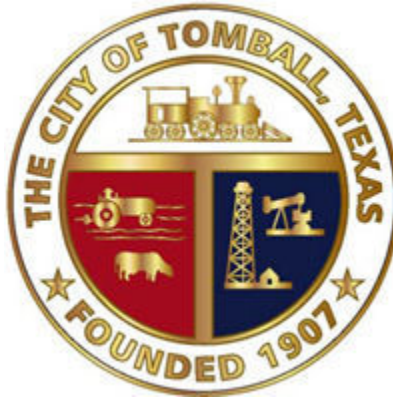


**NOTICE OF REGULAR TOURISM ADVISORY COMMITTEE
MEETING
CITY OF TOMBALL, TEXAS**



MONDAY, OCTOBER 24, 2011

4:00 P.M.

Notice is hereby given of a meeting of the City of Tomball Tourism Advisory Committee, to be held on Monday, October 24, 2011 at 4:00 P.M., City Hall, 401 Market Street, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. The Tourism Advisory Committee reserves the right to meet in a closed session for consultation with attorney on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

- 1.0 Call to Order
- 2.0 Public Comments and Receipt of Petitions *[At this time, anyone will be allowed to speak on any matter other than personnel matters or matters under litigation, for length of time not to exceed three minutes. No Council/Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with law.]*
- 3.0 Reports and Announcements
 - Mike Baxter - Update on Projects
- 4.0 Approve Minutes of the following Meetings:
 - July 25, 2011 Regular Tourism Advisory Committee Meeting

- August 22, 2011 Special Tourism Advisory Committee Meeting

5.0 New Business:

- 5.1 Approve Tomball Sister City Organization Request for Support, Funding, and Road Closures for the 2011 Tomball German Christmas Market, to be held December 9-11, 2011, and for the 2012 Tomball German Heritage Festival, to be held March 30-April 1, 2012

6.0 Adjournment

CERTIFICATION

I hereby certify that the above notice of meeting was posted on the bulletin board of City Hall, City of Tomball, Texas, a place readily accessible to the general public at all times, on the 21st day of October 2011 by 4:00 p.m., and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Doris Speer _____

Doris Speer

City Secretary, TRMC

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please feel free to contact the City Secretary's office at (281) 290-1002 or FAX (281) 351-6256 for further information.

AGENDAS MAY ALSO BE VIEWED ONLINE AT www.ci.tomball.tx.us.

Regular Tourism Advisory Committee
Agenda Item
Data Sheet

Meeting Date: October 24, 2011

Topic:

- Mike Baxter - Update on Projects

Background:

Origination:

Recommendation:

Funding:

Party(ies) responsible for placing this item on agenda:

ACTION TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 ST <input type="checkbox"/> 2 ND	OTHER

Regular Tourism Advisory Committee

Agenda Item

Data Sheet

Meeting Date: October 24, 2011

Topic:

Approve Minutes of the following Meetings:

- July 25, 2011 Regular Tourism Advisory Committee Meeting
- August 22, 2011 Special Tourism Advisory Committee Meeting

Background:

Origination:

Recommendation:

Funding:

Party(ies) responsible for placing this item on agenda:

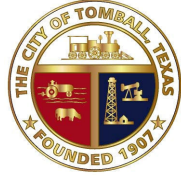
ACTION TAKEN		
APPROVAL	READINGS PASSED	OTHER
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> 1 ST <input type="checkbox"/> 2 ND	

ATTACHMENTS:

Minutes - July 25, 2011 Regular Tourism Advisory Committee Meeting

Minutes - August 22, 2011 Special Tourism Advisory Committee Meeting

**MINUTES OF REGULAR
TOURISM ADVISORY COMMITTEE MEETING
CITY OF TOMBALL, TEXAS**



**MONDAY, JULY 25, 2011
3:00 P.M.**

1.0 Call to Order

The meeting was called to order by Chair Holly Cook. Other Committee members present were:

Mary Harvey
Jeffie Cappadonna
Rodney Hutson
Beverly Leday
Ronald Tocci

Members absent:

Ken Shuman
Kevin Lala
Prakash Patel

Others present:

Mayor – Gretchen Fagan
City Manager – George Shackelford
City Secretary – Doris Speer
President-GTACC – Bruce Hillegeist
Marketing Director – Mike Baxter

2.0 No Public Comments were received.

3.0 Motion was made by Mary Harvey, second by Rodney Hutson, to approve the minutes of the following meetings:

- July 5, 2011 Special Tourism Advisory Committee Meeting
- July 18, 2011 Special Tourism Advisory Committee Meeting

Motion carried unanimously.

draft

4.0 Old Business:

4.1 Discussion was held regarding prospective designs for a fountain at the Tomball Depot. Motion was made by Rodney Hutson, second by Beverly Leday, to recommend that Council authorize City staff to work with Aquascapes on the basic concept design as presented to the Tourism Advisory Committee, not to exceed the allowable HOT funds budget amount for the arts category.

5.0 Motion was made by Mary Harvey, second by Jeffie Cappadonna, to adjourn.

Motion carried unanimously.

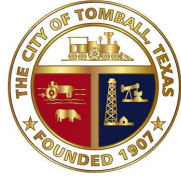
Meeting adjourned.

PASSED AND APPROVED this ____ day of _____ 2011.

Doris Speer, TRMC
City Secretary

Holly Cook
Chair

**NOTICE OF SPECIAL
TOURISM ADVISORY COMMITTEE MEETING
CITY OF TOMBALL, TEXAS**



**MONDAY, AUGUST 22, 2011
5:30 P.M.**

Notice is hereby given of a meeting of the City of Tomball Tourism Advisory Committee, to be held on Monday, August 22, 2011 at 5:30 p.m., City Hall, 401 Market Street, Tomball, Texas 77375, for the purpose of considering the following agenda items. All agenda items are subject to action. The Tourism Advisory Committee reserves the right to meet in a closed session for consultation with attorney on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

1.0 Call to Order

The meeting was called to order by Chair Holly Cook. Other Committee members present were:

Mary Harvey
Jeffie Cappadonna
Rodney Hutson
Prakash Patel
Kevin Lala

Members absent:

Ken Shuman
Ronald Tocci
Beverly Leday

Others present:

City Manager – George Shackelford
City Secretary – Doris Speer
Marketing Director – Mike Baxter
Executive Director-TEDC – Kelly Violette
Mayor – Gretchen Fagan
Councilman – Rick Brown

2.0 No Public Comments were received.

3.0 New Business:

3.1 Discussion was held regarding the proposed *Today in America* video. Motion was made by Rodney Hutson, second by Mary Harvey, to make a recommendation to Council to

draft

approve the execution of the proposed Participation Agreement for a *Today in America* Video and authorize the payment of the required Scheduling Fee by the City of Tomball and Tomball Economic Development Corporation in the Amount of \$24,800, to be split equally between the City of Tomball and the Tomball Economic Development Corporation, and with an equal emphasis to be placed on tourism in the video.

Motion carried unanimously.

4.0 Motion was made by Mary Harvey, second by Rodney Hutson, to adjourn.

Motion carried unanimously.

Meeting adjourned.

PASSED AND APPROVED this ____ day of _____ 2011.

Doris Speer, TRMC
City Secretary

Holly Cook
Chair

Regular Tourism Advisory Committee

Agenda Item

Meeting Date: October 24, 2011

Data Sheet

Topic:

Approve Tomball Sister City Organization Request for Support, Funding, and Road Closures for the 2011 Tomball German Christmas Market, to be held December 9-11, 2011, and for the 2012 Tomball German Heritage Festival, to be held March 30-April 1, 2012

Background:

The TSCO requests approval by the Tourism Advisory Committee for funding in connection with the 2011 Tomball German Christmas Market, to be held December 9-11, 2011, and the 2012 Tomball German Heritage Festival, to be held March 30-April 1, 2012.

Origination:

City Secretary

Recommendation:

Approve TSCO Request for Funding for the 2011 Tomball German Christmas Market and the 2012 Tomball German Heritage Festival

Funding:

Party(ies) responsible for placing this item on agenda:

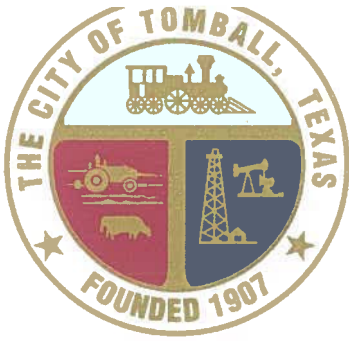
City Secretary

ACTION TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 ST <input type="checkbox"/> 2 ND	OTHER

ATTACHMENTS:

TSCO Request Letter and Application for HOT Funds - Christmas Market

TSCO Request Letter and Application for HOT Funds_German Heritage Festival



TOMBALL SISTER CITY ORGANIZATION
Tomball, Texas – Telgte, Germany
P.O. BOX 1131
TOMBALL, TEXAS 77377



October 05, 2011

Honorable Mayor and City Council

Re: Request Support for both Tomball German Festivals: The 2011 Tomball German Christmas Market and the 2012 Tomball German Heritage Festival.

The Tomball Sister City Organization, Inc. respectfully request for both Tomball German Festivals:

(A) In-kind support for each festival:

2011 TGCM, Thursday, December 8th through Sunday, December 11, 2011 and
2012 TGHF, Thursday, March 29th through Sunday, April 1, 2012 in the form of:

Personnel:

Public Works:

Two (2) employees for Friday night from 6:00 pm to 11:00 pm.

Two (2) for Saturday from 8:00 am to 11:00 pm.

Two (2) for Sunday from 8:00 am to 8:00 pm.

Employees will need the use of gators for trash pick

Police Department:

Two (2) Officers for Thursday from 5:00-11:00 pm.

Four (4) for Friday from 5:00-11:00 pm.

Four (4) for Saturday from 9:00 am - 11:00 pm.

Four (4) for Sunday from 10:00 am – 6:00 pm.

And two (2) Officers for Sunday night from 6:00 -11:00 pm.

ESD 8

One (1) Paramedic Thursday 5:00-11:00 pm.

One (1) Paramedic Friday from 5:00-11:00 pm.

One (1) Paramedic Saturday from 9:00 am - 11:00 pm.

One (1) Paramedic Sunday from 10:00 am – 11:00 pm.

Facilities & Personnel:

The use of the Community Center Friday from 1:00 pm to 10:00 pm and Saturday from 8:00 am to 10:00 pm and Sunday from 8:00 am to 8:00 pm. One (1) employee working these hours, also.

Supplies for each festival:

One (1) 40 yard roll off, and four (4) 8-yard dumpsters; Fifty (50) portable toilets including two (2) handicap units, and eight (8) hand sanitize stations.

Thirty (30) trash barrels with 400 liners

Twenty (25) barricades, twelve (12) traffic cones

(B) 1. Electricity/Lighting Rentals: 6 large generators and 6 power cords, 6 tower lights, and fuel top-off for generators from City's gasoline supply.

2. Electricity: Add 50 amp service with (2) outlets on the existing pole/panel behind the Gazebo.

(C) Cash Request of \$35,000.00 from the local occupancy tax.

(D) Permission to post German flags along with American flags along Main Street during the festivals.

(E) Transportation: Request discussion and plan for visitor's off-site parking and transportation to the festival by way of shuttle service in some form.

Carnival Hours:

Thursday 3pm-11pm, Friday 3pm-11pm, Saturday 10am-11pm, Sunday 10am-10pm

Street Closures:

We respectfully request permission to close the 300 block of Market Street from Cherry to Oak; South Elm; the 100 block of Market; and South Walnut between Market and Fannin from 12:00 pm Thursday until 10:00 pm Sunday. In addition to this, we would like to request closure of the 200 block of Market at Cherry, Friday 9:00 am and South Walnut at Main 5:00 pm Friday until Sunday at 8:00 pm. We have also requested of Harris County that S. Cherry Street be closed from 4 pm Friday until 8 pm Sunday.

Sincerely,



Grady P. Martin
Tomball Sister City Organization
Tomball German Heritage Festival

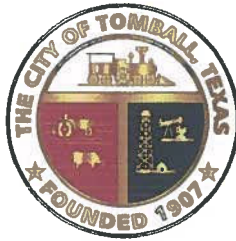


EXHIBIT A

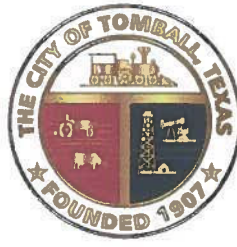
Organization shall procure and maintain for the duration of the grant agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the services performed or to be performed hereunder by the Organization its agents, representatives, employees, volunteers, officers, directors or sub-contractors.

The organization shall maintain insurance with limits not less than \$500,000 per occurrence, \$1,000,000 aggregate and will be as broad as ISO Form Number GL 0002 (Ed 1/72) covering Comprehensive General Liability and ISO Form Number GL 0404 covering Broad Form Comprehensive General Liability, or ISO Commercial General Liability coverage (“occurrence for CG 0001). Coverage will include: A) Premises – Operations; B) Broad Form Contractual Liability, C) Broad Form Property Damage and D) Personal Injury.

The policy will be endorsed to contain the following provisions: The City, its officials, employees, volunteers, Boards and Commissions are to be added as “Additional Insured” in respect to liability arising out of any activities performed by or on behalf of the Organization. The policy shall contain no special limitations to the scope of coverage afforded to the City. The Organization’s insurance shall be primary and any insurance or self-insurance shall be in excess of the Organization’s insurance and shall not contribute with it. Certificate must include a waiver of subrogation as regards to the workers compensation policy. If your organization has no employees, and therefore do not carry workers compensation insurance, you must provide to the City of Tomball a letter stating that you have no employees and therefore do not carry workers compensation insurance.

Insurance shall be placed with insurers with an A.M. Best rating of no less than A:VI or a Standard & Poor rating of A or better.

The Organization shall furnish the City with a certificate of insurance which shows the coverage provided. The insurance policy will be endorsed to state that coverage shall not be suspended, voided, canceled, non-renewed, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.



OTHER REQUIRED DOCUMENTATION

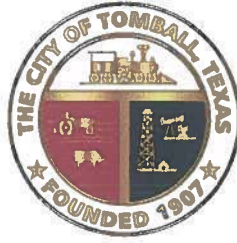
The following information is required to process the grant application:

1. Articles of Incorporation, if applicable
2. Constitution and/or By-Laws
3. If your organization's budget exceeds \$100,000 (exclusive of in-kind) attach a copy of the last independent audit of financial records. If no audit was completed, explain why.
4. Schedule of Board of Directors meetings for the period of October 1, 2009 through September 30, 2010. Board of Directors meetings must occur at least once per quarter.
5. Resumes of principal staff and artists or relevant job descriptions.
6. Depending on the nature of the project or event for which grant funding is requested, the organization will obtain a Certificate of Insurance for liability coverage as outlined in the attached Exhibit A. The City of Tomball requires each grantee having an event in the City aimed to attract both residents and tourists to have liability insurance to protect the public for acts by the grantee. This mandated coverage does not cover the grantee or any of its members. We encourage the grantee to acquire insurance to cover itself and its members as it deems fit. Please see your insurance agent for the local government endorsement. The cost of the local government endorsement may be included as part of your budget to be considered for a grant.

OPTIONAL SUPPORTING DOCUMENTATION

This should be additional material that you wish to attach that further explains the activities of your organization such as:

1. Long Range Plan – 3-5 years
2. One labeled videotape of performance(s), exhibits, workshops, capital project and /or other activities for which City of Tomball grant funds will be utilized.
3. Programs, publicity, articles, reviews, etc.
4. Letters of support from patrons or other organizations in the community.



NARRATIVE QUESTIONS

Please look at the criteria in the grant guidelines when you answer the following questions. **Be specific and give examples.** Answers to individual questions should be as brief as possible and should in no case exceed one page.

1. Describe the history and purpose of the organization.
2. Describe how any grant funds will be used.
3. List the programs and activities for the grant year.
4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.
5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?
6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?
7. Explain the public benefits to the City of Tomball that will result from your organization's efforts.
8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?

1. Describe the history and purpose of the organization.

The Tomball Sister City Organization is a nonprofit corporation formed for the purpose of the establishment, sponsorship, promotion and support of cultural, business, educational, diplomatic and other exchanges with Tomball's sister city – Telgte, Germany.

To this end the corporation endeavors to promote and heighten public interest in and appreciation of the culture, business, education, products, people or language of sister cities of the City of Tomball, Texas, and to develop programs and provide activities that highlight such culture, business, education, products, people or language, and to assist its members in the development of such programs and the provisions of such activities.

The Tomball Sister City Organization, Inc. was established by the City of Tomball in 1999 and has been an active part of the community since its beginning. The organization endeavors to help keep Texas German and ethnic heritage alive in this part of Texas through festivals, events, and projects which are related to Texas German heritage, culture, music, arts, and history.

2. Describe how any grant funds will be used.

Any grant monies would be used for improving, establishing, and building the Tomball German Heritage Festival and the German Christmas Market Festival, through

- Adding to the events entertainment and music stages with more German, Czech, Texas, and ethnic folk music and heritage entertainment including local high school groups, German clubs, dance clubs, and professionals.
- Tourism-Related advertising dollars for radio, newspaper, signage, poster/flyer, internet, TV, etc., and more advertising dollars for out-of-town and visitor outreach.
- Rentals and Utilities: Tents, fencing, tables, chairs, stages, sound equipment, and electrical and generator rental.
- Insurance: General liability, alcohol liability, and festivals and events insurance.
- Professional Security Cost: Keeping our visitors safe, our vendor booths secure over night, and securing alcohol at entrances and exits.
- Heritage/Community Center at 221 Market additions, improvements, and enlargement with more culture and art exhibits and displays, and to attract small conventions, such as the Stein Collectors International in 2009.

3. List the programs and activities for the grant year.

- Tomball German Heritage Festival - Always the last weekend in March
- Tomball German Christmas Market - Always the second Saturday in December
- Student Exchange Program with our German sister city Telgte - these exchanges bring German visitors to Tomball.
- Various governmental and volunteer relationships with like groups in our German sister city and in Harris Co., including the ham radio operators, schools Houston Fest & Klein Fest, and an intern from Telgte city government to Tomball city government in 2009.

4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.

The German festival has grown each year since its beginning ten years ago. Starting as a one day event in 2001 with an attendance of less than one hundred people and one Oompah band on the TISD parking lot, the festival has now grown to a three day event with four music stages covering an area of five city blocks, and the attendance has increased to over twenty thousand visitors in 2009.

The first annual German Christmas Market, in conjunction with the City of Tomball Second Saturday event in December, was held in 2008 & 2009. Both were well attended, and expected to grow over the years as well.

All activities and events take place in Tomball. The heart of the event is located at the historical Train Depot Plaza at 201 S. Elm Street in the Old Town area.

5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?

Tomball German Heritage Festival is a music street festival with German folk artist from around Texas, ethnic folk dancers, Texas folk music and dance, bluegrass, vocal music, instrumental music, folk art, arts and crafts exhibits, heritage & craft displays, children's music, Czech folk music, heritage center, German/English church, language displays, local family photo displays, convention in Community Center, tour historical Depot, bronze statue, etc. About 20% of our total budget is used for advertising and attracting visitors, and our advertising dollars are directed toward our out-of-town visitors and tourists.

This three day event requires many visitors and vendors to stay over at least one or two nights (“heads in beds”). Additionally, we have coordinated this event with others, including the annual Texas German Society convention, the Stein Collectors International Convention, Happy Hikers of Houston, and a Texas Wheels of Justice Bicycle Rally that bring others to our event and our city that might not have come just for the festival.

6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?

We publicize our events on our websites, local newspapers, radio, signage, listings on the internet, and working with other community groups like the Chamber of Commerce and the City of Tomball making sure the word is out. We have increased our advertising budget each year.

We evaluate our advertising methods through a “guest registry” that visitors are encouraged to sign which includes an opportunity for them to tell us how they heard about the event, and through informal interviews with attendees by festival volunteers throughout the festival.

7. Explain the public benefits to the City of Tomball that will result from your organization’s efforts.

Tomball becomes a destination city and attracts thousands of tourists and shoppers to the Old Town area of Tomball.

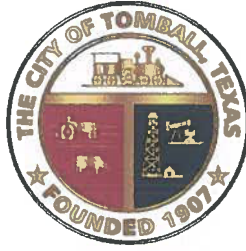
The festivals and events are helping to keep our heritage and history alive in our area.

The organization is committed to supporting and contributing to the historical, cultural, and utility improvements at the historical Depot Plaza, Heritage Center, and Old Town which are home to the Tomball German Heritage Festival, as is evidenced by our providing additional electrical outlets for music stages and vendors and improvements, enlargement, and enhancement of festival grounds. Cash contributions include art and culture projects at the historical Depot, such as the new bronze statue “The Conductor”.

8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?

We have two very successful festival events which draw thousands of visitors and tourists from around Texas, USA, and Germany to Tomball every year, and most of them use our hotels, motels, bed/breakfast, and RV parks. Once the visitor has been exposed to Tomball they come back to shop and to visit year after year.

We bring people to Tomball from German, yearly, with our German Exchange Student Program and visitor from our sister city Telgte.



CITY OF TOMBALL
APPLICATION FOR USE OF HOTEL OCCUPANCY TAX
(Must be submitted no less than 45 days prior to the event)

Applications may be mailed or hand delivered to:

Director of Finance
City of Tomball
501 James Street
Tomball, TX 77375

Applicant Organization: Tomball Sister City, Org., Inc.

Organization Director: Grady Martin

Project or Event for which funding is requested: (2) German Festivals - 2011 German Christmas Market & 2012 German Heritage Festival

Date of Event: Dec 9 10 11, 2011 & March 30 31-April 1, 2012

Description of project or event for which funding is requested: 4th Annual German Christmas Market & 12th German Heritage Festival featuring live music from German folk artists from around Texas, ethnic folk dancers, other music, arts, crafts and exhibits. The four day event brings vendors from as far away as New York and Colorado.

Location of project or event: Market Street between Elm and Pine

GRANT AMOUNTS:

Amount Requested for 2011-2012	\$ 10,000
Amount Received for 2010-2011	\$ 7,500
% increase requested over last year's grant	25 %

2011-2012 **Organization Budget Summary**

	City Funds	Other Funds	Total
Personnel		30,000	30,000
Contracted Services			
Travel			
Rental Expense		23,000	23,000
Depreciation/Mortgage	N/A		
Advertising	10,000	14,000	24,000
Insurance		1,000	1,000
Other Expenses	20,000	2,000	22,000
Volunteer Time	N/A		
Donated Goods/Services	N/A		
Total	30,000	70,000	100,000

Grants to an organization will not exceed 35% of the organization's adopted budget for 2009-2010.

FUNDS FROM SOURCES OTHER THAN THE CITY OF TOMBALL

<u>Government</u>	<u>Amount of Funds</u>
Local	_____
County	_____
State	_____
Federal	_____
<u>Other Investors/Contributors</u>	
Individual	_____
Corporate	_____
Foundations	_____
<u>Fees</u>	


Admissions _____
 Applications _____
 Vendors 50,000 _____
 Tuition _____

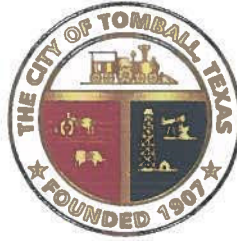
Concessions 6,000 _____
Memberships _____
Subscriptions _____
Other 14,000 _____
 Total \$ 70,000 _____

How many people do you expect will visit Tomball from out-of-town as a result of this project or event?
 _____ Explain the basis for your answer to the preceding question: Attendance is projected in excess of 20,000. It is unknown precisely how many are from beyond the City Limits of Tomball

Are attendees for this event or users of this project expected to stay overnight in Tomball hotels or motels?
 _____ If you answer to this question is Yes, state the basis for your answer: Yes, historically many vendors have stayed in area hotels.

Organization Contact Name, Title, Address and Phone Number: Grady Martin, Chairman, 281 379 6844

Contact's Signature: 
 Date: 10-20-11



VALIDATION OF APPLICATION

The signatory declares that he/she is an authorized official of the applicant, is authorized to make this application, and certifies that the information in this application is true and correct to the best of his/her knowledge. Signatory further declares that applicant, if previously funded by the City of Tomball, has successfully fulfilled all prior Grant contract obligations.

Grady Martin
Signature of Authorizing Official

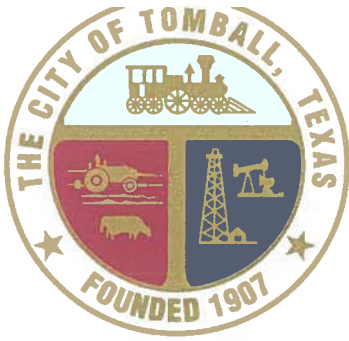
10-20-11
Date

Grady Martin
Typed Name

President
Title within Organization

281 379 6844
Telephone

gradsand@yahoo.com
Email address



TOMBALL SISTER CITY ORGANIZATION
Tomball, Texas – Telgte, Germany
P.O. BOX 1131
TOMBALL, TEXAS 77377



October 05, 2011

Honorable Mayor and City Council

Re: Request Support for both Tomball German Festivals: The 2011 Tomball German Christmas Market and the 2012 Tomball German Heritage Festival.

The Tomball Sister City Organization, Inc. respectfully request for both Tomball German Festivals:

(A) In-kind support for each festival:

2011 TGCM, Thursday, December 8th through Sunday, December 11, 2011 and
2012 TGHF, Thursday, March 29th through Sunday, April 1, 2012 in the form of:

Personnel:

Public Works:

Two (2) employees for Friday night from 6:00 pm to 11:00 pm.

Two (2) for Saturday from 8:00 am to 11:00 pm.

Two (2) for Sunday from 8:00 am to 8:00 pm.

Employees will need the use of gators for trash pick

Police Department:

Two (2) Officers for Thursday from 5:00-11:00 pm.

Four (4) for Friday from 5:00-11:00 pm.

Four (4) for Saturday from 9:00 am - 11:00 pm.

Four (4) for Sunday from 10:00 am – 6:00 pm.

And two (2) Officers for Sunday night from 6:00 -11:00 pm.

ESD 8

One (1) Paramedic Thursday 5:00-11:00 pm.

One (1) Paramedic Friday from 5:00-11:00 pm.

One (1) Paramedic Saturday from 9:00 am - 11:00 pm.

One (1) Paramedic Sunday from 10:00 am – 11:00 pm.

Facilities & Personnel:

The use of the Community Center Friday from 1:00 pm to 10:00 pm and Saturday from 8:00 am to 10:00 pm and Sunday from 8:00 am to 8:00 pm. One (1) employee working these hours, also.

Supplies for each festival:

One (1) 40 yard roll off, and four (4) 8-yard dumpsters; Fifty (50) portable toilets including two (2) handicap units, and eight (8) hand sanitize stations.

Thirty (30) trash barrels with 400 liners

Twenty (25) barricades, twelve (12) traffic cones

(B) 1. Electricity/Lighting Rentals: 6 large generators and 6 power cords, 6 tower lights, and fuel top-off for generators from City's gasoline supply.

2. Electricity: Add 50 amp service with (2) outlets on the existing pole/panel behind the Gazebo.

(C) Cash Request of \$35,000.00 from the local occupancy tax.

(D) Permission to post German flags along with American flags along Main Street during the festivals.

(E) Transportation: Request discussion and plan for visitor's off-site parking and transportation to the festival by way of shuttle service in some form.

Carnival Hours:

Thursday 3pm-11pm, Friday 3pm-11pm, Saturday 10am-11pm, Sunday 10am-10pm

Street Closures:

We respectfully request permission to close the 300 block of Market Street from Cherry to Oak; South Elm; the 100 block of Market; and South Walnut between Market and Fannin from 12:00 pm Thursday until 10:00 pm Sunday. In addition to this, we would like to request closure of the 200 block of Market at Cherry, Friday 9:00 am and South Walnut at Main 5:00 pm Friday until Sunday at 8:00 pm. We have also requested of Harris County that S. Cherry Street be closed from 4 pm Friday until 8 pm Sunday.

Sincerely,



Grady P. Martin

Tomball Sister City Organization
Tomball German Heritage Festival

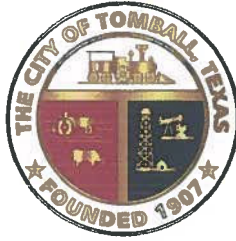


EXHIBIT A

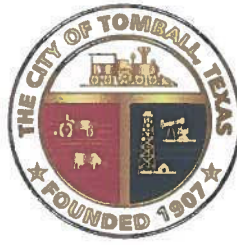
Organization shall procure and maintain for the duration of the grant agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the services performed or to be performed hereunder by the Organization its agents, representatives, employees, volunteers, officers, directors or sub-contractors.

The organization shall maintain insurance with limits not less than \$500,000 per occurrence, \$1,000,000 aggregate and will be as broad as ISO Form Number GL 0002 (Ed 1/72) covering Comprehensive General Liability and ISO Form Number GL 0404 covering Broad Form Comprehensive General Liability, or ISO Commercial General Liability coverage ("occurrence for CG 0001). Coverage will include: A) Premises – Operations; B) Broad Form Contractual Liability, C) Broad Form Property Damage and D) Personal Injury.

The policy will be endorsed to contain the following provisions: The City, its officials, employees, volunteers, Boards and Commissions are to be added as "Additional Insured" in respect to liability arising out of any activities performed by or on behalf of the Organization. The policy shall contain no special limitations to the scope of coverage afforded to the City. The Organization's insurance shall be primary and any insurance or self-insurance shall be in excess of the Organization's insurance and shall not contribute with it. Certificate must include a waiver of subrogation as regards to the workers compensation policy. If your organization has no employees, and therefore do not carry workers compensation insurance, you must provide to the City of Tomball a letter stating that you have no employees and therefore do not carry workers compensation insurance.

Insurance shall be placed with insurers with an A.M. Best rating of no less than A:VI or a Standard & Poor rating of A or better.

The Organization shall furnish the City with a certificate of insurance which shows the coverage provided. The insurance policy will be endorsed to state that coverage shall not be suspended, voided, canceled, non-renewed, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.



OTHER REQUIRED DOCUMENTATION

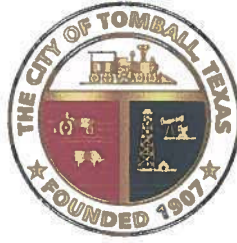
The following information is required to process the grant application:

1. Articles of Incorporation, if applicable
2. Constitution and/or By-Laws
3. If your organization's budget exceeds \$100,000 (exclusive of in-kind) attach a copy of the last independent audit of financial records. If no audit was completed, explain why.
4. Schedule of Board of Directors meetings for the period of October 1, 2009 through September 30, 2010. Board of Directors meetings must occur at least once per quarter.
5. Resumes of principal staff and artists or relevant job descriptions.
6. Depending on the nature of the project or event for which grant funding is requested, the organization will obtain a Certificate of Insurance for liability coverage as outlined in the attached Exhibit A. The City of Tomball requires each grantee having an event in the City aimed to attract both residents and tourists to have liability insurance to protect the public for acts by the grantee. This mandated coverage does not cover the grantee or any of its members. We encourage the grantee to acquire insurance to cover itself and its members as it deems fit. Please see your insurance agent for the local government endorsement. The cost of the local government endorsement may be included as part of your budget to be considered for a grant.

OPTIONAL SUPPORTING DOCUMENTATION

This should be additional material that you wish to attach that further explains the activities of your organization such as:

1. Long Range Plan – 3-5 years
2. One labeled videotape of performance(s), exhibits, workshops, capital project and /or other activities for which City of Tomball grant funds will be utilized.
3. Programs, publicity, articles, reviews, etc.
4. Letters of support from patrons or other organizations in the community.



NARRATIVE QUESTIONS

Please look at the criteria in the grant guidelines when you answer the following questions. **Be specific and give examples.** Answers to individual questions should be as brief as possible and should in no case exceed one page.

1. Describe the history and purpose of the organization.
2. Describe how any grant funds will be used.
3. List the programs and activities for the grant year.
4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.
5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?
6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?
7. Explain the public benefits to the City of Tomball that will result from your organization's efforts.
8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?

1. Describe the history and purpose of the organization.

The Tomball Sister City Organization is a nonprofit corporation formed for the purpose of the establishment, sponsorship, promotion and support of cultural, business, educational, diplomatic and other exchanges with Tomball's sister city – Telgte, Germany.

To this end the corporation endeavors to promote and heighten public interest in and appreciation of the culture, business, education, products, people or language of sister cities of the City of Tomball, Texas, and to develop programs and provide activities that highlight such culture, business, education, products, people or language, and to assist its members in the development of such programs and the provisions of such activities.

The Tomball Sister City Organization, Inc. was established by the City of Tomball in 1999 and has been an active part of the community since its beginning. The organization endeavors to help keep Texas German and ethnic heritage alive in this part of Texas through festivals, events, and projects which are related to Texas German heritage, culture, music, arts, and history.

2. Describe how any grant funds will be used.

Any grant monies would be used for improving, establishing, and building the Tomball German Heritage Festival and the German Christmas Market Festival, through

- Adding to the events entertainment and music stages with more German, Czech, Texas, and ethnic folk music and heritage entertainment including local high school groups, German clubs, dance clubs, and professionals.
- Tourism-Related advertising dollars for radio, newspaper, signage, poster/flyer, internet, TV, etc., and more advertising dollars for out-of-town and visitor outreach.
- Rentals and Utilities: Tents, fencing, tables, chairs, stages, sound equipment, and electrical and generator rental.
- Insurance: General liability, alcohol liability, and festivals and events insurance.
- Professional Security Cost: Keeping our visitors safe, our vendor booths secure over night, and securing alcohol at entrances and exits.
- Heritage/Community Center at 221 Market additions, improvements, and enlargement with more culture and art exhibits and displays, and to attract small conventions, such as the Stein Collectors International in 2009.

3. List the programs and activities for the grant year.

- Tomball German Heritage Festival - Always the last weekend in March
- Tomball German Christmas Market - Always the second Saturday in December
- Student Exchange Program with our German sister city Telgte - these exchanges bring German visitors to Tomball.
- Various governmental and volunteer relationships with like groups in our German sister city and in Harris Co., including the ham radio operators, schools Houston Fest & Klein Fest, and an intern from Telgte city government to Tomball city government in 2009.

4. Show evidence of growth in community support prior to the grant year. Include the number of performances, exhibitions, audience sizes, services or enrollment. Be sure to include specific information as to the percent of activities taking place within the City of Tomball.

The German festival has grown each year since its beginning ten years ago. Starting as a one day event in 2001 with an attendance of less than one hundred people and one Oompah band on the TISD parking lot, the festival has now grown to a three day event with four music stages covering an area of five city blocks, and the attendance has increased to over twenty thousand visitors in 2009.

The first annual German Christmas Market, in conjunction with the City of Tomball Second Saturday event in December, was held in 2008 & 2009. Both were well attended, and expected to grow over the years as well.

All activities and events take place in Tomball. The heart of the event is located at the historical Train Depot Plaza at 201 S. Elm Street in the Old Town area.

5. How does your project/event qualify for use of Municipal Hotel Occupancy Tax funds as defined in the Hotel Occupancy Tax Guidelines?

Tomball German Heritage Festival is a music street festival with German folk artist from around Texas, ethnic folk dancers, Texas folk music and dance, bluegrass, vocal music, instrumental music, folk art, arts and crafts exhibits, heritage & craft displays, children's music, Czech folk music, heritage center, German/English church, language displays, local family photo displays, convention in Community Center, tour historical Depot, bronze statue, etc. About 20% of our total budget is used for advertising and attracting visitors, and our advertising dollars are directed toward our out-of-town visitors and tourists.

This three day event requires many visitors and vendors to stay over at least one or two nights (“heads in beds”). Additionally, we have coordinated this event with others, including the annual Texas German Society convention, the Stein Collectors International Convention, Happy Hikers of Houston, and a Texas Wheels of Justice Bicycle Rally that bring others to our event and our city that might not have come just for the festival.

6. How do you publicize your activities? How do you evaluate these efforts and what have you done to increase the effectiveness of your marketing efforts?

We publicize our events on our websites, local newspapers, radio, signage, listings on the internet, and working with other community groups like the Chamber of Commerce and the City of Tomball making sure the word is out. We have increased our advertising budget each year.

We evaluate our advertising methods through a “guest registry” that visitors are encouraged to sign which includes an opportunity for them to tell us how they heard about the event, and through informal interviews with attendees by festival volunteers throughout the festival.

7. Explain the public benefits to the City of Tomball that will result from your organization’s efforts.

Tomball becomes a destination city and attracts thousands of tourists and shoppers to the Old Town area of Tomball.

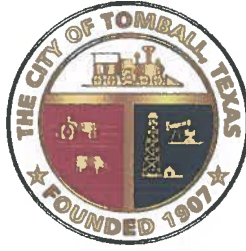
The festivals and events are helping to keep our heritage and history alive in our area.

The organization is committed to supporting and contributing to the historical, cultural, and utility improvements at the historical Depot Plaza, Heritage Center, and Old Town which are home to the Tomball German Heritage Festival, as is evidenced by our providing additional electrical outlets for music stages and vendors and improvements, enlargement, and enhancement of festival grounds. Cash contributions include art and culture projects at the historical Depot, such as the new bronze statue “The Conductor”.

8. What is your organization doing to bring visitors to Tomball, to stay in local hotels and otherwise support the hospitality industry?

We have two very successful festival events which draw thousands of visitors and tourists from around Texas, USA, and Germany to Tomball every year, and most of them use our hotels, motels, bed/breakfast, and RV parks. Once the visitor has been exposed to Tomball they come back to shop and to visit year after year.

We bring people to Tomball from German, yearly, with our German Exchange Student Program and visitor from our sister city Telgte.



CITY OF TOMBALL
APPLICATION FOR USE OF HOTEL OCCUPANCY TAX
(Must be submitted no less than 45 days prior to the event)

Applications may be mailed or hand delivered to:

Director of Finance
City of Tomball
501 James Street
Tomball, TX 77375

Applicant Organization: Tomball Sister City, Org., Inc.

Organization Director: Grady Martin

Project or Event for which funding is requested: (2) German Festivals - 2011 German Christmas Market & 2012 German Heritage Festival

Date of Event: Dec 9 10 11, 2011 & March 30 31-April 1, 2012

Description of project or event for which funding is requested: 4th Annual German Christmas Market & 12th German Heritage Festival featuring live music from German folk artists from around Texas, ethnic folk dancers, other music, arts, crafts and exhibits. The four day event brings vendors from as far away as New York and Colorado.

Location of project or event: Market Street between Elm and Pine

GRANT AMOUNTS:

Amount Requested for 2011-2012	\$ 25,000
Amount Received for 2010-2011	\$ 22,500
% increase requested over last year's grant	10 %

2011-2012 Organization Budget Summary

	City Funds	Other Funds	Total
Personnel		30,000	30,000
Contracted Services			
Travel			
Rental Expense		23,000	23,000
Depreciation/Mortgage	N/A		
Advertising	10,000	14,000	24,000
Insurance		1,000	1,000
Other Expenses	20,000	2,000	22,000
Volunteer Time	N/A		
Donated Goods/Services	N/A		
Total	30,000	70,000	100,000

Grants to an organization will not exceed 35% of the organization's adopted budget for 2009-2010.

FUNDS FROM SOURCES OTHER THAN THE CITY OF TOMBALL

<u>Government</u>	<u>Amount of Funds</u>
Local	_____
County	_____
State	_____
Federal	_____
<u>Other Investors/Contributors</u>	
Individual	_____
Corporate	_____
Foundations	_____
<u>Fees</u>	


Admissions _____
Applications _____
Vendors 50,000 _____
Tuition _____

Concessions 6,000 _____
Memberships _____
Subscriptions _____
Other 14,000 _____
Total \$ 70,000 _____

How many people do you expect will visit Tomball from out-of-town as a result of this project or event?
_____ Explain the basis for your answer to the preceding question: Attendance is projected in
excess of 20,000. It is unknown precisely how many are from beyond the City Limits
of Tomball _____

Are attendees for this event or users of this project expected to stay overnight in Tomball hotels or motels?
_____ If you answer to this question is Yes, state the basis for your answer: Yes, historically many
vendors have stayed in area hotels. _____

Organization Contact Name, Title, Address and Phone Number: Grady Martin, Chairman, 281 379 6844

Contact's Signature:  _____
Date: 10-20-11 _____



VALIDATION OF APPLICATION

The signatory declares that he/she is an authorized official of the applicant, is authorized to make this application, and certifies that the information in this application is true and correct to the best of his/her knowledge. Signatory further declares that applicant, if previously funded by the City of Tomball, has successfully fulfilled all prior Grant contract obligations.

Grady Martin
Signature of Authorizing Official

10-20-11
Date

Grady Martin
Typed Name

President
Title within Organization

281 379 6844
Telephone

gradsand@yahoo.com
Email address