



**ROCKDALE CITY COUNCIL MEETING**  
**Tuesday, January 27, 2026**  
**City Council Chambers**  
**505 West Cameron Avenue,**  
**Rockdale, Texas 76567**  
**6:00 p.m.**

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**REGULAR MEETING – AGENDA**

**CALL TO ORDER**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE/ INVOCATION**

**CITIZEN COMMUNICATIONS**


**REGULAR AGENDA**

1. Consider and take any necessary action regarding Ballot questions for Charter election. **(Kelty)**
2. Consider and take any necessary action on the first reading of an ordinance ordering and establishing procedures for a 2026 Special Election for amendments to the Charter for the City of Rockdale, Texas. **(Johnson)**
3. Consider and take any necessary action on a HOT funds request from the Rockdale Community Market. **(Kelty)**

**ADJOURNMENT**

**APPROVED:**

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the bulletin board at the City Hall of the City of Rockdale, Texas, a place convenient and readily accessible to the general public at all times, and said notice was posted on the following: January 21, 2026 at 1:30 p.m. and remained so posted at least 2 hours after said meeting was convened.

  
Shanna Johnson, City Secretary

The City Council reserves the right to meet in a closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code Section 551.071 (Consultation with Attorney), 551.072 (Deliberations regarding Real Property), 551.073 (Deliberations regarding Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations regarding Security Devices) and 551.087 (Deliberations regarding Economic Development Negotiations).

All meetings of the City Council are open to the public and public participation is invited on all open session business items. The Rockdale City Hall is wheelchair accessible and special parking is available on the west side of the building. If special accommodations are required for participation, please contact the City Secretary at (512) 446-2511 a minimum of twenty-four (24) hours prior to the meeting and every effort will be made to provide reasonable accommodations.

Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun.

Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly.

**Meeting Date:** January 27, 2026  
**Department:** Administration  
**Prepared By:** Tim Kelty  
**Source of Funds:** General Fund

**Item Number:** 1  
*(City Secretary's Use Only)*  
**Cost / Budget:** ?  
**Exhibits:** \_\_\_\_\_

**Subject**

Consider and take any necessary action regarding Ballot questions for Charter election

**Recommendation**

Staff recommends Council consider and take action to select those items to include on the ballot as questions on a Charter election for voters to cast their votes.

**Discussion**

As presented by John King at the last Council meeting, the Charter Review Committee has held a series of meetings to review in detail the City Charter. They have recommended 15 areas of the charter for council to consider sending to voters in a charter election

Prior to considering the first reading of an ordinance calling a special meeting on a charter election, Council must consider and decide which measures to place on the ballot. The following list of 15 measures may be acted upon independently or jointly. Council can approve the entire list for inclusion, or with specific exceptions. A motion may be made to select specific initiatives listed be included, or none of the initiatives. Council may also select items for inclusion that are not on the list at all.

The following 15 ballot initiatives recommended by the Charter review commission are as follows:

1. In various sections stipulate that regulations be “in accordance with State law” where recommended.
2. Reduce eligibility requirement for an individual running for a Council that they be a resident of their Ward for 6 consecutive months prior to filing, instead of 12. (Still requiring city residence for 12 months.)
3. Stipulate that any elected official shall automatically vacate their position, upon formally filing to run for another elective office.
4. Stipulate that Rockdale elected officials shall receive compensation in the amount of \$300 per month for Mayor and \$150 per month for Council members beginning in May 2028.
5. Allow for the Mayor to vote in all matters not inconsistent with state law and recommend appointees

6. Allow for Council to appoint a Mayor in the case of a vacancy to that seat when allowed by state law.
7. Remove from list of powers and duties of city council in Article 4.03: sections (n) which refer to establishing an electric utility, and (s) which gives authority to regulate, license, and establish fares and charges for vehicular transport of people, goods, or services.
8. Extend minimum time from “not more than 5 days” to “not more than 10 days” to hold a required public hearing in the case of a recall of an elected official.
9. Requires the City Manager to establish permanent residency within the city limits within 3 months of starting, unless authorized by council otherwise.
10. Make recommended changes to the Municipal Court including removing language that the Mayor may act as judge in the judge’s absence or incapacity.
11. Require amendments to the annual budget be made by Ordinance (instead of by Resolution)
12. Allow that an audit of an outside agency receiving 50% of its budget “May” be required. (instead of “Shall” be required)
13. Allow that an ordinance authorizing a franchise agreement may be adopted after one reading following a public hearing.
14. Stipulate that the Ethics Commission “may” be advised by independent legal Council “recommended” by the City Attorney and appointed by Council, (changing “Shall” to “May” and “nominated” to “recommended”).
15. Replace the terms “District” or “Precinct”, with the term “Ward” where appropriate throughout the charter.

	<i>Signature</i>	<i>Date</i>
<b>Department Head</b>		
	<i>Signature</i>	<i>Date</i>
<b>City Manager</b>	_____	_____

## **Proposed amendments:**

Possible blanket statement to change all references of “district(s)” to “ward(s)”

1.06 Power of Eminent Domain: to be consistent with state law

1.07 Annexation and Disannexation: change to “The council may by ordinance, annex or disannex property in accordance with state law.”

2.01 Boundaries: updating to be consistent with state law. “The boundaries and extraterritorial jurisdiction of the city may, from time to time, by fixed, decreased, modified, or extended by ordinance and according to state law.”

3.02 Qualifications: Changing to be a resident of the ward from one year to six months. If mayor or councilmember runs for another elected office, they shall vacate their current seat immediately.

3.08 Compensation: Mayor to receive \$300 per month and council to receive \$150 per month

4.01 Mayor: Allow the mayor to vote in all matters not inconsistent with state law (about allowing mayor to vote) and may recommend appointees.

4.02 Mayor Pro Tem: In the event the office of mayor becomes vacant, the mayor pro-tem shall serve as mayor until an election is held to elect a mayor until the vacancy is fill by either election or appointment of a mayor in accordance with Section 3.03 of this charter.

4.03 The City Council: remove letter (n) and (s)

(n) Provide for an electrical system and set fees and charges therefore, and provide penalties for misuse of same

(s) Regulate, license and fix the charges or fares made by any person, firm or corporation owning, operating or controlling any vehicle of any character used for the carrying of passengers for hire or the transportation of freight for hire on public streets and alleys of the city.

6.13 Public Hearing: change 5 days to 10 days

In this event, the city council shall order such public hearing to be held, not less than ~~five~~ ~~(5)~~ *ten (10)* days nor more than fifteen (15) days after receiving such request for a public hearing.

7.01 City Manager: adding “The city manager shall Establish residency within the city limits of the city of rockdale within 3 months of starting in that positions, unless otherwise authorized by council in writing.

7.13 Municipal Court: amending section (a) to read-

- (a) The municipal judge and interim municipal judges when necessary shall be appointed and may be removed by the council, and while in session shall be responsible for the supervision and management of the court. The municipal judge shall be entitled to compensation as fixed by the city council.
- (b) Amending to remove last sentence of (b), “In the case when the municipal judge and associate judges are not available, the mayor may perform the duties of the judge.

8.07 Amendment and Supplemental Budgets: amending the word “resolution” to “ordinance” to make budget amendments.

8.14 Independent Audit: changing the word “shall” to “may.”

The audit shall be completed on or before April 30th of each year and may include an audit of all nonprofit organizations receiving fifty percent (50%) or more of their income from the city. The audit shall be subject to the following:

11.02 Franchises: amending to add “at least one regular meeting” to have the ordinance passed.

11.05 Franchise for Public Services: add the language “Unless preempted by state law”, the council shall...

12.01 Ethics Commission: amend “shall” to “may” and change “nominated” to “recommended”

The ethics commission may be advised by independent legal counsel recommended by the city attorney and appointed by the council.

13.05 Community Service Organization: change *shall* to *may*.

Possible blanket statement to change all references of “district(s)” to “ward(s)”

Rockdale City Council  
**AGENDA REPORT**

**Meeting Date:** January 27, 2026  
**Department:** Administration  
**Prepared By:** Tim Kelty  
**Source of Funds:** General Fund

**Item Number:** 2  
*(City Secretary's Use Only)*  
**Cost / Budget:** ?  
**Exhibits:** \_\_\_\_\_

**Subject**

Consider and take any necessary action on the first reading of an ordinance ordering and establishing procedures for a 2026 Special Election for amendments to the Charter for the City of Rockdale, Texas.

**Recommendation**

Staff recommends Council consider and take action to approve the first reading of the ordinance with the ballot measures identified to be included.

**Discussion**

If council desires to accept any of the ballot measures recommended by the Charter Review Committee or any other ballot measure they conceive, they must call a special election to give the citizens of Rockdale the opportunity to vote on those measures.

It is proposed that such special election would run concurrently with the general election held on May 2<sup>nd</sup>. The Second and final reading will be held at the regular February meeting.

*Signature*

*Date*

**Department Head**

*Signature*

*Date*

**City Manager**

## **ORDINANCE NO 2026-**

### **AN ORDINANCE OF THE CITY OF ROCKDALE, TEXAS, ORDERING AND PROVIDING NOTICE OF A SPECIAL ELECTION ON MAY 2, 2026, IN THE CITY OF ROCKDALE, TEXAS, TO CONSIDER CHARTER AMENDMENTS TO THE CITY OF ROCKDALE CHARTER AND ESTABLISHING THE PROCEDURE THEREFORE, AND PROVIDING FOR RELATED MATTERS**

**WHEREAS**, on May 2, 2026, the date of the General Elections for certain City Council positions (the “General Election”), there shall also be determined ballot measures regarding amendments to the Charter of the City of Rockdale (hereinafter, the “City”); and

**WHEREAS**, the Texas Election Code is applicable to said election and this ordinance establishes procedures consistent with the Code, and designates the voting place for the election; and

**WHEREAS**, the City staff has made recommendations to Council for amendments; and

**WHEREAS**, the City Council has approved those Charter Amendments as set forth as Exhibit A, attached hereto and incorporated herein for all purposes and finds it to be in the public interest to call a special election to be held jointly with the General Election for election certain City Council positions to be held on May 2, 2026, and add to the ballot for voter consideration propositions for amendment of specific sections of the Charter; and

**WHEREAS**, the City Council has authority pursuant to Chapter 31, Texas Election Code, has already established the procedures and contract with the Milam County Election Officer to obtain certain election services; and

**WHEREAS**, the City Council has authority pursuant to Chapter 271, Texas Election Code, to enter into joint election agreements with other political subdivisions holding elections on the same day in all or part of the same territory;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROCKDALE, TEXAS that:**

**Section 1.** All of the above premises are hereby found to be true and correct legislative and factual findings of the City Council and are hereby approved and incorporated into the body of this Ordinance as if copied in their entirety.

**Section 2. Special Election.** There is hereby called a Special Election to be participated in by the qualified voters of the City of Rockdale, Texas, to be held jointly with the General Election, to be held on Saturday, May 2, 2026, unless superseded by State or Federal law, at City Hall, 505 W. Cameron Ave., Rockdale, Texas, to propose amendments to the City of Rockdale Charter (see “Exhibit A”).



**Section 3. Ballots.** Electronic ballots using the Verity electronic voting system shall be used for the election. The electronic voting machines shall be programmed in such a manner as to prevent a voter from voting in the city election in which he or she is not entitled to vote. Use of paper ballots to be voted by mail remain the same.

**Section 4. Printed Materials.** The official ballots, together with such other election materials as are required by the Texas Election Code as amended, shall be printed in both English and Spanish languages and shall contain such provisions, markings and language as required by law.

**Section 5. Early Voting.** Early Voting by personal experience will be conducted each day at City Hall, 505 W. Cameron Ave., Rockdale, Texas between the hours of 8:00 a.m. and 5:00 p.m. beginning on April 20, 2026, and ending on April 29, 2026.

**Section 6. Notice of Election.** Notice of the election shall be given in the manner as provided in the Texas Election Code and the City Charter. A notice containing a substantial copy of this Ordinance shall be posted on the bulletin board used for posting notice of meetings of the governing body at City Hall and at the foresaid polling place not later than the twenty-first (21) day before the election, and by publishing said Notice of Election at least one time, not earlier the thirty (30) days nor later than ten (10) days prior to said election, in a newspaper in general circulation in the City. The Mayor shall give notice of this election in accordance with terms and provisions of this Section, and all necessary orders and writs therefore shall be issued by the proper authority.

**Section 7. General.** The general election shall the held in accordance with the Tex as Election Code and, to the extent not inconsistent therewith, the City Charter. The City Secretary is hereby authorized and instructed to provide and furnish all necessary election supplies to conduct said election. Returns of the election shall be made known as soon as possible after closing of the polls; and the election returns shall be canvassed by the City Council not earlier than May 5, 2026, not later than May 16, 2026.

**Section 8. Election Precincts.** The election precincts for the election shall be the election precincts established for the General Election.

**Section 9. Joint Election.** The City agree to conduct a joint election with other political subdivisions hold an election on May 2, 2026, in all or part of the same county as the City (the "Political Subdivisions"). The joint election for Political Subdivision in Milam County will be conducted in accordance with State law, this ordinance, the City Charter and the Election Agreement.

**Section 10. Open Meeting.** It is hereby officially found and determined that this meeting was open to the public, and public notice of the time, place and purpose of said meeting was given, all as required by the Open Meetings Act, Chapter 551, Texas Government Code.

**Section 11. Effective Date.** This ordinance shall be effective upon its adoption.

**PASSED AND APPROVED** on this the 27<sup>th</sup> day of January 2026.

**FINALLY PASSED, ADOPTED AND APPROVED** on this the \_\_\_\_\_ day of February 2026.

City of Rockdale, Texas

ATTEST:

\_\_\_\_\_  
Ward Roddam, Mayor

\_\_\_\_\_  
Shanna Johnson  
City Secretary

Meeting Date:	January 27, 2026	Item Number:	3
Department:	Administration		(City Secretary's Use Only)
Prepared By:	Tim Kelty	Cost / Budget:	\$1,500 to \$10,000
Source of Funds:	HOT Funds	Exhibits:	HOT Grant application

#### Subject

Consider and take any necessary action on a HOT funds request from the Rockdale Community Market.

#### Recommendation

Staff recommends Council approve up to a \$2,000 HOT fund award to the Rockdale Community Market for their proposed Taco Festival in May to be reimbursed following the event in accordance with the policy established for such by Council.

#### Discussion

The Rockdale Community Market is planning a "Taco Fest" for Saturday May 2 at Wolf Park Downtown. They are planning many activities that will draw people to downtown that day to celebrate with a community focused cultural event celebrating traditional Mexican culture through food, live music, dance artisan crafts and free activities. The festival is proposed to run from 9 a.m. To 3 p.m.

The event meets the HOT criteria of "*the encouragement, promotion, improvement, and application of the arts.*"

In their application, they request \$10,000 in a HOT fund grant and ask for the funding up front to help pay for marketing for the event. They have estimated 800 attendees at the festival and 10 hotel nights coming from the event.

This is a fantastic idea for an event to draw people downtown. However, the policy that council adopted early last year and has followed in the last half dozen requests for funds, limits awards to reimbursement following the event, with the applicant providing documentation of paid receipt for eligible expenses and documentation of hotel nights. Additionally, while the applicant is requesting \$10,000, based upon the number of hotel nights estimated, they would not be justified in that large of an award. Most previous applicants have been awarded \$150-\$200 per hotel night, which would justify up to a \$2,000 award.

Signature

Date

Department Head

Signature

Date

City Manager

FOR USE BY NON-CITY OF ROCKDALE ENTITIES



# *City of Rockdale*

## **Hotel Occupancy Tax Fund Visitor Center Grant Application Packet**

**NAME OF THE ORGANIZATION REQUESTING FUNDS:**

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*Revised as of 2025*

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## FOR USE BY NON-CITY OF ROCKDALE ENTITIES

### Overview of the Application Process

This packet was designed to establish guidelines to apply universally to all entities requesting funds from the City of Rockdale in regard to financial support from the City Hotel Occupancy Tax (HOT) Fund. There are stringent requirements in the Tax Code regulating the use of HOT funds. A copy of the applicable sections of the Tax Code has been included in this packet for your review.

The City will review the application and make recommendations to the City of Rockdale City Council regarding approval or denial of the request and give additional comments as to the size of the financial funding request based on estimated economic impact relevant to the request, as well as taking into consideration the need for local community economic impact relevant to the community calendar. The City will work with the applicant to ensure that all necessary documentation is included when presenting to the City of Rockdale City Council. The City of Rockdale City Council will make the final decision on funding the event and at what level.

### Rules Governing Your Application

1. The applicant must present reasonable evidence that the event will directly impact the hotel/convention business AND promote tourism in the City of Rockdale.
2. For any applicant applying for HOT funds to advertise an event, the City requires these funds focus on targeting visitors outside a **50 mile radius** of the City of Rockdale. *Applicant must also attach a copy of their marketing plan for advertising including (1) vehicle for advertising; what medium (magazine, newspaper, radio etc.); (2) rate card/sheet for said vehicle (3) expected run date or issue.*
3. After the application process is complete, the applicant may be expected to present an overview to the city manager & marketing director to evaluate application items such as visitor attendance of the event, hotel selection, and overnight stays directly attributed to the event. If initial estimates upon which the event funding was predicated were not met, the city manager will recommend an amount of reimbursement back to the HOT Fund.

**FOR USE BY NON-CITY OF ROCKDALE ENTITIES**

## Process Overview

### **The Pre-Event Funding and Reimbursement Process:**

1. The City of Rockdale reserves the right to decide how funds will be dispensed; annually, quarterly, or monthly.
2. The City of Rockdale reserves the right to decide if **partial** or **all** funding should be reimbursed to the city provided the organization or event did not meet the requirements of said contract.
3. The City of Rockdale reserves the absolute and ongoing right to conduct an audit of anyone receiving HOT Funds to ensure correct use of HOT Funds.

### **The Post-Event Process:**

The Post Event Analysis must include all items outlined in the application, including samples of advertisements produced with the use of HOT funds. If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Rockdale reserves the right to reject any future application by the organization and to request reimbursement of partial or all HOT Funding.

It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Rockdale lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or tracking through hotels. Please note that stated room nights generated will be subject to an audit by the City of Rockdale.

A hotel list has been included in this packet for your reference in coordinating room blocks and/or directing people to overnight accommodations.

It is extremely important that applications be filled out completely and accurately.

FOR USE BY NON-CITY OF ROCKDALE ENTITIES

## Support Considerations Checklist

Name of Entity: Rockdale Community Market

Year Applying: 2026

☒ YES   ☐ NO   The request “directly enhances and promotes tourism AND the convention and hotel industry.” (Tax Code, Section 351.101)

☒ YES   ☐ NO   The request qualifies under AT LEAST ONE of the following categories:

**(Please circle category number)**

- 1) the establishment, improvement, or maintenance of a convention center or visitor information center
- 2) administrative costs incurred for assisting in the registration of convention delegates or attendees
- 3) advertising, solicitations and promotions that attract tourists and convention delegates to City of Rockdale
  - NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, targeted Facebook Boosts, brochures and other collateral material) with a targeted audience or reach beyond 50 mile radius from Rockdale.
- X 4) the encouragement, promotion, improvement and application of the arts
  - NOTE: Must be a viable art form (examples include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording)
- 5) the enhancement of historical restoration and preservation projects
- 6) certain expenses, including promotional expenses, directly related to a sporting event where the majority of the participants are tourists that substantially increase hotel activity
- 7) signage for tourism related facilities
- 8) funding transportation systems for tourists

**FOR USE BY NON-CITY OF ROCKDALE ENTITIES**

☐ YES ☒ NO An End of Year Analysis for has been previously submitted. (Write "N/A" if you did not receive support last year) \_\_\_\_\_

☒ YES ☐ NO It has been determined how the entity will track out-of-town guests, demonstrating that the event will attract tourists that will support the convention and hotel industry. \_\_\_\_\_  
\_\_\_\_\_

☒ YES ☐ NO The application is filled out thoroughly and completely with all requested documentations attached.

**Please note: All items must be completed before the application can be submitted.**



FOR USE BY NON-CITY OF ROCKDALE ENTITIES

# Entity Support Application

## Organization/Business Information

Today's Date: December 29, 2025 Event Date: May 2, 2026

Name of Organization/Business: Rockdale Community Market

252 Private Road 3262

Address

Rockdale, TX 76567

City

State

Zip

Contact Name: Georia Marshall

Contact Phone Number: 512-704-2101

Email: rockdalecommunitymarket@yahoo.com

Status of organization: ☒ Non-Profit

☐ Private/For Profit

☐ Govt. Agency

*Circle the one that best describes your organization*

Tax ID #: 99-2336079

Purpose of your organization/business:

Please refer to attachment 1

## Expenditure Description

*Please answer all items that apply to your request.*

Name of your entity:

Rockdale Community Market

Website address of your entity:

rockdaletxcm.org

Date(s) of expenditure:

January 15, 2026 through May 15, 2026

How will the funds be used to directly enhance and promote tourism AND the hotel and convention industry in the City of Rockdale?

Please refer to attachment 2

Funds to be paid: ☐ Reimbursement only ☒ Advance Total ☐ Advance Partial \$\_\_\_\_\_

*(Check one)*

Please refer to attachment 3

**FOR USE BY NON-CITY OF ROCKDALE ENTITIES**

List other means of financial support including in-kind support

<b>Name</b>	<b>Amount to receive</b>
Sponsorship goal	\$5,000
Local and surrounding area businesses, churches, and youth organizations	Labor for free scheduled activities, gift certificates, and vendor swag - in-kind

Primary location of expenditure:  
 Wolf Park and surrounding street areas

Number of persons expected to visit entity monthly/yearly:  
 RCM weekly markets - 50 to 100, RCM Christmas event - 500

Approximate number of people attending/visiting event or expenditure will stay overnight in local hotels, motels or bed & breakfasts?  
 Attendees - 800 with overnight stay of 10

**List normal and special Visitor Center Operating Hours and projected events or activities promoting Tourism.:**

***Required Attachments:***

Check all documents that are attached along with the application

- ☐ P&L from previous year's program
- ☒ Projected budget for entire program
- ☒ Itemized, detailed list of expenditures relevant for HOT revenue use
- ☒ Advertising / Marketing Plan, including target audience
- ☒ List of Board of Directors with contact phone numbers
- ☒ Event planning timeline, if applicable
- ☒ Schedule of activities relating to your event/expenditure
- ☒ Copy of Tax Exempt certificate, if applicable

**FOR USE BY NON-CITY OF ROCKDALE ENTITIES**

**Funding Request Overview**

Amount Requested: \$ 10,000

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Amount Granted In Past For Same Entity Expenditure: \$ N/A

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Which Expenditure Category From Page 4 Is Most Relevant To Your Expenditure? 4

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FOR USE BY NON-CITY OF ROCKDALE ENTITIES

## HOT Fund Grant Application Packet Form

Please return completed application with necessary attachments and signature to the City of Rockdale Marketing Director – no later than **60 days** prior to event or project – so it may be reviewed and submitted for Council Agenda.

**HAND DELIVERY:**

City Manager  
505 W. Cameron Ave.,  
Rockdale, Texas 76567  
(City Hall)

**MAIL:**

City Manager  
Rockdale City Hall  
P.O. Box 586  
Rockdale, TX 7656

FAX -- Attn: City Manager 512-446-6258

EMAIL: [TKELTY@Rockdaletx.gov](mailto:TKELTY@Rockdaletx.gov)

I have read the HOT Tax Fund Grant Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Tax Fund Grant Application Process, Rules Governing the Application and the process established by the City of Rockdale. I intend to use this grant for the aforementioned event/project to forward the efforts of the City of Rockdale in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors and hotel guests from outside City of Rockdale into the city. A tourist is defined as coming from 50 miles away from Rockdale.

I understand that if I am awarded a HOT Fund Grant, any deviation from the approved project or from the rules governing the application may result in the partial or total withdrawal of the HOT Fund Grant or a requirement to refund any and all funds received.

I understand that this Organization will reimburse the City of Rockdale no later than 60 days from Post Event Report if funded room nights are not met.

**Business/Organization Name:** Rockdale Community Market

DocuSigned by:



1357DB80B1544CB...

**Applicant's Signature**

12/29/2025

**Date**

President

**Applicant's Role in Organization**



FOR USE BY NON-CITY OF ROCKDALE ENTITIES

## City Staff Recommendation

*City Staff Representative Recommended Grant Amount:*

\$ \_\_\_\_\_

Date of Payment:

\_\_\_\_\_

Conditions of Grant:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*City of Rockdale Approval*

*City of Rockdale Designee:* \_\_\_\_\_

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**RESOLUTION NO. R2023-4-10 (7A)**

**RESOLUTION OF THE CITY COUNCIL REQUIRING THE FINANCIAL TRANSPARENCY OF ANY ORGANIZATION THAT RECEIVES PUBLIC FUNDS FROM THE CITY OF ROCKDALE, TEXAS.**

**WHEREAS**, the City Council of the City of Rockdale , Texas ("City Council") has determined that it is in its best interest of the City of Rockdale, Texas ("City") to provide public funds to various local organizations that provide public programs directly benefiting the City's citizens as well as the general public; and

**WHEREAS**, public fund recipients submit regular reports documenting a project throughout its lifespan; and

**WHEREAS**, a statement of acknowledgement of the true and correct finances accompany the application from the organization signed by the presiding officer or representative; and

**WHEREAS**, these reports may include both expense-related data and quantitative information about the project's impact; and

**WHEREAS**, recipients may receive site visits from the City. Such visits provide an opportunity for two-way communication between the grantor and the award recipient.

**NOW THEREFORE BE IT RESOLVED** by the City Council of the City of Rockdale, Texas that:

**Section 1.** Be it resolved by this Council that henceforth no public funds will be granted, given, or disbursed to any group that does not offer transparency of their finances. This will be demonstrated by any organization with a net worth over \$25,000 to provide a 990 form, and any organization with a net worth under \$25,000 to submit balance sheet with a year of financials accompanying their application. Also a statement must accompany the application, signed by the organization President or other qualified officer or representative, that this is a true and complete financial picture of the group. This resolution will remain in effect until rescinded.

**Section 2.** The City of Rockdale requires financial transparency from the recipient organization of public funds.

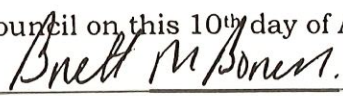
**Section 3.** This resolution shall become effective from and after the date of its passage by City Council.

**PASSED AND APPROVED** by majority vote of the City Council on this 10<sup>th</sup> day of April

ATTEST



Shanna Johnson  
City Secretary

  
Brett M. Boren  
Mayor



## HOT Funds Grant Application Hotel Request Form

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Name of Hotel: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Number of Rooms Booked: \_\_\_\_\_

Number of Stays: \_\_\_\_\_

Signature of Hotel: \_\_\_\_\_

### Event Host Contact Information

Host Name: \_\_\_\_\_

Host Phone Number: \_\_\_\_\_

Host email: \_\_\_\_\_

Quality Inn  
702 West HWY 79  
737-225-3260

Days Inn by Windham  
221 US 77  
512-446-5800

Sure Stay by Best Western  
381 US 77  
512-446-6163

Sky Inn  
1200 W Cameron Ave  
512-446-2575

Rainbow Courts  
915 E Cameron Ave  
512-446-2361

Regency Inn by OYO  
213 US 77  
512-446-7555 main office  
385-595-9006, reservations



**HOT Fund Reimbursement  
Grant Post  
Event Budget Worksheet**

Proposed Budget Outline	Post Budget / Expenditures
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**Expenses**

Space Rental		
Food & Beverage		
Audio/Visual	\$800 Photo booth	
Internet		
Security		
Staff Costs		
Entertainment	\$2,200 Musicians/dancers	
Lodging		
<b>Total Expenses</b>		

**Advertising Expenses**

Newspaper	\$1700	
Radio	\$800	
TV		
Other Advertising	\$200 - flyers	
Social Media		
Direct Mailings	\$1600	
Press Releases/Media		
<b>Total Advertising</b>	\$4,300	

Other expenses not listed above:

Event insurance - \$800, Free activity materials (loteria, pinatas, etc.) - \$900, Decorations, signage - \$1,000

Sponsor expenses - Oversize tent for seating/cooling area, informatin kiosk, travel reimbursement for outreach to Georgetown Round Rock, Austin, Caldwell, Giddings, Bryan/College Station, Temple, Belton, petting zoo, train, pony rides, materials for races & demonstration activities, swag bags for vendors, unforeseen expenses - \$5,000

**Revenues**

Donations	\$750	
In-Kind Services	\$500	
Cash Sponsors	\$5,000	
Ticket Sales		
Other Revenues		
HOT Funds Awarded	\$10,000	
<b>Total Revenues</b>	\$16,250	

## **Rockdale Taco Fest Purpose Statement**

The purpose of the Rockdale Community Market Taco Fest is to serve as a community-focused cultural event that celebrates traditional Mexican culture through food, live music, dance, artisan crafts, and free activities, while supporting local vendors and small businesses and providing a safe, inclusive, family-friendly gathering that strengthens community engagement and local pride within the City of Rockdale.

How will funds be used to directly enhance and promote tourism AND the hotel and convention industry in the City of Rockdale?

Funds will be used to directly enhance and promote tourism and the hotel and convention industry in the City of Rockdale by supporting marketing, programming, and infrastructure for a destination cultural event that attracts visitors from Temple, Belton, Georgetown, Round Rock, Pflugerville, Leander, Cedar Park and Bryan/College Station. Funding will support regional and digital advertising, event signage, and promotional materials designed to increase overnight stays, restaurant visits, and retail activity. Additional funds will be used for live music, cultural performances, artisan demonstrations, and family-friendly activities that increase the event's appeal and length of stay for visitors. By positioning the Rockdale Community Market Taco Fest as a signature cultural experience, the event will encourage hotel usage, repeat visitation, and broader economic impact for the city's hospitality sector.

How will funds be used to directly enhance and promote tourism AND the hotel and convention industry in the City of Rockdale?

**Funds will be used to directly enhance and promote tourism and the hotel and convention industry in the City of Rockdale through the following activities and outcomes:**

- **Destination Marketing & Promotion**
  - Regional, digital, and social media advertising from Temple, Belton, Georgetown, Round Rock, Pflugerville, Leander, Cedar Park and Bryan/College Station.
  - Event listings on tourism calendars and partner platforms
  - *Measurable outcomes:*
    - Reach of regional marketing campaigns
    - Percentage of attendees traveling from outside Rockdale
    - Increase in website and social media engagement leading up to the event
- **Cultural Programming & Entertainment**
  - Live music, traditional dance performances, cultural demonstrations, and artisan showcases that extend visitor stay and enhance event appeal
  - *Measurable outcomes:*
    - Number of scheduled performances and cultural presentations
    - Average length of time visitors spend at the event
    - Post-event visitor satisfaction surveys
- **Visitor Experience & Event Infrastructure**
  - Stage, sound, lighting, signage, and visitor information areas that improve the overall experience and encourage longer visits
  - *Measurable outcomes:*
    - Attendance numbers
    - Visitor flow and dwell-time observations
    - Repeat attendance at future Rockdale events
- **Economic Impact on Hospitality & Local Businesses**
  - Increased hotel usage, restaurant traffic, and retail spending generated by out-of-town attendees
  - Promotion of Rockdale lodging and dining options on-site and in event materials
  - *Measurable outcomes:*
    - Hotel room nights reported during the event period
    - Vendor and business sales surveys
    - Estimated visitor spending impact
- **Tourism Development & Long-Term Growth**
  - Establishment of the Rockdale Community Market Taco Fest as an annual cultural tourism event
  - *Measurable outcomes:*
    - Year-over-year attendance growth
    - Increase in overnight visitors
    - Expanded regional recognition of Rockdale as a cultural destination

## **Advance & Reimbursement Acknowledgement Statement**

Rockdale Community Market understands that Hotel Occupancy Tax (HOT) funds are subject to reimbursement requirements based on documented eligible expenditures and verified tourism impact. As a non-profit organization with limited cash reserves, full advance funding is requested to cover upfront, HOT-eligible costs such as advertising, cultural entertainment, and promotional activities that must be paid prior to the event scheduled for May 2nd, in order to successfully attract visitors from Temple, Belton, Georgetown, Round Rock, Pflugerville, Leander, Cedar Park and Bryan/College Station. Rockdale Community Market agrees to comply with all HOT Fund rules, provide full financial transparency, submit required receipts and post-event documentation, track hotel room nights, and reimburse the City of Rockdale for any funds required should projected tourism benchmarks not be met.

**Rockdale Taco Fest**  
**Itemized Expenditures Relevant for HOT**  
**Revenue Use**

\$800 – Photo booth

\$2,200 – Travel and performances:

Live music

Dancers

DJ

\$4,300 – Advertising (target areas Temple, Belton, Georgetown, Round Rock, Pflugerville, Leander, Cedar Park and Bryan/College Station):

Radio spots 2 weeks prior to event

Flyer production

Direct mail cards

Newspaper advertisement

\$800 - Event insurance

\$900 - Free activity materials:

Lotería games

Pinatas and fillers

Fresh flowers

Craft materials

Face painting

\$1,000 – Decorations and signage

## **Advertising & Marketing Plan**

### **Target Audience**

The primary target audience is visitors from outside the City of Rockdale, including families and cultural tourism visitors from surrounding cities and counties within a 50–75 mile radius (Temple, Belton, Georgetown, Round Rock, Pflugerville, Leander, Cedar Park and Bryan/College Station). A secondary audience includes regional residents and local attendees.

#### **Marketing Strategy:**

Funds will be used for regional digital and social media advertising, event listings on tourism and chamber calendars, print promotion in surrounding communities, and media outreach through regional radio and publications. On-site visitor information will promote Rockdale lodging, dining, and future events.

#### **Measurable Outcomes:**

- Attendance and visitor origin tracking
- Marketing reach and engagement analytics
- Estimated increase in hotel room nights and visitor spending
- Year-over-year attendance growth

**Rockdale Taco Fest  
Board of Directors**

Chairperson – Georgia Marshall, 512-704-2101

Vice Chairperson – Theresa Lee, 931-436-3937

Treasurer – Alesha Kidd, 408-724-7486

Media/internet Coordinator – Dan Kidd, 408-724-7485

Vendor Coordinator – Savannah Kidd, 209-683-9249

Secretary – Joyce Clark, 432-999-0853

Entertainment Coordinator – Mary Alvarez, 713-703-2063

Contest Coordinator –



## **Rockdale Taco Fest Event Planning Timeline**

### **4 Months Before Event**

- Confirm event date, location, and permits
- Secure city approvals and insurance
- Begin vendor, performer, and artisan recruitment
- Develop advertising and marketing plan

### **3–2 Months Before Event**

- Finalize live music, dance groups, and cultural programming
- Launch regional and digital marketing campaign
- Coordinate with hotels, restaurants, and tourism partners
- Order signage and promotional materials

### **2–1 Month Before Event**

- Confirm vendors, performers, and event logistics
- Distribute print materials regionally
- Release media announcements and calendar listings
- Finalize site layout, safety plan, and volunteer assignments

### **Event Week**

- Final marketing push and social media promotion
- Vendor and performer confirmations
- Site setup, signage placement, and coordination with city staff

### **Event Day**

- Event execution and visitor engagement
- Visitor origin tracking and attendance counts

### **Post-Event (Within 30 Days)**

- Collect attendance, vendor, and visitor data
- Evaluate tourism and hotel impact
- Submit required reports and documentation

## **Rockdale Taco Fest Schedule of Activities**

Event: Rockdale Taco Fest

Date: Saturday May 2, 2026, 9:00am to 3:00pm

Location: Wolf Park and surrounding area

### **1. Event Setup & Vendor Arrival:**

6:30 AM – 7:00 AM: Staff arrival, barricades, street closures

7:00 AM – 8:30 AM: Vendor check-in & setup

8:30 AM – 8:45 AM: Safety meeting with staff & volunteers

8:45 AM – 9:00 AM: Final walkthrough, sound checks

### **2. Festival Opening:**

9:00 AM: Festival officially opens

Opening music begins

Announcer welcome message

“Taco Passport” & info booth opens

### **3. Activities Throughout the Event:**

9:00 AM – 3:00 PM:

Vendors open

Petting zoo

Photo booth

Pony rides

Train rides

RCM Human Slot Machine

“Get Me Out of Jail” fundraiser

Pinewood Derby car building and races

Chihuahua races

Break-a-board martial arts station

Festive flower booth

Kids craft area (maracas, coloring, etc.)

Pinata smash

Face painting

Taco eating contest

Salsa showdown

Mariachi Band and Flamenco Dancers

Local musicians

Lotería games

### **4. Competitions & Timed Events:**

10:00 AM: First Lotería game

10:30 AM: Salsa Showdown judging

11:00 AM: Pinewood Derby Racing (heats begin)

12:00 PM: Taco Eating Contest

1:00 PM: Kids Piñata Smash  
1:30 PM: Best Booth Décor judging  
2:00 PM: Best Taco Competition (final judging)  
2:30 PM: Spicy Taco Challenge  
2:45 PM: Last Lotería game

**5. Live Entertainment Schedule:**

9:30 AM – 10:15 AM: Tejano Band  
10:30 AM – 11:00 AM: Folklorico Dance Group  
11:15 AM – 12:00 PM: Mariachi Performance  
12:15 PM – 1:00 PM: DJ Dance Hour  
1:15 PM – 2:00 PM: Local Band / Singer  
2:15 PM – 2:45 PM: Final Music Set

**6. Awards & Closing:**

2:45 PM – 3:00 PM:  
Best Taco Winner (\$1,000 prize)  
People's Choice Taco  
Best Decorated Booth  
Salsa Showdown Winner  
3:00 PM: Festival closes  
Vendor breakdown begins