



**BEE CAVE**  
TEXAS

**AGENDA**

**Regular Meeting**

**City Council 4000 Galleria Parkway**

**Tuesday, October 8, 2024**

**6:00 PM, City Hall**

**4000 Galleria Parkway**

**Bee Cave, Texas 78738-3104**

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

1. Call meeting to order
2. Roll Call
3. Pledge of Allegiance
4. Recognition and Moment of Silence
5. Citizen Comments

This is an opportunity for citizens to address the City Council concerning an issue of community interest that is not on the agenda. Comments on the agenda items must be made when the agenda item comes before the Council. Any deliberation of the issue is limited to a proposal to place it on the agenda for a later meeting. Citizens will have up to 3 minutes to make comments.

6. Consent Agenda

All Consent Agenda items listed are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless a Council member requests in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda. Information concerning consent agenda items is available for public view.

- A. Consider approval of the minutes of the Regular Session conducted September 24, 2024.
7. Receive presentation/update from Texas Department of Transportation (TxDOT) regarding medians on State Highway 71.
8. Discuss and consider action on a Hotel Occupancy Tax Fund application by Janta Connection LLC for the Diwali Festival.
9. Discuss and receive an update from the Capital Improvements Plan (CIP) Subcommittee.
10. Discuss and consider on action on a recommendation from CIP Subcommittee for Bee Cave Public Safety Building (BCPS) budget.
11. Close Regular Meeting
12. Open Executive Session
  - A. Pursuant to Texas Government Code Section 551.074 for deliberation regarding Personnel Matters related to the six month evaluation of the City Manager.
  - B. Pursuant to Texas Government Code Sec. §551.074, the City Council will meet in closed session to discuss the Annual Appointments to Bee Cave Development Corporation.
  - C. Pursuant to Texas Government Code Sec. § 551.071, the City will meet in closed session to consult with the City's attorney regarding pending litigation styled City of Bee Cave, Texas vs. WS-COS Development, LLC et. Al., Cause No. D-1-GN-24-005113.
13. Close Executive Session
14. Open Regular Meeting
15. Consider action, if any, on Executive Session
16. Adjournment

**The Council 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 Council 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.**



*City Council Meeting  
10/8/2024  
Agenda Item Transmittal*

**Agenda Item:** 6.A.  
**Agenda Title:** Consider approval of the minutes of the Regular Session conducted September 24, 2024.  
**Council Action:** Consider approval  
**Department:** City Secretary  
**Staff Contact:** City Secretary Jo Ann Touchstone

**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

📄 September 24, 2024

## Type

Backup Material



**MINUTES**  
**Regular Meeting**  
**City Council**  
**Tuesday, September 24, 2024**  
**6:00 P.M. City Hall**  
**4000 Galleria Parkway**  
**Bee Cave, Texas 78738-3104**

THE CITY OF BEE CAVE COUNCIL MEETINGS ARE AVAILABLE TO ALL PERSONS REGARDLESS OF DISABILITY. IF YOU REQUIRE SPECIAL ASSISTANCE, PLEASE CONTACT CITY SECRETARY 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 Development Board may be in attendance at the meeting. No action will be taken by the Commission or Board.*

1. Call meeting to order – Mayor King established a quorum and called the meeting to order at 6:00 p.m.
2. Roll Call

**Present:**

Kara King, Mayor  
Andrea Willott, Councilmember  
Kevin Hight, Councilmember  
Jon Cobb, Councilmember

**Absent:**

Andrew Clark, Mayor Pro Tem  
Courtney Hohl, Councilmember

**City Staff:**

Julie Oakley, City Manager  
Jason M. Rammel, Deputy City Attorney  
Jo Ann Touchstone, City Secretary  
Rebecca Regueira, Deputy City Secretary  
Dori Kelley, Business Development Management  
Sean Lapano, Senior Planner  
Brian Jones, Police Chief  
Crystal Cotti, Communications Director

3. Pledge of Allegiance
4. Recognition, event update and moment of silence – Crystal Cotti, Communications Director, highlighted upcoming city events. Mayor King recognized employee anniversaries.
5. Citizen Comments  
This is an opportunity for citizens to address the City Council concerning an issue of community interest that is not on the agenda. Comments on the agenda items must be made when the agenda item comes before the Council. Any deliberation of the issue is limited to a proposal to place it on the agenda for a later meeting. Citizens will have up to 3 minutes to make comments – No one spoke.
6. Consent Agenda.  
All Consent Agenda items listed are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless a Council member requests the item on the agenda. Information concerning consent agenda items is available for public view.
  - A. Consider approval of the minutes of the Regular Session conducted on September 10, 2024.
  - B. Consider approval of the minutes of the Special Session conducted on September 16, 2024.
  - C. Consider approval of Resolution No. 2024-22 adopting the Financial Investment Policy.

Councilmember Hight moved to approve the consent agenda. Councilmember Willott seconded and the motion passed 3-1, with Councilmember Cobb abstaining.

7. Consider approval of Proclamation for Texas Teacher’s Day 2024 – Mayor King read the proclamation into the record. Mayor King moved to approve the proclamation. Councilmember Hight seconded and the motion passed unanimously.
8. Discuss and consider action to cast vote for city representative to the Texas Municipal League Intergovernmental Risk Pool Board of Trustees – No action was taken.
9. Public hearing, discussion, and possible action on Ordinance No. 545 to amend Article 3 of the Unified Development Code (UDC) to add a new zoning district, Golf and Amenity, and update all related UDC sections in accordance with this new district – Senior Planner Sean Lapano presented. Mayor King called for public hearing. No one spoke. Councilmember Hight moved to approve. Councilmember Willott seconded and the motion passed unanimously.
10. Consider approval of Ordinance No. 546 amending the Bee Cave Development Corporation Budget for Fiscal Year 2035 – Councilmember Willott moved to approve Ordinance No. 546. Councilmember Hight seconded and the motion passed unanimously.

11. Discussion and consider action to adopt Ordinance No. 547 adopting the Bee Cave Development Corporation Fiscal Year 2025 Budget - Councilmember Willott moved to approve Ordinance No. 547. Councilmember Hight seconded and the motion passed unanimously.
12. Consider approval of Resolution No. 2024-23 adopting the Fund Balance Policy – Councilmember Hight moved to approve Resolution No. 2024-23. Councilmember Willott seconded and the motion passed unanimously.
13. Consider approval of Ordinance No. 548 amending the City’s Budget for Fiscal Year 2024 – Councilmember Hight moved to approve Ordinance No. 548. Councilmember Willott seconded and the motion passed unanimously.
14. Public hearing, discussion, and action on Ordinance No. 549 adopting the city of Bee Cave Fiscal Year 2025 Budget – Mayor King opened the public hearing. No one spoke. Councilmember Willott moved to approve Ordinance No. 549 adopting City of Bee Cave Fiscal Year 2025 Budget. Councilmember Hight seconded the motion. VOTE:

Mayor King: Aye  
Mayor Pro Tem Clark: Absent  
Councilmember Willott: Aye  
Councilmember Hohl: Absent  
Councilmember Hight: Aye  
Councilmember Cobb: Aye

15. Public hearing, discussion, and action on Ordinance No. 550 adopting the maintenance and operation and debt service tax rates for tax year 2024 of the city of Bee Cave – Mayor King opened the public hearing. No one spoke. Councilmember Hight moved to approve Ordinance No. 550 adopting City of Bee Cave 2024 Tax Rate. The I&S portion of the Tax Rate will be \$0.00893, and the M&O portion of the Tax Rate will be \$0.01107. Councilmember Willott seconded the motion. VOTE:

Mayor King: Aye  
Mayor Pro Tem Clark: Absent  
Councilmember Willott: Aye  
Councilmember Hohl: Absent  
Councilmember Hight: Aye  
Councilmember Cobb: Aye

16. Discuss and consider action to adopt Resolution No. 2024-25 ratifying the property tax increase for maintenance and operations reflected in the 2025 adopted Budget - Councilmember Hight moved to approve Resolution No. 2024-25 ratifying the City of Bee Cave Fiscal Year 2025 maintenance and operations tax increase reflected in the budget. Councilmember Willott seconded. VOTE:

Mayor King: Aye  
Mayor Pro Tem Clark: Absent  
Councilmember Willott: Aye  
Councilmember Hohl: Absent

Councilmember Hight: Aye  
Councilmember Cobb: Aye

17. Discuss and consider action on Resolution No. 2024-24 appointing a member to the Planning and Zoning Commission – Councilmember Willott moved to appoint Valorie Loomer to Position 5 with a term expiring June 2025. Councilmember Cobb seconded and the motion passed unanimously.
18. Discuss and consider action to adopt Ordinance No. 551, appointing an Associate Judge to the city of Bee Cave Municipal Court – Councilmember Hight moved to approve Ordinance No. 551 appointing Kathleen Coble as Municipal Court Associate Judge. Councilmember Cobb seconded and the motion passed unanimously.
19. Close Regular Meeting - Mayor King called for Executive Session under sections 551.071 and 551.074. Convened to executive session at 6:38 p.m.
20. Open Executive Session.
  - A. Pursuant to Texas Government Code Sec. § 551.071, the City will meet in closed session to consult with the City’s attorney regarding pending litigation styled *City of Bee Cave, Texas vs. WS-COS Development, LLC et. Al.*, Cause No. D-1-GN-24-005113.
  - B. Pursuant to Texas Government Code Sec. §551.074, the City Council will meet in closed session to discuss the Annual Appointments to Bee Cave Development Corporation, Planning and Zoning Commission, and for the position of Associate Judge.
  - C. Pursuant to Texas Government Code Sec. § 551.071, the City will meet in closed session to consult with the City’s attorney regarding legal issues associated with city’s intellectual property rights, marketing campaigns, promotional product distribution and updates in state law.
21. Close Executive Session - Reconvened from executive session at 7:52 p.m.
22. Open Regular Meeting - Convened to open session at 7:52 p.m. No action was taken in executive session.
23. Consider action, if any, on Executive Session - See motions above for items 17 and 18, taken in open session.
24. Adjournment - Councilmember Cobb moved to adjourn. Councilmember Hight seconded and the motion passed unanimously. Meeting adjourned at 7:54 p.m.

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Approved this \_\_\_\_ day of \_\_\_\_\_, 2024

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Kara King, Mayor

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Jo Ann Touchstone, City Secretary



***City Council Meeting  
10/8/2024  
Agenda Item Transmittal***

**Agenda Item:** 7.

**Agenda Title:** Receive presentation/update from Texas Department of Transportation (TxDOT) regarding medians on State Highway 71.

**Council Action:**

**Department:** City Secretary

**Staff Contact:** William Semora Jr. - Area Engineer, Texas Department of Transportation

**1. INTRODUCTION/PURPOSE**

The Texas Department of Transportation (TxDOT) will be presenting their State Highway 71 median project, which includes slotted medians stretching from Uplands Ridge Drive to Bee Creek Road along Highway 71 through the City of Bee Cave. This presentation comes prior to TxDOT’s public workshop on the topic, taking place in City Hall on October 17.

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

William Semora Jr., the Area Engineer for South Travis/Hays County, will be present to provide the update and answer questions.

**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
☐ TxDOT Presentation	Backup Material



# SH 71 SAFETY IMPROVEMENT PROJECT

**William Semora Jr – Area Engineer**

**TxDOT is hosting a virtual workshop with an in-person option to identify and gather feedback on potential safety improvement concepts that align with TxDOT's mission and reflect community values. No formal presentation is planned, and community members are invited to come and go at their convenience.**

Thursday, Oct. 17, 2024  
Bee Cave City Hall  
4000 Galleria Parkway  
Bee Cave, Texas 78738



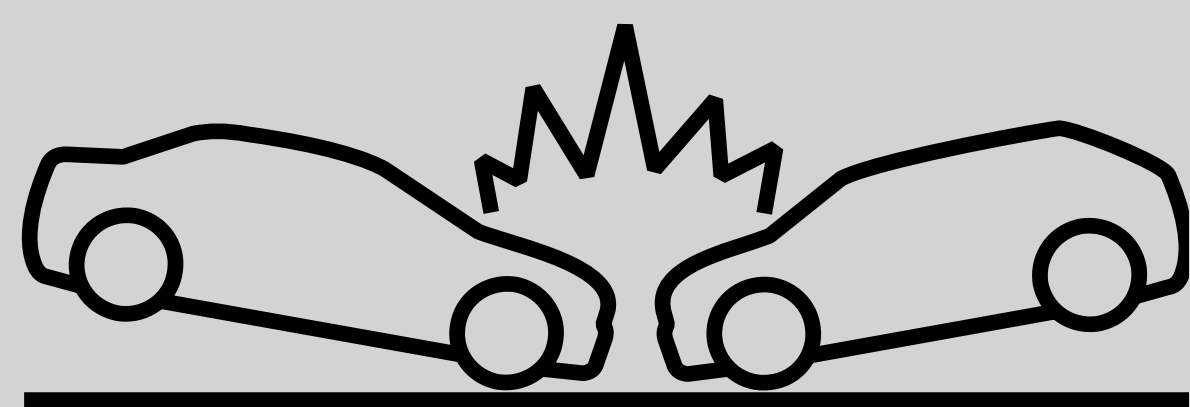
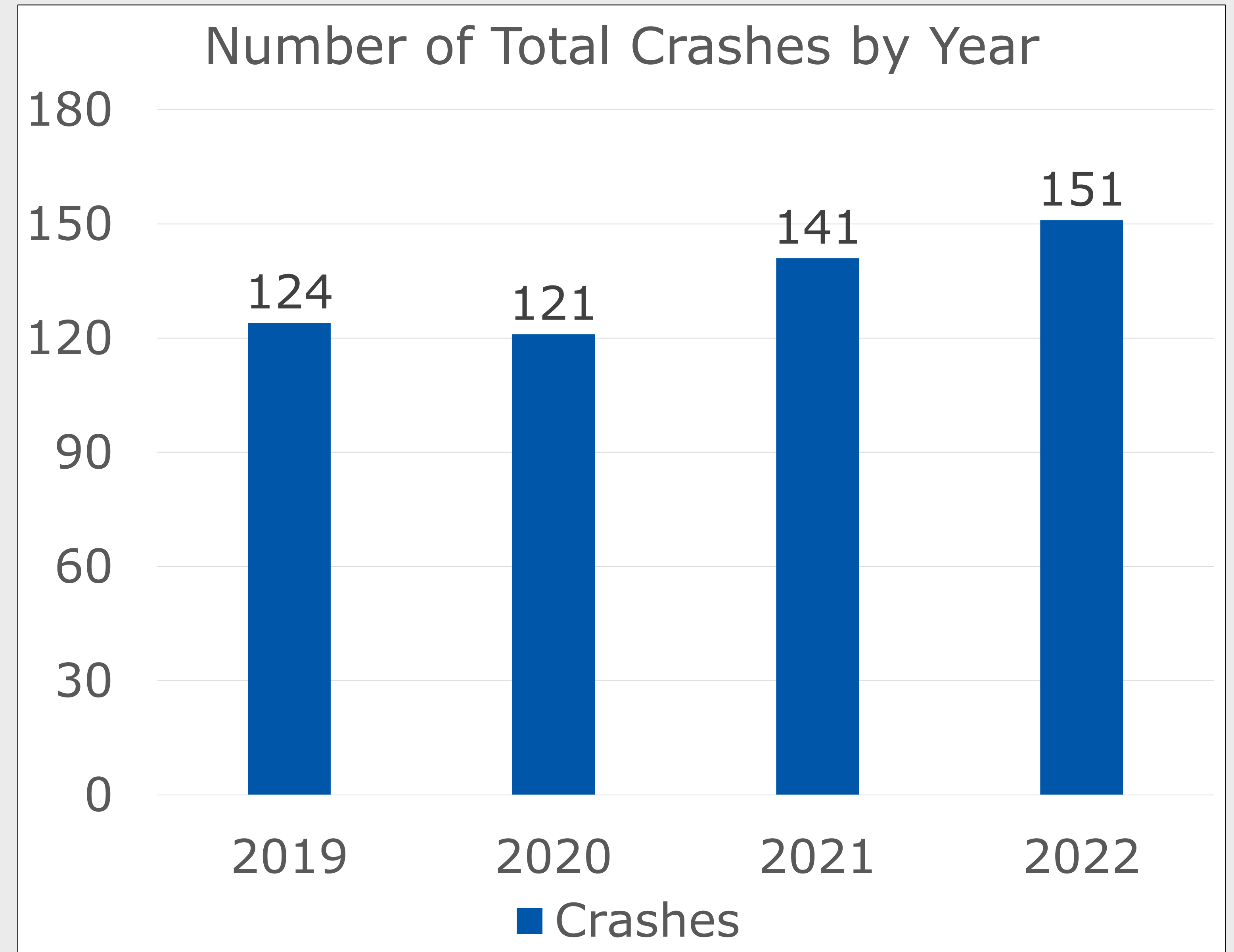
For more information about the study and to view materials presented at the public meeting visit **[www.txdot.gov](http://www.txdot.gov)** and keyword search "SH 71 Safety Improvement Project". You can also scan this QR code:

*Scan this QR code to access the online materials!*

# Background

## Improve Safety

- Bee Cave reached out to TxDOT for support in making safety improvements along SH 71
- April 2023: SH 71 Traffic Safety Study completed reviewing data from 2019-2022
- **Recommendation:** The study provided a recommendation of adding medians along SH 71



**15%** increase in sideswipe crashes

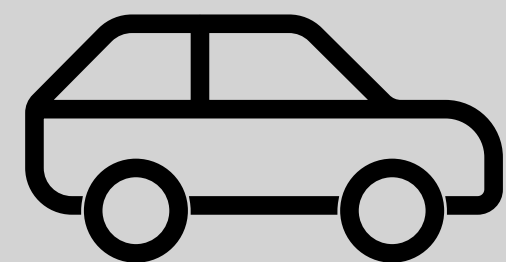
**10%** increase in non-intersection related crashes

\*Based on 2019-2022 Texas Department of Transportation Crash Data Information System

# Project Purpose



Improve **Safety**

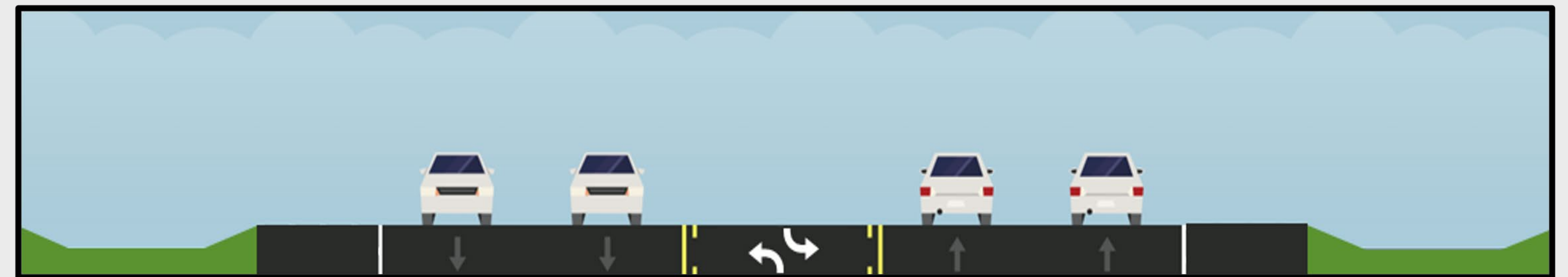


Reduce **Congestion**

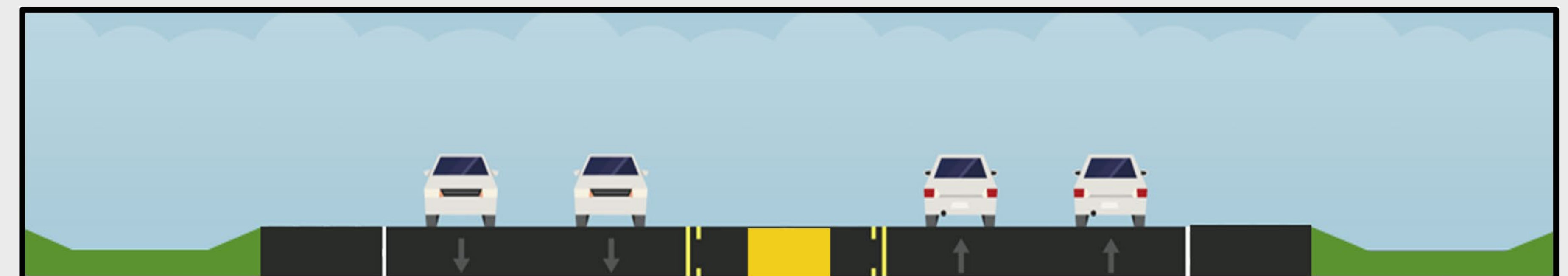


Address **Growth**

## Current SH 71 Road



## Updated SH 71 Road

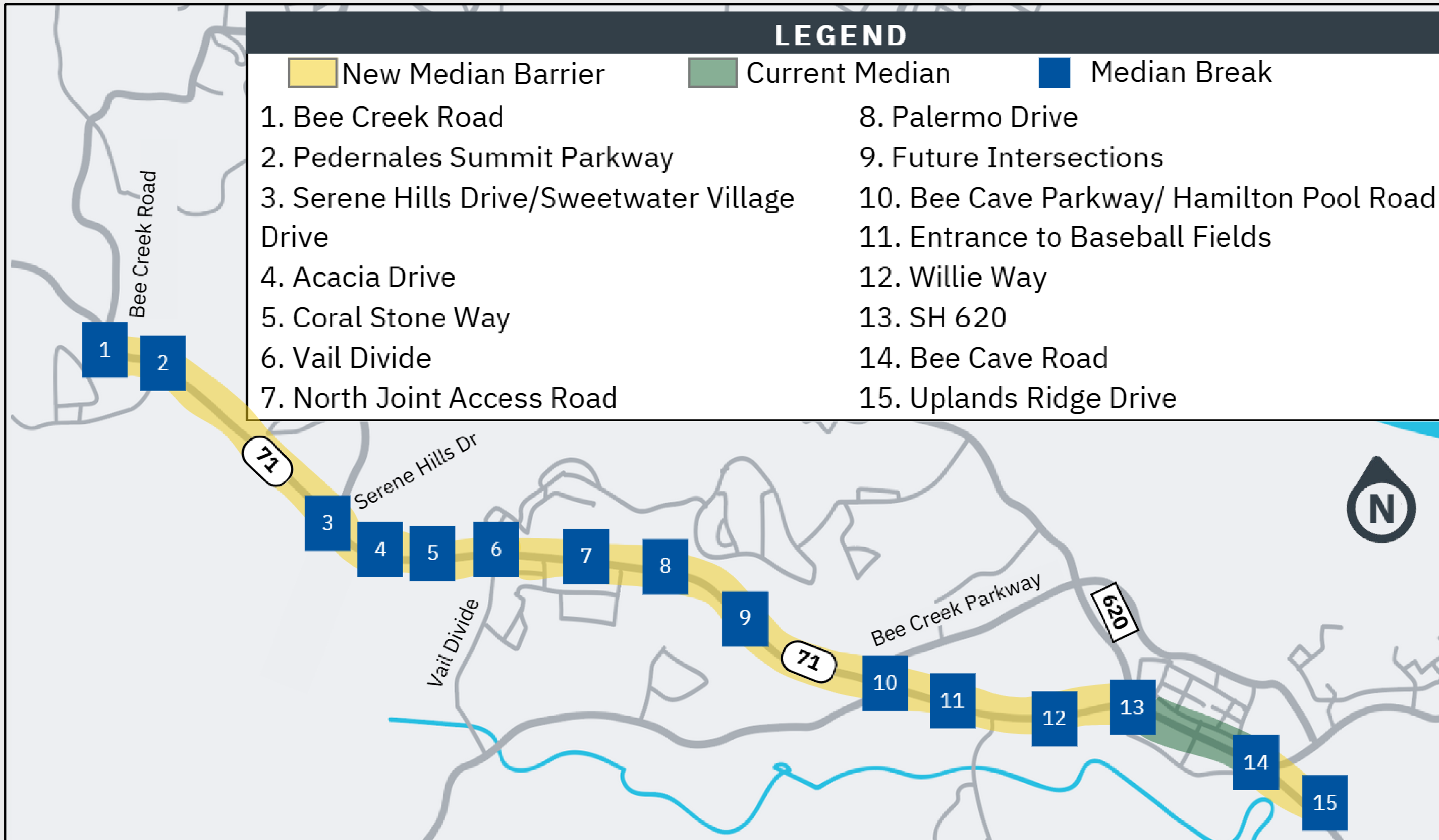


Medians can reduce crashes by up to **39%**

Improves mobility by providing continuous flow of traffic



# Project Location



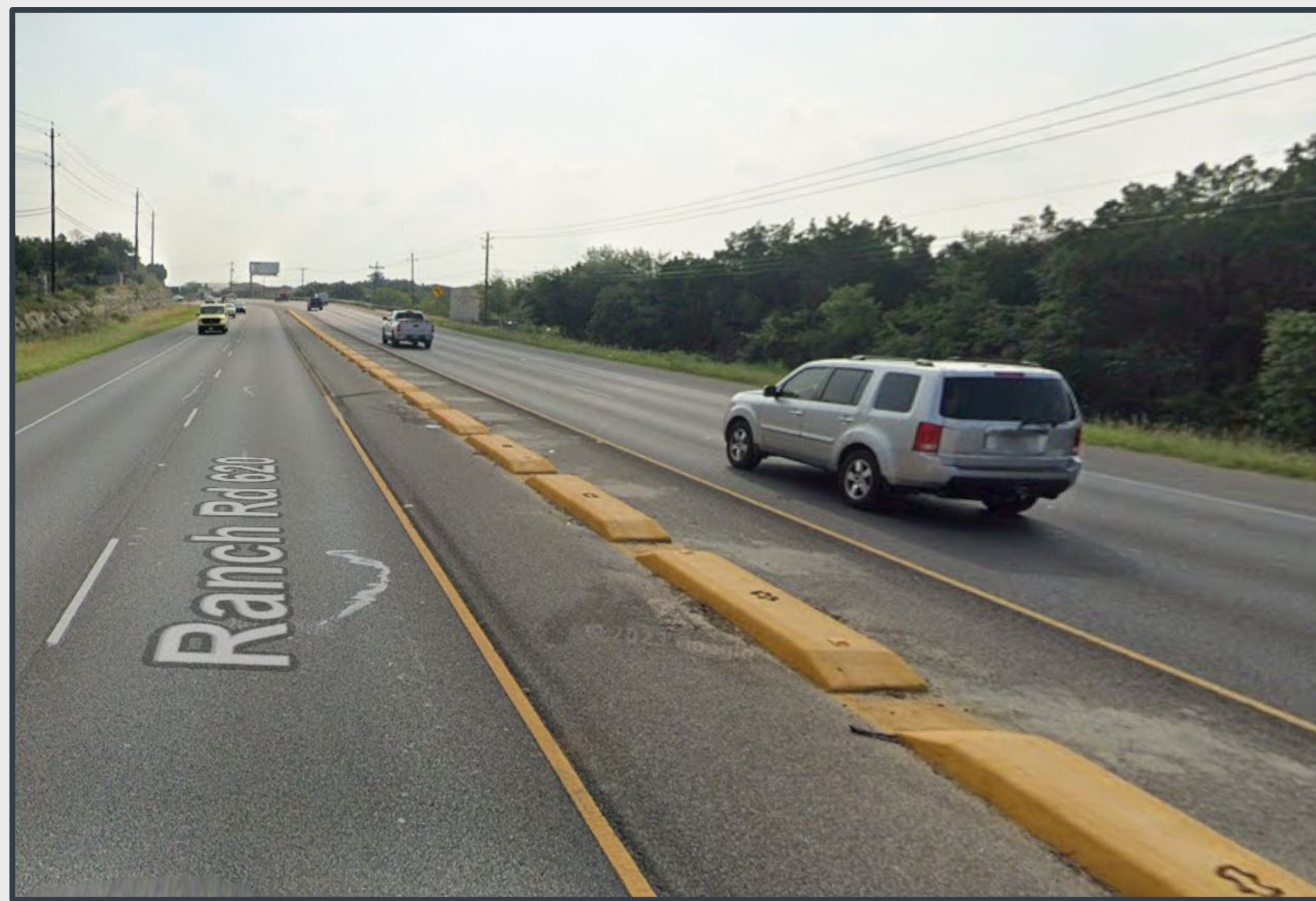
**Project Limits:**  
SH 71 from Bee Creek Road to Uplands Ridge Drive

**Length:**  
6.4 miles



# Medians Improving Safety in Lakeway

**Median Straightaway**



**Medians at Traffic Light**



**Median at Left-Turn Access**



**Median at Two Traffic Lights**



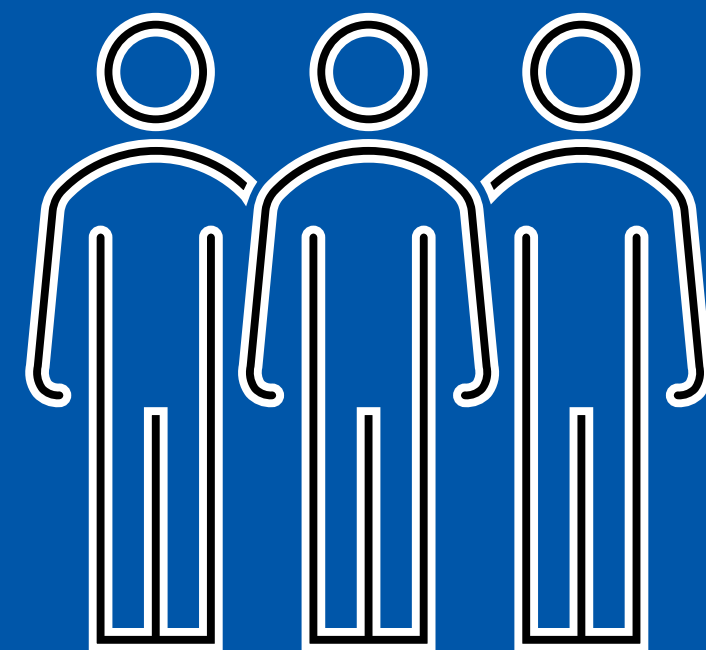


# Next Steps

We are here



**2024**



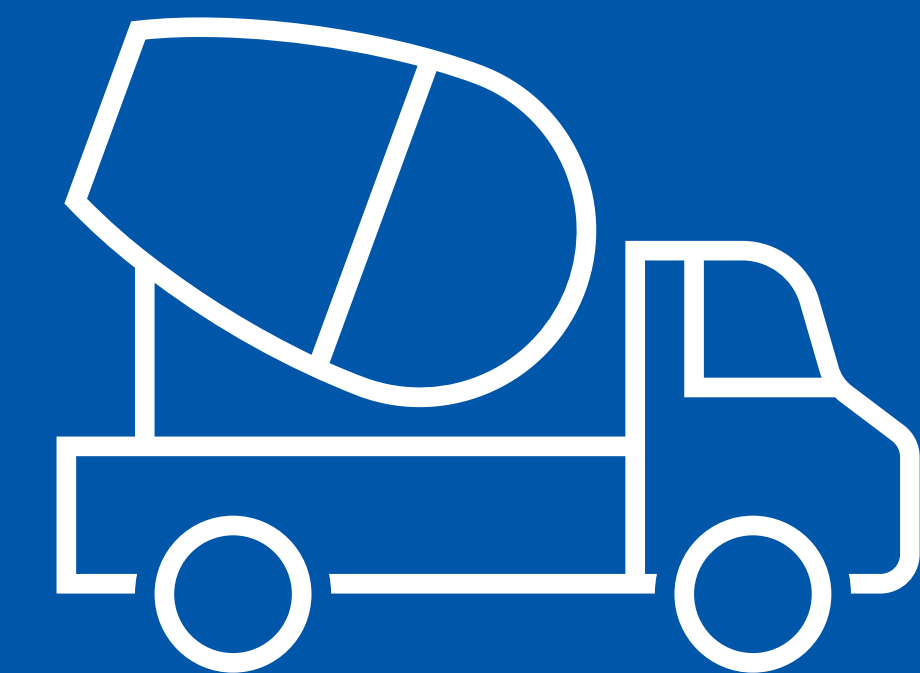
**Stakeholder Outreach**

**Fall 2024**



**Public Workshop**

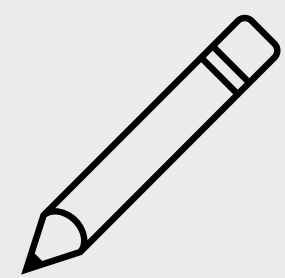
**Fall 2025**



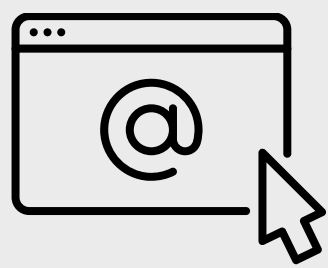
**Construction Begins**

# THANK YOU

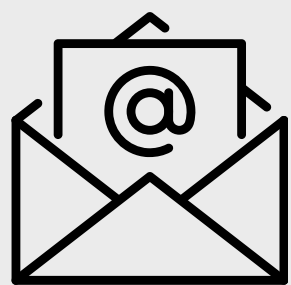
## SHARE YOUR FEEDBACK



**In Person:** Submit a comment form and/or provide verbal comment via the court reporter



**Visit:** TXDOT.gov and search "SH 71 Safety Improvement Project" or scan the QR code



**Email:** SH71info@txdot.gov



**Call:** (512) 537-4019 and leave a verbal comment by voicemail



**Mail:** ATTN: SH 71 Project  
1608 W 6<sup>th</sup> St  
Austin, TX 78703

**Please submit  
comments by  
Friday  
Nov. 1, 2024**



*Scan this QR code  
to access the  
online materials!*



***City Council Meeting***  
***10/8/2024***  
***Agenda Item Transmittal***

**Agenda Item:** 8.

**Agenda Title:** Discuss and consider action on a Hotel Occupancy Tax Fund application by Janta Connection LLC for the Diwali Festival.

**Council Action:** Discuss and Consider Action

**Department:** City Secretary

**Staff Contact:** Rebecca Regueira, Assistant to the City Manager

**1. INTRODUCTION/PURPOSE**

The purpose of this agenda item is to discuss and consider action on an application requesting Hotel Occupancy Tax Funds from Janta Connection LLC for the Diwali Festival. The application and supplemental materials are attached.

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

Janta Connection is an event organization, management, and marketing company based in the US. Shereen Chand has submitted this application on their behalf.

Diwali, known as the Festival of Lights, is a celebration originating from India. This festival is planned to host vendors giving a glimpse into Indian cuisine, clothing, jewelry, art, and more.

**b) Issues and Analysis**

Janta Connection's application is attached; Shereen Chand will attend the Council meeting to present and answer questions. The total amount requested is \$68,800.

**3. FINANCIAL/BUDGET**

Amount Requested	\$68,800	Fund/Account No.	Hotel Occupancy Tax Fund 04
Cert. Obligation		GO Funds	
Other source		Grant title	
Addtl tracking info			

#### 4. TIMELINE CONSIDERATIONS

The event is scheduled for October 25, 2024.

#### 5. RECOMMENDATION

##### ATTACHMENTS:

Description	Type
▣ Diwali HOT Fund Application - Final	Backup Material
▣ Diwali Purpose and Schedule - Final	Backup Material
▣ Diwali Marketing Plan - Final	Backup Material
▣ Diwali Estimated Costs - Final	Backup Material
▣ Diwali Statutory Categories Cost Breakdown	Backup Material
▣ Diwali Presentation	Presentation



## 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: Janta Connection LLC

Contact Name: Shereen Chand

Date: 08/28/2024

*MM/DD/YYYY*

Address: \_\_\_\_\_

*Street*

Bee Cave

TX

78738

*City*

*State*

*Zip Code*

Phone: 408-603-4406

Email: shereenc@vitalitybowls.com

Is your organization:  Non-profit  Private/For-Profit

Tax ID# XXXXXXXXXX

Purpose of Organization:

We organize cultural events for the community.

### 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: Diwali Festival at Hill Country Galleria

Website address: www.bollywoodeventstexas.com

Date(s): October 25, 2024

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: Hill Country Galleria (Lawn)

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

The City of Bee Cave, The Hill Country Galleria, and The cultural diversity of the community.

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

Attached.

**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: 500+ Out of Town: 500+

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.

Sonesta (Waiting)

We need to block rooms for the artist

\_\_\_\_\_



## Funding Request

Total Amount Requested: \$ 68,800

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

Total advertising/promotion budget: \$ 15,500

- a) What is your organization's direct contribution to the above? \$ 5000
- b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?  
Since it is the first year and planning started later in the year, it did not give enough time to approach sponsors in a timely manner to make it in their budget. We are still trying.
- c) How will the funds be used?  
Funds will be used to bring a band from India that is traveling in US for Diwali event, lighting, sound, drone show, event staff, and marketing.
- d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising	\$ <u>1500</u>
Radio	\$ _____
Newspaper	\$ _____
Press Releases to Media	\$ _____
Television	\$ _____
Direct Mailing	\$ <u>7500</u>
Distribution of Brochures	\$ _____
Other (describe)	\$ <u>6500</u>

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.

**Janta Connection LLC**

Organization Name

Applicant Signature

**08/29/2024**

Date

How does Diwali Festival benefit the hotel industry?

The first-ever Diwali Festival in Bee Cave, expected to draw over 1,000 attendees, will introduce visitors to the vibrant city and its easy access to Hill Country nature and wineries. This influx of visitors will benefit the local hotel industry, positioning Bee Cave as a destination not only for Indian weddings—known for their elaborate, week-long celebrations—but also for corporate team events and conferences. Many attendees are professionals in the IT sector, making Bee Cave an attractive location for both personal and professional gatherings, boosting local hospitality revenue.

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

The first-ever in Bee Cave—will be a valuable event for our city. It will promote cultural arts through performances, music, and traditional dance while encouraging future multicultural events that highlight the diversity of our community.

Allocating city hotel tax funds to support the first-ever Diwali Festival in Bee Cave will significantly benefit the city in multiple ways. This event, rooted in the vibrant tradition of Diwali, known as the Festival of Lights, will attract a diverse crowd from across the region, thereby increasing the city's visibility and positioning the Hill Country Galleria as a premier destination.

The Diwali events at the Domain in Austin and in Leander draw over 4,000 people annually. Many attendees travel from neighboring cities, including Bee Cave, to participate. Hosting this festival locally would provide these residents with a more convenient option while also attracting visitors from surrounding areas. This influx of guests, staying overnight, will directly contribute to the city's hotel tax revenue, benefiting local businesses and further driving economic growth.

A drone show at the Diwali Festival will offer a unique and captivating experience, setting the event apart from traditional celebrations. This cutting-edge display will draw attendees from all over, eager to witness a modern, eco-friendly twist on Diwali festivities. The innovative use of drones, choreographed to create dazzling light formations, will appeal to tech-savvy audiences and families alike, making the festival a must-see attraction that highlights Bee Cave's forward-thinking approach to cultural celebrations. A significant portion of the budget will be dedicated to this display, which is expected to be a major draw, attracting large crowds.

To make the event family-friendly, we'll include activities such as inflatables, face painting, and arts and crafts for children. Additionally, there will be performances by kids and adults, featuring a variety of instruments, showcasing the rich heritage of India, as well as globally appreciated Bollywood music and dance.

Hosting this festival will position Bee Cave as a vibrant destination for travel, shopping, dining, and celebrations, drawing visitors from surrounding areas and boosting the local economy. This event, like my previous successful effort—the Health and Wellness Expo on June 15th, 2024, at the Hill Country Galleria, which brought together over 50 vendors—demonstrates my commitment to organizing impactful events. You can view highlights of that event here: [Health and Wellness Expo Highlights](#).

With my extensive event planning experience and passion, I am confident that the Diwali Festival will be a huge success, further enhancing Bee Cave's reputation as a dynamic and inclusive community, making it a sought-after destination for both locals and tourists alike.

In summary, supporting the Diwali Festival with hotel tax funds will enhance Bee Cave's cultural landscape, drive economic growth, and set the city apart as a vibrant cultural hub, making it a win-win for both the city and its residents.

Thank you for your time and consideration.

Tentative Event Schedule:

3PM	Vendor Setup
5PM	Event Start
5:30PM to 8:30PM	Group & Solo Cultural Performances
8:30PM to 10:00PM	Live Band
10PM	Drone Show
10:15PM	DJ
11:00PM	Music Ends
11PM	Event is over

Vendors are told to clear up by midnight.

# Marketing Plan for Diwali Festival in Bee Cave

## Objective

To create awareness and drive attendance to the first-ever Diwali Festival in Bee Cave, showcasing the city's cultural diversity, promoting the Hill Country Galleria as a prime destination, and establishing this event as an annual tradition.

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## Target Audience

- Primary: Families and individuals from the Indian community in Bee Cave and neighboring cities (Austin, Leander, Lakeway, West Lake, Dripping Springs).
  - Secondary: Residents from the diverse communities surrounding Bee Cave who are interested in cultural experiences, music, dance, and family-friendly events.
  - Tertiary: Tourists and visitors to the Austin area looking for unique cultural events.
- 

## Key Messaging

1. Celebrate Diversity: "Join us in celebrating the Festival of Lights and the rich cultural heritage of India, right here in Bee Cave."
  2. Family-Friendly Fun: "A day of fun for the whole family—fireworks, music, dance, kids' activities, and more!"
  3. Unique Experience: "Be a part of Bee Cave's first-ever Diwali Festival featuring a spectacular fireworks show that will light up the Hill Country Galleria."
- 

## Marketing Channels and Strategies

1. Digital Marketing
  - Social Media Campaigns:
    - Platforms: Facebook, Instagram, Twitter, and LinkedIn.
    - Content: Use vibrant visuals of past Diwali celebrations, teaser videos of the planned fireworks show, and testimonials from community members.
    - Targeted Ads: Focus on Indian communities in Bee Cave, Austin, Leander, Lakeway, West Lake, and Dripping Springs. Leverage interest-based targeting for cultural events and family activities.
  - Event Website:
    - Create a dedicated event page with all the details: schedule, performers, activities, and ticket information.
    - Include a countdown timer to build excitement.
    - Integrate a registration/ticket purchase link.
  - Email Marketing:
    - Partner with local community organizations and businesses to distribute event details via their email lists.

- Segment the audience for personalized invitations, highlighting different aspects of the event based on interests (e.g., family activities, cultural performances, fireworks).
2. Community Outreach
    - Partnerships with Local Organizations:
      - Collaborate with Indian cultural associations, local schools, and community centers to promote the event.
      - Offer group discounts or special promotions to encourage bulk attendance.
    - Flyers and Posters:
      - Design eye-catching flyers and posters to be distributed in local businesses, schools, libraries, and community centers in Bee Cave, Austin, Leander, Lakeway, West Lake, and Dripping Springs.
      - Include a QR code leading to the event website.
    - Local Media:
      - Press releases and feature stories in local newspapers, community newsletters, and radio stations.
      - Interviews with event organizers or cultural leaders on local TV or radio to discuss the significance of Diwali and the event details.
  3. On-site Promotions
    - Pre-event Pop-ups:
      - Host small pre-event activities or booths at the Hill Country Galleria on weekends leading up to the event, offering information, early bird tickets, and cultural demonstrations (e.g., henna art, traditional dance).
    - Collaborations with Local Businesses:
      - Partner with restaurants, boutiques, and shops at the Hill Country Galleria for cross-promotions, such as offering discounts or freebies to event attendees.
  4. Cultural and Religious Outreach
    - Outreach to Temples and Cultural Centers:
      - Partner with local temples and cultural centers to promote the event within their congregations.
      - Place flyers and posters in these venues and seek opportunities to announce the event during community gatherings.
    - Invitations to Religious and Community Leaders:
      - Extend invitations to local religious and community leaders to attend and participate in the event, providing them with materials to share within their networks.
- 

## Event Day Engagement

1. Interactive Social Media Coverage:
  - Live Streaming: Stream key moments of the event, such as performances and the fireworks show, on Facebook and Instagram Live.
  - Event Hashtag: Encourage attendees to use a specific hashtag (e.g., #BeeCaveDiwali) to share their experiences on social media.

- Photo Booths: Set up photo booths with Diwali-themed props, and encourage sharing on social media with the event hashtag.
2. Post-Event Follow-Up:
- Survey and Feedback: Send out a post-event survey via email and social media to gather feedback for future events.
  - Thank You Emails: Send thank you notes to attendees, partners, and sponsors, along with highlights from the event and a save-the-date for the next year's festival.
- 

#### Budget Allocation

- Digital Advertising: 15%
  - Print and Local Media: 10%
  - Community Outreach and Partnerships: 10%
  - On-site Promotions and Pre-event Activities: 20%
  - Event Day Engagement: 15%
  - Contingency: 10%
  - Fireworks and Family Activities: 30%
- 

#### Metrics for Success

- Attendance: Target 3,000 attendees for the inaugural event.
  - Social Media Engagement: Track shares, likes, comments, and event hashtag usage.
  - Hotel Bookings: Measure the increase in hotel occupancy rates in Bee Cave during the event weekend.
  - Local Business Impact: Gather feedback from local businesses on sales increases during the event.
  - Community Feedback: Analyze post-event surveys for attendee satisfaction and areas for improvement.
- 

This marketing plan is designed to maximize community engagement, ensure the success of the Diwali Festival, and lay the groundwork for making it an annual tradition that grows in scale and impact each year.

## Marketing

Billboard	\$5,500	Might be too late for this
Social Media	\$1,500	Event Promotions
Direct Mail	\$7,500	Residents 10 mile radius from Galleria
Graphic Design	\$1,000	Flyer and video marketing

## Entertainment

Drone Show	\$25,000	Estimated cost
Inflatables & Carnival Games	\$4,700	Amalfi (Same vendor Galleria used for July 4th)
Live Band	\$3,000	Fee for Band from India

## Artist Costs

Travel & Fee	\$4,000	Flights and baggage fee for oversized instrument
Rooms	\$3,000	5 rooms
Food	\$2,100	8 Travelers, 3 meals per day average \$20-30
DJ & Equipment Rental	\$3,500	Mics & monitors, lighting, sound, mixer
Performances	\$1,500	Special cultural performances

## Misc

Videography/Photography	\$3,500	Promotional Highlight Video
Event Management & Staff	\$2,500	Operational Cost
Insurance	\$500	Event Insurance
<b>Estimated Total</b>	<b>\$68,800</b>	



ients equipments

## Statutory Categories for HOT Fund Requests

Based on the HOT Fund Categories, below are the categories I feel strongly fits with my request:

- **Advertising, and conducting solicitations and promotional programs to attract tourists and convention delegates:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
  - Is this category applicable? If yes, include the amount requested below and clarify how that number was generated. All supporting documentation should be added to your application.
    - **Yes**      No
  - **Amount Requested: \$40,500**
    - The Diwali Festival will serve as a powerful advertising and promotional platform, drawing tourists and convention delegates to Bee Cave and its surrounding areas. With strategic marketing campaigns targeting the Indian diaspora and culturally diverse communities, the festival will enhance the city's visibility as a vibrant destination for large-scale events. The unique blend of cultural experiences, including performances, food, and a potential drone show, will attract visitors who may not only attend the festival but also explore Bee Cave as a prime location for conventions, conferences, and future events. This will boost tourism and contribute to the local economy.
    - The estimate of \$40,500 is based on vendor discussions and market research from my 15+ years of experience organizing large-scale events. The amount covers media buying, digital ads, print materials, promotional campaigns, and outreach programs.
  
- **Promotion of the arts:** the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms
  - Is this category applicable? If yes, include the amount requested below and clarify how that number was generated. All supporting documentation should be added to your application.
    - **Yes**      No
  - **Amount Requested: \$21,800**
    - The Diwali Festival will prominently feature the promotion of the arts, including live performances from a band traveling from India, traditional

Indian dance, instrumental and vocal music, as well as folk arts. This event encourages the participation of local talent, dance schools, and artists, fostering cultural appreciation and diversity in Bee Cave. This category aligns perfectly with the festival's goal to highlight Indian heritage and arts, which will be a central aspect of the event.

- The \$21,800 amount covers performance fees, stage setup, sound, lighting, and production costs to ensure a high-quality presentation of these art forms.
  
- **Signage:** Funding signage directing the public to sights and attractions that are frequently visited by hotel guests. Must comply with all signage regulations.
  - Is this category applicable? If yes, include the amount requested below and clarify how that number was generated. All supporting documentation should be added to your application.
    - **Yes**      No
  
  - **Amount Requested: \$5,500**
    - Signage is essential to direct attendees and tourists to the Diwali Festival and surrounding attractions in Bee Cave, especially for first-time visitors. The requested amount will be used to create event signage compliant with local regulations, including banners, directional signs, and branded materials that enhance visibility for attendees.
    - The \$5,500 is based on vendor estimates for the production and installation of these signs at key locations around Bee Cave, particularly in areas frequently visited by hotel guests.



# Proposal for Diwali Festival Support

Leveraging Hotel Tax Funds to Promote Tourism, Cultural Diversity, and  
Economic Growth in Bee Cave



# Who Am I?

▶ **Shereen – Proud Owner of Vitality Bowls, Bee Cave**

- I bring over 15+ years of experience in marketing and event planning, with a significant social media reach—almost 12k followers on LinkedIn and over 50K combined followers across various social media groups.
- As a business owner in Bee Cave, I am passionate about showcasing this city and the beautiful surrounding Hill Country to a wider audience.
- My goal is to position Bee Cave as a vibrant destination where people can experience nature, culture, and community events, all while supporting local businesses.



# What is the Diwali Festival?

## ❖ Cultural Celebration:

- Diwali, the Festival of Lights, is a vibrant celebration of unity, prosperity, and new beginnings.

## ❖ Traditions:

- Lighting lamps (Diyas), creating colorful rangoli designs, sharing sweets, and enjoying music, dance, and cultural performances.

## ❖ Global Appeal:

- Celebrated worldwide, Diwali brings together diverse communities to enjoy Indian culture.

## ❖ Eco-Friendly Focus:

- Bee Cave's festival will feature a **drone show**, highlighting sustainability and innovation.

# Overview of Diwali Festival & Economic Impact

- ✓ **Event Description:** First-ever Diwali Festival in Bee Cave at Hill Country Galleria.
- ✓ **Celebrates** Indian culture with a spectacular **eco-friendly drone show**, live band from India, Indian food, Bollywood music, and cultural performances.
- ✓ **Family-friendly**, free community event, attracting diverse communities from Bee Cave, Austin, Lakeway, and beyond.
- ✓ **Target Attendance:** Expected audience: Over 1,000 people in year one; potential to grow to 5k-10k in the future.
- ✓ **Economic Boost:** Visitors will stay in local hotels, eat at local restaurants, and shop at local businesses, contributing to local economic growth



# Why Diwali Festival is Ideal for Hotel Tax Fund Support?

## ❖ **Alignment with Hotel Tax Fund Goals:**

- Designed to promote tourism and attract overnight visitors.

## ❖ **Diwali Festival** will draw attendees from neighboring cities, boosting hotel occupancy.

## ❖ **Promotes Bee Cave's Unique Appeal:**

- The festival positions Bee Cave as a cultural and vibrant destination for tourists, showcasing its diversity and appeal.

## ❖ **Potential for Future Events:**

- Indian weddings, which often include week-long celebrations, are a lucrative market that could be attracted to Bee Cave's venues.
- Many attendees come from the IT sector, which regularly holds long conferences and team-building events.





# Long-Term Benefits to Bee Cave Economy

- **Immediate Economic Impact:** Boosts hotel occupancy and drives business to local restaurants, shops, and other services.
- Attendees who **experience Bee Cave** for the first time are likely to return, increasing future visitor traffic.
- The Diwali Festival could inspire other cultural and family-oriented events in the future.
- My event will introduce Bee Cave as a desirable destination for future conferences and corporate events, enhancing hotel usage and supporting other businesses in Bee Cave.



# Community Engagement & Cultural Diversity

- **Cultural Enrichment:** Diwali Festival fosters inclusivity by celebrating Indian heritage and culture with the broader community.
- **Eco-friendly drone show** aligns with sustainability values while offering a modern, memorable visual experience.
- **Showcasing Local Talent:** Local dance academies, musicians, and performers will have a platform to showcase their skills, creating cultural pride and community engagement.



# Building Bee Cave's Reputation

- **Positioning Bee Cave as a Premier Event Destination:** The Diwali Festival sets Bee Cave apart as a city that celebrates diversity and embraces large cultural gatherings.
- **Family-friendly** and free community events create a positive, inclusive image for Bee Cave and attract future visitors.
- **Sustained Economic Impact:** Hotel tax investment drives both immediate economic growth and long-term benefits by establishing Bee Cave as a prime destination for cultural experiences



# Media Coverage and Promotion

## ► **Local Coverage:**

- Engaged with local media outlets in the Austin area to feature the Diwali Festival, increasing visibility and awareness within the community.

## ► **Global Reach:**

- Collaborated with media channels across the US and India to promote the festival on a larger scale, reaching a diverse audience and attracting potential visitors.

## ► **Boosting Bee Cave's Profile:**

- Media exposure will enhance Bee Cave's reputation as a vibrant cultural destination, drawing attention to its unique offerings and community spirit.



Thank you

[www.bollywoodeventstexas.com](http://www.bollywoodeventstexas.com)



***City Council Meeting***  
***10/8/2024***  
***Agenda Item Transmittal***

**Agenda Item:** 9.

**Agenda Title:** Discuss and receive an update from the Capital Improvements Plan (CIP) Subcommittee.

**Council Action:** Discussion

**Department:** Administration

**Staff Contact:** CIP Subcommittee/Chelsea Maldonado (Turner & Townsend Heery)

**1. INTRODUCTION/PURPOSE**

Discuss and receive an update from the Capital Improvements Plan (CIP) Subcommittee.

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

The Capital Improvement Plan Subcommittee (CIPSUB) was established to receive updates regarding the status of various Capital Improvement Plan Projects either in-progress or in consideration for future action. This Subcommittee of City Council includes Mayor Kara King, Councilmember Hight, and Councilmember Willott.

**b) Issues and Analysis**

The CIPSUB met September 17th, 2024 and the meeting was attended by Mayor King, Councilmember Hight, and Councilmember Willott. This meeting was facilitated by City Staff and their Owner Representative/Project Manager, Turner & Townsend Heery. Discussion in the September 17th meeting focused primarily on two new ongoing facility projects, Bee Cave Public Safety Building, and Bee Cave Public Library. Detailed discussion was had for both projects regarding: overall budget and cost estimates, construction schedule, funding sources, relevant design updates, sample building materials for the consideration (Public Safety Building), and recap of next-steps for each project.

**3. FINANCIAL/BUDGET**

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

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

#### **5. RECOMMENDATION**

Update provided by CIP Subcommittee and City Council discussion.



***City Council Meeting***  
***10/8/2024***  
***Agenda Item Transmittal***

**Agenda Item:** 10.

**Agenda Title:** Discuss and consider on action on a recommendation from CIP Subcommittee for Bee Cave Public Safety Building (BCPS) budget.

**Council Action:** Consideration & Budget Approval

**Department:** Administration

**Staff Contact:** CIP Subcommittee/Chelsea Maldonado (Turner & Townsend Heery)

**1. INTRODUCTION/PURPOSE**

Discuss and consider action on a recommendation from CIP Subcommittee for Bee Cave Public Safety Building (BCPS) budget.

**2. DESCRIPTION/JUSTIFICATION**

**a) Background**

The Capital Improvement Plan Subcommittee (CIPSUB) met September 17th, 2024 in which the budget, current cost estimate, and funding options were discussed for the Bee Cave Public Safety Building. Bee Cave Public Safety Building project design status: The 100% Design Development (DD) drawings have been completed by the project architect, PGAL. Completion of the Design Development (DD) set and subsequent cost estimate is an important contractual milestone in the design phase as the project estimate must be approved by the project owner so that the architect may begin the final stage of the design process where detailed documents are created for construction. These documents are referred to as the Construction Documents (CD).

**b) Issues and Analysis**

The total project cost estimate is \$17,979,000 for the Bee Cave Police Department portion of the building. This estimate of costs includes:

- Construction costs with associated general conditions, fees, and insurance
- Professional services fees (“soft costs”)
- 3rd party consulting fees
- Land acquisition
- Furniture-Fixtures-Equipment (FFE)
- Audio Visual & Information Technology



The CIPSUB has reviewed the project estimate and is prepared to make a recommendation for consideration of the Bee Cave Public Safety budget as it applies to the Bee Cave Police Department portion of the facility. The City Manager will review funding options.

Approval of this budget would initiate the following next steps for City Council consideration at a forthcoming City Council Meeting:

1. Contract Amendment with PGAL Architects Acknowledging Current Cost of Construction
2. Final Construction Interlocal Agreement with Lake Travis Fire Rescue

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

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

### **4. TIMELINE CONSIDERATIONS**

Due to the contractual nature of approving the current estimate of costs associated with the design scope, budget must be approved at this phase of design (Design Development) by the owner so that the architect may proceed into the final phase of design (Construction Documents).

### **5. RECOMMENDATION**

#### **ATTACHMENTS:**

Description	Type
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*City Council Meeting*  
*10/8/2024*  
*Agenda Item Transmittal*



*City Council Meeting*  
*10/8/2024*  
*Agenda Item Transmittal*

**ATTACHMENTS:**

Description

Type



*City Council Meeting*  
*10/8/2024*  
*Agenda Item Transmittal*