



CITY OF MANSFIELD
APPLICATION
HOTEL/MOTEL OCCUPANCY TAX FUNDS

Application Year: October 1, 2021 ru September 30, 2022

Return Application To: City Secretary's Office
City of Mansfield
1200 E. Broad Street
Mansfield, TX 76063
Phone 817-276-4203; Fax 817-473-2925

Thank you for your interest in promoting tourism and the hotel industry in Mansfield through the use of Hotel/Motel Occupancy Tax funds. The use of funds is regulated by law (Chapter 351 of the Tax Code) which includes the use of funds for the direct enhancement and promotion of tourism AND the convention and hotel industry. To determine eligibility, the following section of this tax code which pertains to advertising and promotion must apply to your application: "Advertise and conduct solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity, any of which may be conducted by the municipality or through contracts with persons or organizations selected by the city."

A. CONTACT INFORMATION

Name of Organization: Championship Basketball, Inc

501c3 or c6 non-profit organization? ☒ Yes No (circle one)

Contact Name: Tom Rogers

Address: 6410 Southwest Blvd Ste 225

Phone Number: 817-870-1919

E-Mail Address: rtom2@att.net

Website: www.whataburgertournament.com

B. TELL US ABOUT YOUR EVENT (Use separate page if not enough room)

1. What specific event or activity is being promoted or marketed? 64th Annual Whataburger Basketball Tournament
3-day High School Holiday Basketball Tournament. 48 Teams from across Texas and surrounding states are invited to play in our basketball tournament. The tournament is divided into 3-divisions with the 16- team large school division played in Mansfield.

2. What is your primary purpose of this event? Sporting Event to raise funds for our non-profit to promote high school basketball and scholarship monies to high schools across Texas.
3. How will your event help promote the hotel industry in Mansfield? We have high school teams that will be staying in hotel rooms, their family and other fans will be also need lodging near the tournament venue. The tournament has out-of-town officials and their families that will stay in hotel rooms during the event. This tournament also attracts several college recruiters and press, both from across the nation, that will need a place to stay during the 3-day event.
4. Total amount of funds requested to promote this event or activity: \$10,000
5. Date(s), Time, Location of Event: December 28, 29 & 30, 2021; 8 am-10 pm; Mansfield Legacy High School
6. Total number of days of the event: 3 Consecutive: ☒ Yes ☐ No (circle one)
7. Has the organization applied for funds for this event before? Yes ☐ No ☒ (circle one)
8. Is this a *one-time-only* event or a *recurring* event? (circle one) Once a year, annual event
9. Is one of the goals of this event to raise funds for charity/scholarship? ☒ Yes ☐ No (circle one)
If so, what percentage of the funds raised will be donated or given away? 20%

Choose the category(ies) that applies to your event or activity:

- ☐ Visitor Information Center
- ☐ Furnishing of Facilities and Registration of Visitors
- ☒ Advertising and Promotional Programs and Activities Sporting Events/Activities
- ☐ Arts Promotion
- ☐ Historical Restoration and Preservation
- ☐ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected Use of Overnight Rooms: 80-90 rooms
Will the Applicant be paying for these hotel room expenses? ☒ Yes ☐ No (circle one)
If yes, what percentage? 60%
2. Projected Attendance: 6,000
3. Previous Year's Attendance: 4,500- 2019 attendance since Covid cause cancellation of 2020 event.
4. Describe your **attendance goals** for this event and identify steps used to achieve these goals on a separate sheet.
5. Registration/Entrance fee per visitor: \$10/day (if any)
6. Estimated amount to be spent with local Mansfield area merchants or rental or transportation facility(ies): \$300,000

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out of area visitors:

1. Describe your **marketing plan**. Please provide a detailed list of the media used, amount spent, type of product used (brochure, website, print ads, etc.):

The City of Mansfield acknowledges that some tourists may read local newspapers and listen to local radio station; however, as these media outlets generally provide PSA opportunities for local events, we prefer that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to our community. Local and regional newspapers and magazines are not specifically excluded from reimbursement.

Media/Product Type	Site/Location	Target Audience	\$ Amount
ie 3,000 brochures	bicycle shops in Denton	Cycling Pros	\$2,000
Tournament website that has info prior to the tournament as well as updated information during the tournament			
2,000 posters	local high schools invited/ Whataburger restaurants in the towns of invited teams		\$ 1,500
press releases issued to news outlets in towns of invited teams/print, web, radio & television		traveling fans of teams	
social media ads posted on our social media sites as well as the individual sites of the high schools invited		traveling fans	\$500
tournament pamphlets/ individual teams distribution	family and friends of invited teams with information about the tournament		\$500

2. a. Total advertising/promotion budget for the specific activity/event for which you are applying
\$4,000
- b. What is your organization's direct contribution to the advertising/promotion budget?
\$2,500
- c. What are other sources of funding used for the advertising/promotion of this activity/event?
Title sponsor (Whataburger, Inc) and other sponsors help in the promotion of the tournament
- d. Provide a specific line item accounting description use of funds being requested. Total should match amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
ie. Austin Statesman News	1/4 page ad week of Sep 14	\$540
Game Officials	Officials needed to officiate the 28 games played at Orange Division	\$6,900
Basketballs and racks	Game balls and racks have to be purchased every year	\$1,200
Team Meals	Meals are purchased to help in the travel expenses for out of town teams	\$2,000

3. a. Describe your **financial goals** for this event and identify steps used to achieve these goals:

We are hoping to make a larger impact on youth sports & extracurricular activities, scholarships for high school students and other projects that will benefit the youth of DFW. With expenses getting more expensive each year, it is harder to contribute more to the multitude of communities we touch. We have recently raised our ticket prices to help continue to make a little profit as well as continue to reach out to businesses for sponsorships.

- b. What impact will the funds have on the viability of this event: With expenses increasing each year, it is harder to contribute more to the multitude of communities we touch. With additional funds we will be able to continue with this event as well as have more profit for additional scholarships and funds for youth sports & other extra-curricular activities.

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

Championship Basketball, Inc.

Organization Name

Robyn Rogers Urbani
Signature of Authorized Representative

Robyn M. Urbani
Printed Name of Authorized Representative

Date _____

ATTEST:

Signature

Printed Name

FOR CITY SECRETARY'S OFFICE USE ONLY

Original Received in City Secretary's Office _____

Copy Sent to Business Services Department _____

Copy Sent to Applicant _____

Copy Sent to Legal Department _____

Copy to Tourism Department _____

Attendance Goals

We typically have on average 1,500 visitors per day of the tournament. We are always hoping that we can get more. This year we are hoping that we can average 2,000 visitors each day. When we look at what teams to invite we keep our attendance goals in mind. We try to have some of the most talented and competitive basketball around during this tournament. We always bring in nationally and statewide ranked teams so fans can see how they will compete against other top-notch quality teams. A lot of our match-ups are State Tournament quality match-ups. Fans won't be able to see match-ups like these until the State of Texas Tournament where the best of the best go for the championship. We also have teams with nationally ranked players on them. These players go on to be recruited at top tier division 1 colleges and universities. College recruiters from all over the nation will come to this tournament to recruit for their teams as well as national recruiting services that come to write about and publicize the players and teams in their magazines, blogs, newspapers, etc. We strive to advertise at all of the individual schools that are invited to the tournament. We also will advertise around the cities that the teams reside especially those outside of the DFW metroplex.



CHAMPIONSHIP BASKETBALL, INC.

**501©3 NON PROFIT ORGANIZATION
WHATABURGER BASKETBALL TOURNAMENT**

MISSION STATEMENT

Championship Basketball, Inc. founded 1989 and The Whataburger Basketball Tournament, formerly Ft. Worth West Side Lions Club Tournament founded 1958, mission is to provide for the emotional and physical growth of the youth of the metroplex and State of Texas guiding them to become responsible citizens through education and athletics.

Board of Directors:

Thomas R. Rogers	President
Danny Husband	Vice President
Robyn Rogers	Vice President and Treasurer

Corporate Partners and Years of Participation:

Whataburger	35 years
Fin. & Ins. Associates	39 years
Wilson Sporting Goods	35 years
Radisson Hotels	21 years
Fairfield Inn & Suites	12 years
Dr Pepper	12 years



2021

WHATABURGER TOURNAMENT

TEAM HOTEL LIST

TEAM	NUMBER OF ROOMS	ARRIVAL	DEPARTURE
HUMBLE SUMMER CREEK	10	Dec 27	Dec 30
DUNCANVILLE	10	Dec 28	Dec 30
MCKINNEY	8	Dec 28	Dec 30
DENTON GUYER	10	Dec 28	Dec 30
Tournament Officials	10	Dec 28	Dec 30
ALL DOUBLES			



2021 EXPECTED EXPENSES

Orange Division Expenses

Hotels	Orange Boys Teams and Officials	\$10,000
Meals		2,000
Trophies		1,100
River Oaks Printing		1,200
Wilson Balls and Racks		1,200
Officials		6,900
Workers Gyms		12,000
Coaches Gifts		1,000
Insurance Liability		500
Alert Tape & Gause		120
Reliant Signs Banners		600
Storage		280
Miscellaneous Office Supplies		400
Scholarships		1,000



WHATABURGER BASKETBALL TOURNAMENT

The Whataburger Invitational High School Tournament is in its 64th year of existence. The tournament started in 1958 as a Ft. Worth West Lions Club fundraiser to provide their civic duty projects and to keep the youth involved and off the streets during the Christmas holiday period. The FW West Side Lions, as all Lions Clubs are, was a service oriented club with their main efforts and accepted monies working with and thru the Helen Keller Foundation. The FW West Side Lions Club spent thousands of their proceed dollars each year paying for eyeglass exams along with the physical eyeglasses for all concerted students in three school districts on the west side of Ft. Worth.

The basketball fundraiser was founded in 1958 and has not missed a year since it's inception, even though the FW West Side Lions Club disbanded in 1995. Championship Basketball, Inc. assumed the rights to the tournament at that time and still today assumes the liabilities along with the profits. The tournament proceeds continue to help the youth of the tournament thru each champion of the tournament three divisions of the tournament receiving a \$1,000 scholarship payable to each school fund to send deserving students to further their education, AAU contributions, and many other philanthropic endeavors. The tournament keeps seed money for the next year for general expenditures.

The FW West Side Lions Club and now Whataburger Basketball Tournament is well known, not only in the State of Texas, but nationally known as ESPN a few years back acknowledge the tournament as one of the top 5 high school basketball tournaments in the nation. The tournament over the years have invited and they accepted to participate, high profile high school basketball programs to the metroplex to participate. A few of those are DeMatha, Los Angeles Crenshaw, Baltimore Dunbar, Washington DC Dunbar, Miami Senior, Louisville KY Ballard, oak Hill Academy, New Orleans Cohen, Cleveland St. Josephs, Cincinnati Woodward and many others.

Our basketball tournament has touched and been a part of over 30,000 youth not only from the metroplex, but the entire State of Texas, and the nation.