



Snyder Chamber of Commerce
Hotel Occupancy Tax Funding Requests

APPLICATION

Name of Organization: Cogdell Memorial Hospital Foundation
Address: 1700 Cogdell
City, State, Zip: Snyder, TX 79549
Contact Person: Rose Ragland Phone Number: (325) 207-3275
Email Address: RoseRoberts2002@yahoo.com Website: _____
Is your organization: Non-Profit For Profit/Private _____

Name of the Event/Facility: Coyote store / Blackhawk Concert
Date of the Event/Facility: Aug. 3, 2024
Start Time/End Time of the Event: 7:00 - 11:00 pm
Location of the Event/Facility: Gail, TX
Has this Event/Facility been held before? If yes, please list the years not for foundation

Please list any additional Co-Sponsors of the Event: N/A

Please list any other organizations, government entities, and grants that have offered financial support to your project: N/A

Please list any contributions that are made to the community of Snyder as a result of funds generated from the event (scholarships, donations, etc.): Hospital Equipment (specialized)

Do you intend to request support from businesses through sponsorships, donations, materials, or other means that will assist you in executing the event? Yes No _____

HOT Amount Requested: \$10,000 (Request may be up to a maximum of \$20,000)

Has the applicant received hotel/motel funds in the past three years? If yes, please list the amount and years you received funds: No

Which statutory category do you intend to use the funding request as described on page 3, AND the amount requested under each category:

_____ 1) the establishment, improvement, or maintenance of a convention center or visitor information center. \$ _____

2) Paying the administrative cost of facilitating convention registration. \$ 2,000

3) Paying for tourism-related advertising/promotion for the City of Snyder that targets an audience at least 50 miles outside of the City of Snyder. \$ _____

4) Programs that enhance the arts and are likely to attract overnight stays in the City of Snyder hotels. \$ _____

_____ 5) Historical preservation programs will likely attract overnight stays in the City of Snyder hotels. \$ _____

_____ 6) Event expenses related to sporting events substantially increase economic activity in the City of Snyder hotels. \$ _____

Is this a ticketed Event/Facility? If yes, please list the price of the ticket, admission, and entry fee:

yes \$30 tickets

How many people are expected to attend the event/facility: 2,000 1,500

Do you have hotel/motel rooms blocked/reserved for the event/facility? If yes, please list the number of rooms blocked/reserved and the properties that they are reserved/blocked at:

20 Rooms @ Baymont

20 Rooms @ Holiday Inn

How many rooms do you anticipate being occupied during the event?

First Night 50 Second Night ? Third Night _____ Fourth Night _____

If this is a recurring event, please list the number of room nights occupied during the event over the last three years:

Year: _____ # of room nights: _____

Year: _____ # of room nights: _____

Year: _____ # of room nights: _____

Answer the following three questions **ONLY** if the funding request is for a permanent facility such as a museum or visitor center:

Expected Attendance Monthly/Annually: _____

Please note the percentage of those in attendance that are staying in the City of Snyder hotel or lodging facilities: 20% %

How do you track these amounts? checking w/Hotels

If applying for promotional dollars, please list the amount committed to each media outlet your organization will coordinate (ALL advertising with HOT funds must be at least 50 miles outside of the City of Snyder. Receipts for this advertisement will be required in the follow-up report).

Total Paid Advertising \$ _____ Newspaper \$ _____ Radio \$ _____

TV \$ — Other Banners - \$400

Direct Mailing \$ #1000 Press Releases \$ _____

What specific areas will your advertising materials and promotions reach?
sent \$400 mailings
Wubbock, ~~San~~ Abilene, Midland, San Angelo, College Station,

12. Please attach at least one sample of all advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g., a city's newspaper or a radio spot that does not indicate the city where the spot was played), please include other information that would show the location of the advertising and the medium utilized. **ALL** advertisements are to include appropriate representation for the City of Snyder Hotel Occupancy Tax, including the current Snyder Chamber of Commerce logo (obtained from the Chamber) and a website listing for the City of Snyder. *Lack of recognition will affect future funding opportunities.*

Lodgers at www.snyderchamber.org.

REQUIRED ATTACHMENTS

- Application Checklist
- Itemized budget relevant to HOT funds used, including revenues and expenditures
- Detailed timeframe and locations for advertising and marketing campaign
- List of Current Board of Directors and Contact Information

Applicant Certification

I now certify and affirm: 1) That I have read the application information and understand and will comply with all provisions therein; 2) That I will abide by all relevant local, state, and federal laws and regulations regarding the use of Hotel Occupancy Tax.

Certified By (Signature): Rose Ragland

Print Name: Rose Ragland

Title: Foundation Secretary Date: July 9, 2024

Due Date for Post-Funding Analysis and Proofs of Payment: Oct. 3, 2024
(Due no more than 60 days after the event or facility timeline is completed.)

Please return the completed application and all required attachments to the Snyder Chamber of Commerce by 4:00 p.m. on the application deadline date as designated in the HOT guidelines. Remember to contact the Chamber and schedule your presentation—first come, first serve

**Cogdell Memorial Hospital Foundation
Snyder, Texas
2024 Concert Budget**

August 3, 2024

Estimated Income/Expense	
Estimated Income	
Auction Income	7,000.00
Sponsorship	10,000.00
Tickets Sales	10,000.00
Total Income	27,000.00
Expense	
Advertising and Promotion	3,000.00
Entertainment	25,000.00
Event Insurance Expense	599.00
Misc. Expense	
Office Supplies	100.00
Postage & Delivery	500.00
Sound Equip. Expense	2,500.00
Total Expense	31,699.00
Estimated Income	27,000.00
Net Income	-4,699.00

Advertising time frame:

May 15, 2024 – FaceBook posts (Snyder, Lubbock, Abilene, Midland)

May 15, 2024 - 400 Mail outs sent (letter, sponsorships and posters)

June 1, 2024 - Banners put up, Snyder & Sweetwater

June 26, 2024 – Follow up phone calls (2 hired)

July 1, 2024 – Additional Banners put up

July 1, 2024 - Feet on the ground in

Snyder, Big Spring, Sweetwater, Lubbock
(putting up flyers in businesses)

July 1, 2024 – Confirmation on Sponsors/Attendees

College Station (10)

Portales, NM (8)

Brenham, TX (4)

FOUNDATION OFFICERS

Rose Ragland (3/2012) Secretary
Administrative Assistant for CMH
2803 El Paso Snyder, TX 79549

Linda Molina (3/2013) President
Snyder Chamber of Commerce
208 33rd
Snyder, TX 79549

Sandra Salinas (2019) Treasurer
Chamber of Commerce
2302 Ave R
Snyder, Texas 79549

Janice Boil (2015)
Nursing Home Coordinator
311 Oak
Sweetwater, Texas 79556

Scott Crenwelge (2021)
Retired Farmer
1441 CR 0452
Snyder, Texas

Darla Wiggins (2020)
Western Texas College
5502 Cedar Creek Dr.
Snyder, Texas

Carmen Timora (2022 ?)
Snyder ISD
3005 Ave. V
Snyder, Texas

Teri Jo Gonzales (2023)
CMH – Behavioral Health
1611 Preston Trail
Snyder, Texas 79549

Chad Goebel (2023)
Snyder Newspaper
3006 Beaumont
Snyder, Texas 79549

Julie Fritz (2023)
Cogdell Hospital
1613 Augusta Dr
Snyder, Texas 79549

Patricia
Director of Snyder Oaks
Cell (469) 427-8115

THE LEGENDARY
COYOTE STORE
AUGUST 3RD

GAIL, TEXAS
GATES OPEN 7PM



Black Hawk

BENEFITING

THE COGDELL MEMORIAL HOSPITAL FOUNDATION



SPECIAL GUEST APPEARANCES BY

THE TEXAS HITS & A MISS * THE CLAY GIBSON BAND

BBQ * BURGERS * DANCING * BYOB * LIVE AUCTION EVENT * RAFFLES & MORE

TICKETS AT WWW.OUTHOUSETICKETS.COM

Tickets are \$50 each and can also be purchased at:
Cogdell Memorial Hospital (325) 574-7437
Snyder Chamber of Commerce (325) 573-3558
We accept cash, check or credit card.....

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