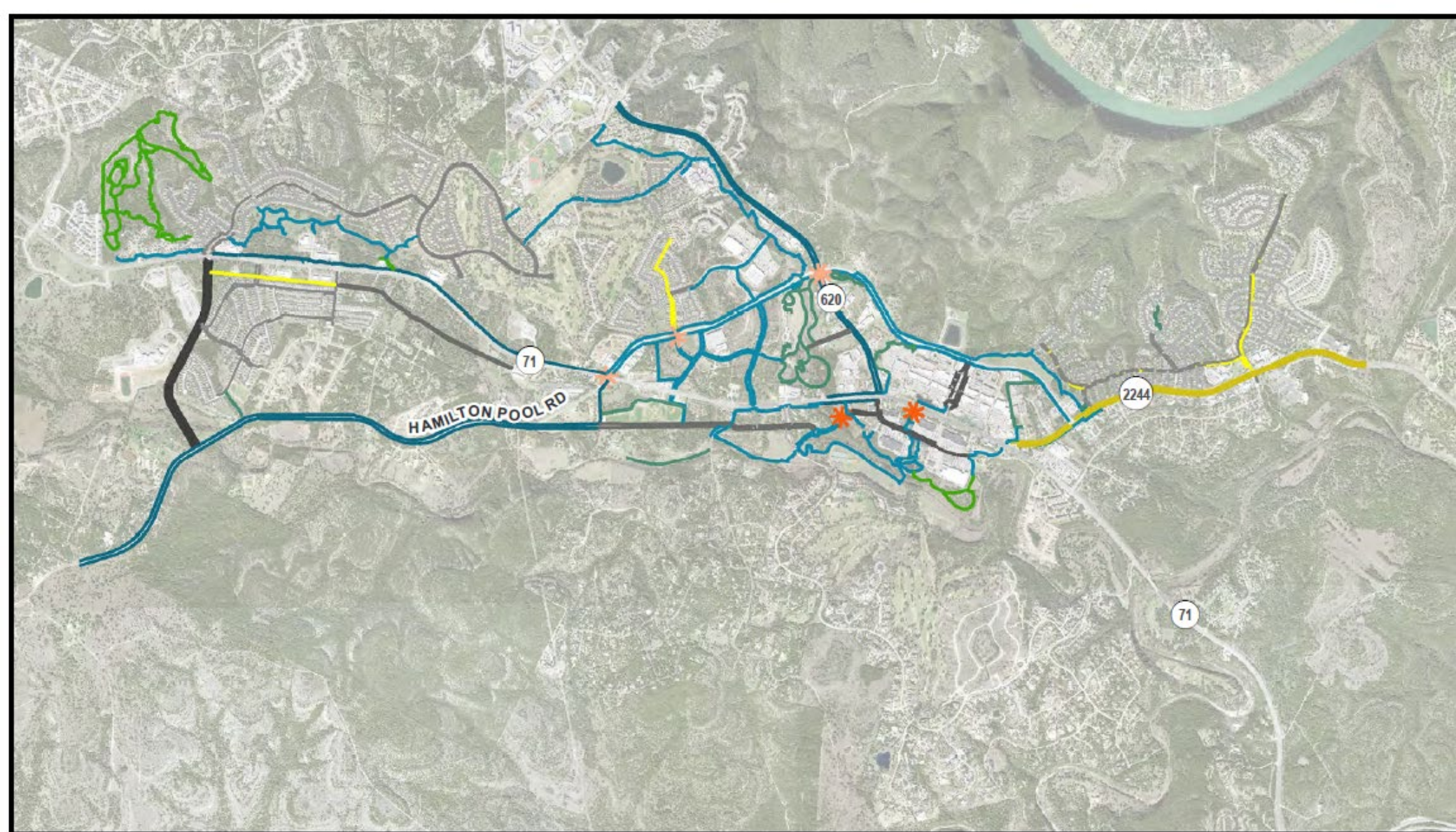
**5. RECOMMENDATION**

N/A

**ATTACHMENTS:**

| Description   | Type            |
|---|-----------------|
| <input type="checkbox"/> Adopted Connectivity Plan          | Backup Material |
| <input type="checkbox"/> Connectivity Plan Proposed Changes | Backup Material |





# Bee Cave Connectivity Plan

ADOPTED BY COUNCIL: 4/13/2021

0 0.5 Miles



## Proposed Designation

\*\*\*TXDOT Off-Grade Crossing; Off-Grade Crossing

\*\*\*TXDOT On-Grade Crossing; Local Road On-Grade Crossing

Primitive Recreational Trail

Improved Recreational Path

Shared Use Path

TXDOT Shared Use Path

Sidewalk - Primary Collector

Sidewalk - Neighborhood Collector

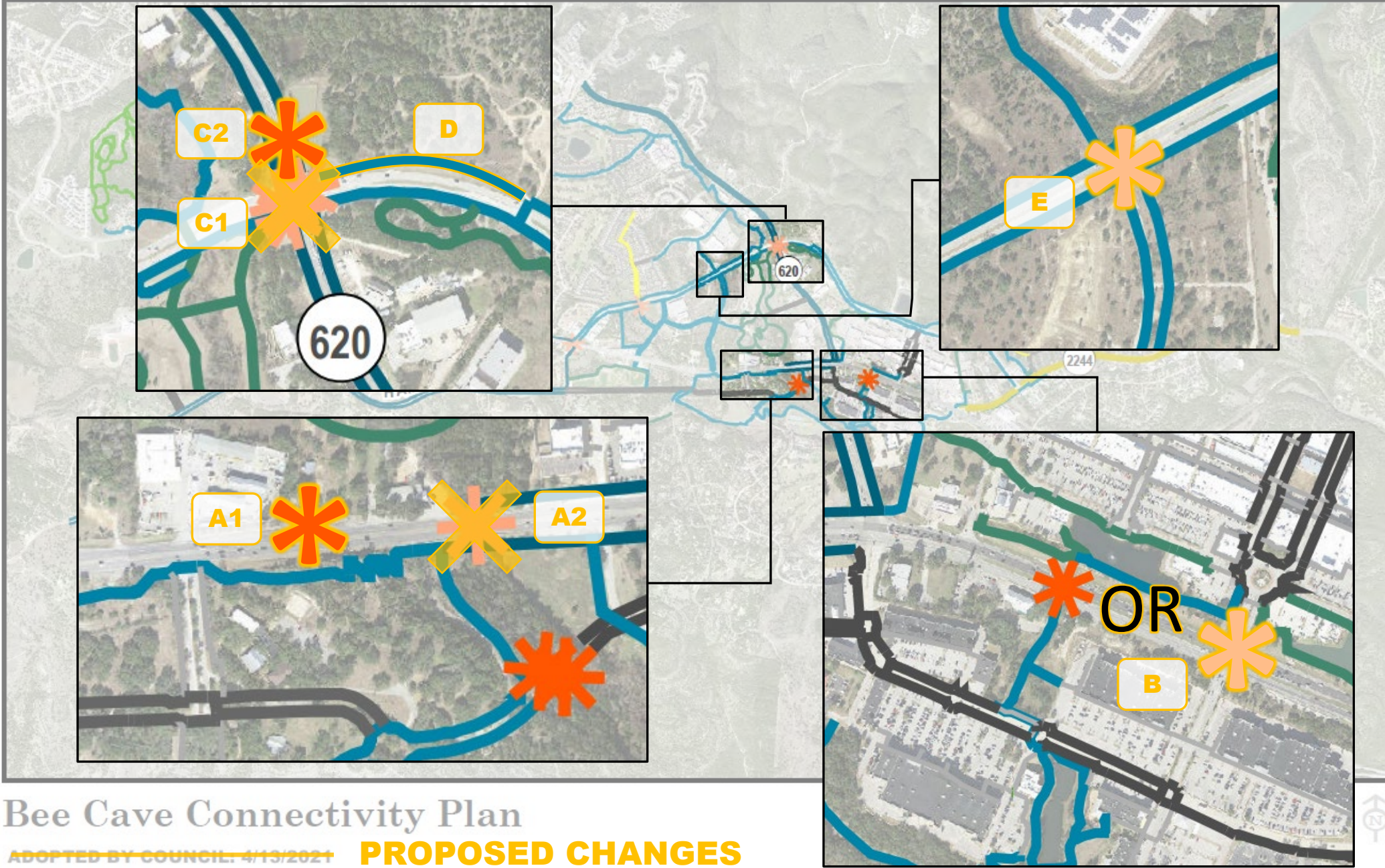
Sidewalk - Residential Collector

Sidewalk - Local

Bike Lane

Bike Lane - Shared Shoulder





### Proposed Designation

- \*\*\*TXDOT Off-Grade Crossing; Off-Grade Crossing
- \*\*\*TXDOT On-Grade Crossing; Local Road On-Grade Crossing
- Primitive Recreational Trail
- Improved Recreational Path

- Shared Use Path
- TXDOT Shared Use Path
- Sidewalk - Primary Collector
- Sidewalk - Neighborhood Collector
- Sidewalk - Residential Collector
- Sidewalk - Local
- Bike Lane
- Bike Lane - Shared Shoulder







## ***Economic Development Board Meeting***

***1/24/2023***

### ***Agenda Item Transmittal***

**Agenda Item:** 7.

**Agenda Title:** Discuss and consider action regarding an application from the Magnolia Musical Theatre for funding by the Development Corporation.

**Board Action:** Discussion and possible action

**Department:** City Manager

**Staff Contact:** Clint Garza, City Manager

#### **1. INTRODUCTION/PURPOSE**

The purpose of this item is to discuss and consider action regarding an application from the Magnolia Musical Theatre for funding by the Development Corporation.

#### **2. DESCRIPTION/JUSTIFICATION**

##### **a) Background**

Staff has been in discussions with Magnolia Musical Theatre regarding a production of Beauty and the Beast. The event will be the first annual Summer Musical held by the newly established group. The event is planned from July 19, 2023 through August 13, 2023 and will be located on the lawn near City Hall.

The Executive Artistic Director, Mr. Andrew Cannata organized and produced the Little Shop of Horrors musical in summer of 2021. Little Shop of Horrors ran from July 9, 2021 to August 14, 2021 for a total of 22 performances.

Since that time, Mr. Cannata has formed Magnolia with the intent to partner with Bee Cave and bring musical theatre to the Hill Country.

##### **b) Issues and Analysis**

At the December 13, 2022 City Council meeting, Council authorized the use of Hotel Occupancy Tax funds for the full amount but requested staff and applicant bring an item to the Development Corporation for discussion as council felt DC funding was appropriate for the event.

The Development Corporation is authorized to undertake projects as authorized by Chapter 505 of the Texas Local Government Code. More specifically the authorized projects are contemplated in Subchapter D at 505.151.

The budget associated with the event is attached in backup with the previous HOT fund application materials. At this time, Magnolia has raised \$150,000 through private donations and sponsorships

### **3. FINANCIAL/BUDGET**

|                     |           |                  |
|---------------------|-----------|------------------|
| Amount Requested    | \$100,000 | Fund/Account No. |
| Cert. Obligation    |           | GO Funds         |
| Other source        |           | Grant title      |
| Addtl tracking info |           |                  |

### **4. TIMELINE CONSIDERATIONS**

### **5. RECOMMENDATION**

#### **ATTACHMENTS:**

| Description                          | Type            |
|--------------------------------------|-----------------|
| <input type="checkbox"/> Application | Backup Material |
| <input type="checkbox"/> Budget      | Backup Material |



## **Guidelines and Procedures**

The City of Bee Cave accepts applications from organizations wishing to receive financial support through the Local Hotel Occupancy Tax (HOT) revenue collected.

- 1) The City Council serves as the Hotel Occupancy Tax (HOT) Committee and convenes on an as-need basis but no less than quarterly intervals. The HOT Committee will typically convene prior to regular City Council meetings which are generally scheduled on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays of each month.
- 2) To be considered for funding, applicants must complete an application including all required attachments. Digital applications may be submitted to the City Manager via e-mail; contact information is made available on the City's website [www.beecavetexas.gov](http://www.beecavetexas.gov).
- 3) If your application is included on the HOT Committee agenda as posted, you will have the opportunity to provide a presentation to the Committee during their public meeting.
- 4) The City Manager or designee of the City of Bee Cave will review the application for completeness.
- 5) Each applicant will be notified of an award following approval by the HOT Committee at which time one-half of the approved funding may then be requested by the organizer.
- 6) A post-event report is required in order to receive final payment. Once the event is complete, receipts that reflect actual expenditures must be submitted. City Manager or designee of the City of Bee Cave will review the post-event report for completeness.
- 7) The remaining one-half of approved funding amount may then be distributed to the applicant. Unspent funds or unapproved expenditures will not be paid. The applicant may be asked to provide additional documentation prior to receiving a final funding payment. Failure to request funds prior to the end of the fiscal year (September 30<sup>th</sup>) for which they were granted may result in forfeiture.

## **Rules Governing the Hotel Occupancy Tax Application**

The applicant must present evidence the event will increase overnight stays in the City of Bee Cave that are consistent with the amount of HOT revenues requested.

An example: the event takes place over several days; a portion of the participants travel more than 100 miles and stay in lodging located in the City of Bee Cave.

- 1) Funding requests of hotel occupancy tax revenues may statutorily be used only for the promotion of tourism. Expenditure of funds for unauthorized purposes may result in recapture and/or adversely impact future requests.
- 2) The applicant must ensure that [www.beecavetexas.gov](http://www.beecavetexas.gov) is listed as a source for the City of Bee Cave on any and all promotional information you provide to registrant and/or vendor/event attendees, including event websites. Also all Bee Cave hotels must be advised of the event in advance, have access to mailing lists including sufficient time to participate in the bidding for both primary bookings and overflow.
- 3) Future applications should include information collected from the post event report to facilitate requests for new funding.



## Application for Use of Hotel Occupancy Tax

### Organization Information

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_  
*MM/DD/YYYY*

Address: \_\_\_\_\_  
*Street*  
\_\_\_\_\_  
*City State Zip Code*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Is your organization:    Non-profit    Private/For-Profit    Tax ID# \_\_\_\_\_

Purpose of Organization:

### Statutory Test: Part One

Does your Event/Expenditure pass the statutory test, defined specifically as directly enhancing and promoting tourism in Bee Cave AND directly promoting the overnight accommodation industry in Bee Cave by increasing overnight stays?    **Yes**    **No**

### Statutory Test : Part Two

Does your Event/Expenditure pass the statutory test defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories?    **Yes**    **No**

1. Funding the establishment, improvement, or maintenance of a convention or visitor information center;
2. Paying the administrative costs for facilitating convention registration;
3. Paying for advertising, solicitations, and promotion that attract tourists and convention delegates to the city or its vicinity;
4. Expenditures that promote the arts;
5. Funding historical restoration or preservation programs;
6. Certain sporting event related expenses;
7. Certain tourist shuttles;
8. Signage directing tourists to attractions frequently visited by hotel guests.

If the answer to one of the two statutory tests is **NO**, you are **NOT** eligible for Hotel Occupancy Tax (HOT) funds.

## Event and/or Expenditure Description

Name of event/expenditure: \_\_\_\_\_

Website address: \_\_\_\_\_

Date(s): \_\_\_\_\_

Will there be an admission charge?    Yes    No

List any additional charges (i.e. parking, entry fees for contests, etc...)

Activity: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Activity: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Activity: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Primary location: \_\_\_\_\_

What is specifically being marketed or promoted (i.e. facility, event, etc...)

Purpose and goal of your organization and who benefits from your success:

## Impact

Number of people attending this event/expenditure from previous year:

Local: \_\_\_\_\_ Out of Town: \_\_\_\_\_

Number of people expected to attend this event/expenditure this year:

Local: \_\_\_\_\_ Out of Town: \_\_\_\_\_

Approximate number of people attending stay overnight in Bee Cave: \_\_\_\_\_

Do you reserve a room block for this event/expenditure?    Yes    No

List hotels you negotiated a special rate if this reimbursement request is being used for an event.  
DO NOT LIST RATES.

---

---

---

## Funding Request

Total Amount Requested: \$\_\_\_\_\_

Does the proposed event plan to become self-supporting in the future?    Yes    No

Total advertising/promotion budget: \$\_\_\_\_\_

- a) What is your organization's direct contribution to the above? \$\_\_\_\_\_
- b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization? Other funding sources are as follows:

\$50,000 - Private seed funding from Andrew and Kailynn Cannata

\$50,000 - Hill Country Galleria Sponsorship

\$50,000 - Board Committed Funds

\$100,000 - Corporate Sponsorships (In the works right now)

\$25,000 - Opening Night Galla/Dinner

\$25,000 - Individual Donors (already secured \$10,000 of this goal)

\$75,000 - Donation Collections during the run of the show

- c) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

|                           |    |          |  |
|---------------------------|----|----------|--|
| Paid Advertising          | \$ | \$2,500  |  |
| Radio                     | \$ |          |  |
| Newspaper                 | \$ | \$2,500  |  |
| Press Releases to Media   | \$ |          |  |
| Television                | \$ |          |  |
| Direct Mailing            | \$ | \$5,000  |  |
| Distribution of Brochures | \$ | \$5,000  |  |
| Other (describe)          | \$ | \$10,000 | (reserved for Social media campaigns and possible hire of PR firm) |

Along with the application, submit the following as attachments **(required)**:

1. Itemized list of relevant expenditures;
2. Marketing plan including target audience and detailed media list;
3. Board of Directors and/or Event Committee with contact information;
4. Event planning timeline;
5. Schedule of all activities.

Please return completed application with attachments and signature to:

City of Bee Cave  
4000 Galleria Parkway  
Bee Cave, TX 78738  
Attn: City Manager re: HOT Application

For additional questions, please contact the Bee Cave City Manager (512) 767-6600.

With my signature below, I understand the Hotel Occupancy Tax (HOT) Application, Process, Reimbursement, and all associated Rules Governing the Application established by the City of Bee Cave. I intend to use this funding for the event as described herein to promote the efforts of the City of Bee Cave in enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside Bee Cave.

I have read the Hotel Occupancy Tax (HOT) Application guidelines including the Rules Governing the Application and the Reimbursement Process.

I understand that if awarded, my request for Hotel Occupancy Tax (HOT) funding by the City of Bee Cave, any deviation from the approved event or the Rules Governing the Application may result in a partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) funding.

---

Organization Name

*Andrew Cannata*

---

Applicant Signature

---

Date





## **Post Event Required Reporting**

Thank you for promoting tourism and the hotel industry in Bee Cave through the utilization of Hotel Occupancy Tax (HOT) funds. The Texas Tax Code provides a set of rules that state how the revenue from the Hotel Occupancy Tax may be used only to directly enhance and promote tourism and the hotel and convention industry.

All entities that are approved for the utilization of Hotel Occupancy Tax (HOT) funds must submit a Post Event Form for each event. This report, as submitted, will be reviewed by the City of Bee Cave to determine compliance and will be used in consideration of future hotel occupancy tax funding requests.

Please return completed Post Event Report with attachments to:

City of Bee Cave  
4000 Galleria Parkway  
Bee Cave, TX 78738  
Attn: City Manager re: HOT Application

For additional questions, please contact the Bee Cave City Manager (512) 767-6600.

**PLEASE NOTE: FAILURE TO SUBMIT THE POST EVENT REPORT MAY RESULT IN  
INELIGIBILITY FOR FUTURE FUNDING FROM CITY OF BEE CAVE HOTEL OCCUPANCY  
TAX**



## Organization Information

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_  
*MM/DD/YYYY*

Address: \_\_\_\_\_  
*Street*

\_\_\_\_\_  
*City State Zip Code*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Event Information

Name of Event/Expenditure: \_\_\_\_\_

Date of Event/ Expenditure: \_\_\_\_\_

Primary Location: \_\_\_\_\_

Primary Purpose: \_\_\_\_\_

Amount of HOT Funds Received: \$ \_\_\_\_\_

Amount of HOT Funds Used: \$ \_\_\_\_\_

1. Estimated Attendance: \_\_\_\_\_
2. Room nights generated: \_\_\_\_\_
3. Total Promotional Cost: \_\_\_\_\_
4. Did you receive City services for your event? Yes No
5. If so, have the services been paid for? Yes No

Along with the Post Event Report, submit the following attachments (**required**):

1. Samples of documents showing how venues in Bee Cave were recognized in your advertising and/or promotional campaign(s).
2. Copies of all invoices.

| <b>Newsies</b>                              | <b>BUDGET</b> |
|---|---------------|
| Production Manager                          | \$0.00        |
|   |               |
| Director                                    | \$3,500.00    |
|   |               |
|   |               |
| Music Director(s)                           | \$3,500.00    |
|   |               |
| Audition Accompanist                        | \$1,000.00    |
| Reh Pianist                                 | \$0.00        |
|   |               |
| Orchestra                                   | \$22,000.00   |
|   |               |
| Choreographer                               | \$3,500.00    |
| Choreo Asst/Dance Captain(s)                | \$500.00      |
| Audition Assistant                          |               |
|   |               |
| Set Design                                  | \$3,500.00    |
| TD  | \$3,000.00    |
| ATD   | \$0.00        |
| Set Supervisor                              | \$0.00        |
| Painters/Carps/Materials/Loadin and Loadout | \$20,000.00   |
| Head Charge Artist                          | \$3,000.00    |
|   |               |
| Costume Designer                            | \$3,500.00    |
| Associate Costume Designer                  | \$2,500.00    |
| Crafts Artisan (for headpieces and such)    | \$1,500.00    |
| Wardrobe Crew                               | \$2,000.00    |
| Wardrobe Supervisor                         | \$2,500.00    |
| Dressers                                    | \$2,500.00    |
| Laundry/Dry Cleaning                        | \$2,500.00    |
| Costume/Headpiece Materials                 | \$20,000.00   |
|   |               |
| Lighting Design                             | \$3,500.00    |

|                                    |             |
|------------------------------------|-------------|
| Light Crew                         | \$6,500.00  |
| Master Electrician                 | \$3,000.00  |
| Lighting Materials                 | \$20,000.00 |
| FX budget                          | \$2,500.00  |
|                                    |             |
| Sound Design                       | \$3,500.00  |
| Sound Crew                         | \$4,000.00  |
| Sound Materials                    | \$15,000.00 |
|                                    |             |
| Prop Design                        | \$3,500.00  |
| Prop Labor                         | \$1,000.00  |
| Prop Materials                     | \$3,000.00  |
|                                    |             |
|                                    |             |
| Wig Design                         | \$3,000.00  |
| Wig tech - performances            | \$1,000.00  |
| Wig/Makeup Materials               | \$1,500.00  |
|                                    |             |
|                                    |             |
| Rehearsal/Production Stage Manager | \$3,500.00  |
| Reh and Deck ASM                   | \$1,500.00  |
| Deck Management                    | \$1,000.00  |
|                                    |             |
| Actors + puppeteers                | \$14,000.00 |
| Run Crew                           | \$6,000.00  |
|                                    |             |
| Audition Cord                      | \$0.00      |
| Audition/Rehearsal Space           |             |
| Audition Materials                 | \$500.00    |
|                                    |             |
|                                    |             |
|                                    |             |
|                                    |             |
|                                    |             |

|                                       |              |
|---------------------------------------|--------------|
|                                       |              |
|                                       |              |
| Digital Design                        | \$1,000.00   |
|                                       |              |
|                                       |              |
| Subtotal Without In-Kind              | \$199,000.00 |
|                                       |              |
| Emergency Fund                        | \$0.00       |
|                                       |              |
| Total With Emergency Fund             | \$199,000.00 |
|                                       |              |
|                                       |              |
|                                       |              |
|                                       |              |
|                                       |              |
|                                       |              |
|                                       |              |
| 2023 Total Budget with Emergency Fund | \$350,000    |
|                                       |              |
| Emergency Fund                        | \$350,000    |



## ***Economic Development Board Meeting***

***1/24/2023***

### ***Agenda Item Transmittal***

**Agenda Item:** 8.

**Agenda Title:** Discuss and consider action on the formation of a 501c3 Community Development Organization.

**Board Action:** Discuss and consider action on the formation of a 501c3 Community Development Organization.

**Department:** Administration

**Staff Contact:** Clint Garza

#### **1. INTRODUCTION/PURPOSE**

As the City of Bee Cave grows with more visitors and events it could be an opportunity to form a 501c3 Community Development Organization. A Community Development Organization would be a domestic corporation or partnership that is an intermediary vehicle for the provision of securing short-term and long-term partnerships focused on economic development.

#### **2. DESCRIPTION/JUSTIFICATION**

##### **a) Background**

The Community Development Organization would be a 501c3, with a mission to expand community and economic development in the City of Bee Cave. This organization would be a facilitator of community development work partnering with staff in a similar manner to other "friends" organizations who support Park and Library functions respectively.

##### **b) Issues and Analysis**

If the Development Corporation agrees to create the non-profit staff will support the initial board of directors in processes involved in its formation.

#### **3. FINANCIAL/BUDGET**

Amount Requested  
Cert. Obligation  
Other source  
Addtl tracking info

Fund/Account No.  
GO Funds  
Grant title

#### **4. TIMELINE CONSIDERATIONS**

## **5. RECOMMENDATION**



***Economic Development Board Meeting  
1/24/2023  
Agenda Item Transmittal***

**Agenda Item:** 9.

**Agenda Title:** Discussion regarding future meeting times and dates.

**Board Action:**

**Department:** City Secretary

**Staff Contact:** Kaylynn Holloway, City Secretary

**1. INTRODUCTION/PURPOSE**

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

**b) Issues and Analysis**

**3. FINANCIAL/BUDGET**

|                     |                  |
|---------------------|------------------|
| Amount Requested    | Fund/Account No. |
| Cert. Obligation    | GO Funds         |
| Other source        | Grant title      |
| Addtl tracking info |                  |

**4. TIMELINE CONSIDERATIONS**

**5. RECOMMENDATION**