

# Hotel Occupancy Tax Funding Request

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Please select before proceeding I have read the above guidelines and understand that my event/program must fall within one of these categories to be considered for funding.

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Organization/Group Name Escuderia Charities

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Organization/Group Address PO Box 972  
Seabrook, Texas 77586  
United States 🇺🇸

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Organization/Group Contact Name Cragg Eubanks

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Contact's Email eubanks@lequipemanagement.com

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Contact's Phone 281-467-1874

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Website Address for Event or Organization under construction

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Non-Profit or For-Profit Status Non-Profit

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FEIN#

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Organization's Incorporation/Creationbeing filed Date

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Purpose or Mission of Organization/Group To administer Auto Corsa - Johnson Space Center, an historic motorsports festival between Escuderia Charities and NASA's Johnson Space Center.

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Name of event/program to be funded Auto Corsa - Johnson Space Center

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Primary location of event/program Johnson Space Center - Space Center Houston

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Please list any additional locations that pertain to this event/program.

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Date of event/program 05/05/2017

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Expected total attendance 30,000 - 35,000

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How many times has this event/program inaugural

been held?

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For each of the last three (3) times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

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Which HOT funding category does this event/program fall? 6. Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.

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What is the primary purpose of the event/program for which this application applies? Non-profit historic motorsports festival.

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Please indicate the amount of funds you are seeking from the City of Seabrook. \$40,000

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How will the funds be used? Misc, event expenses. See attached data.

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What is the total event/program budget? \$2.38MM

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Please upload your entire event/program budget. [2017 Auto Corsa Expense Budget.docx](#)

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FY2015/16 Fund Assistance Received NA

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FY2014/15 Fund Assistance Received NA

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FY2013/14 Fund Assistance Received NA

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Approximately how much additional funding do you receive from other organizations, government entities, sponsors or grants in support of your planning stage

event/program.

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Please identify any other organizations, government entities, sponsors or grants that have offered financial support to your event/program.

City of Kemah  
City of Nassau Bay  
Seabrook Businesses/Organizations  
Businesses/Organizations Outside of Seabrook  
Other

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Check all the promotional efforts your organization/group coordinates:

Newspaper  
Internet  
Radio  
Facebook  
Twitter  
YouTube  
TV/Cable  
Email  
Other

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Do you submit press releases about your event/program?

Yes

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Please identify the number of releases you typically send out prior to your event/program and which media outlets you target.

Worldwide media - Dancie Ware Public Relations

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Do you run advertisements with or send press releases to publications or agencies further than 75 miles away?

Yes

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What geographic area does your advertising and promotions reach?

Worldwide

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Please upload your Marketing Plan for the event/program for which funds are being requested.

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Please upload examples of advertisements, press releases, promotions, signage, and any other materials.

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How many Seabrook hotel rooms were occupied for your FY2015/16 event/program? NA

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How many Seabrook hotel rooms were occupied for your FY2014/15 event/program? NA

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How many Seabrook hotel rooms were occupied for your FY2013/14 event/program? NA

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How many people attending this event/program are expected to stay in Seabrook hotels? As many as there are rooms still available!

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How many nights are they expected to stay? 4

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Will you reserve a room block at a Seabrook hotel for this event/program? Uncertain

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If so, for how many rooms and at which hotels? Unknown

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How will you measure the impact of your event on Seabrook hotel activity (i.e. room block usage information, survey of hoteliers, survey of attendees, etc.) Feedback from event participants and hotel information

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Organization/Group Name Escuderia Charities

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Organization/Group Contact Name Cragg Eubanks

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Title of Organization/Group Contact Event Administrator

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Authorized Signature

A handwritten signature in black ink. It begins with a large, blocky capital letter 'C'. To the right of the 'C' is a cursive signature that appears to be 'E. Smith'.

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Single Line Text

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