



City of Lago Vista
Charitable Contribution and Non-Profit
Funding Application

Name of Agency/Organization: North Lake Travis Chamber of Commerce and Visitors Center

Address: 20624 FM 1431 Suite 6

City, State & Zip: Lago Vista, TX 78645

Contact Person: Allison Sargent Title: Executive Director

E-Mail Address: executivedirector@nltchamber.org

Phone: 512-267-7952

Cell:

Project Title: North Lake Travis Chamber of Commerce and Visitors Center

Amount of Funds Requested: 55,000.00

Project Status: (check one) [X] Existing [X] Expansion [] New

Briefly describe the program:

See attached.

Describe the services the program provides:

See attached.

If organization received support from the City of Lago Vista previously, provide the following information:

Year Received: 2025 Dollar Amount 48,000.00
Project Supported

Charitable Contributions and Nonprofit Funding Request Application Questionnaire

The City strongly requests that all answers be typed.
Submission of a completed questionnaire is required for application consideration.

1. What is the agency's mission?

See attached.

2. What are the goals of the program for which you are requesting funding?

See attached.

3. How will you know you met these goals by the end of the funding year?

See attached.

4. Describe the impact of services on the community

See attached.

Questionnaire Page 2

5. If the request for funding for the proposed fiscal year is an increase from the previous fiscal year, please justify such increase:

See attached.

6. Provide information on the overall financial position of the organization.
Include: annual budget, sources of funding (e.g., fund raisers, charitable donations)

**City of Lago Vista
Charitable Contribution and Non-Profit
Funding Application**

Submitted By: |



Signature of Executive Director (if applicable)

6/30/25

Date

Allison Sargent

Printed Name of Executive Director (if applicable)

Approval:

Signature of Organization Representative

Date

Printed Name Organization Representative

For Office Use Only

Date Received: _____ By: _____

Date Reviewed: _____ Reviewed By: _____

Submit for Board Review: Yes _____ Council Meeting Date: _____

Ineligible? Yes _____ Reason: _____

Council Decision: Approve \$ _____ Date: _____

Council Comments: _____

Finance Officer Reviewer: _____ Fund Distribution Date: _____

Briefly describe the program:

The North Lake Travis Chamber of Commerce & CVB requests support to promote local events and maintain the Visitors Center at 20624 FM 1431, Suite 6. This includes advertising community activities, attracting visitors, and providing a welcoming, informative hub for tourists, locals and businesses to enhance their North Shore experience.

Describe the services the program provides:

Provides support to local businesses. Visitors Center serves tourists, new residents, and prospective homebuyers by offering free magazine guides that include maps and highlight local attractions, businesses, and community resources. Funded by ad sales, 9,000 copies are distributed throughout the 78645 area, including retail locations, city offices and utility customers. The Center also manages phone and web inquiries, providing timely, helpful information to all who reach out.

With our current expansion to a new location, the Center will offer additional resources including brochures, maps, business cards, stickers, postcards and merchandise representing North Shore. The space includes a board room, kitchen, and learning center available free of charge for Chamber members to use—enhancing community engagement and support for local businesses.

1. What is the agency's mission?

The North Lake Travis Chamber of Commerce and Visitors Center exists to support and promote the economic vitality of Lago Vista, Jonestown, and Point Venture by connecting businesses, residents, and visitors through events, resources and tourism. Our mission is to navigate the success of our business community while enhancing the region's appeal as a vibrant destination to live, work, and explore.

2. What are the goals of the program for which you are requesting funding?

We will fully outfit and expand the Visitors Center as a welcoming hub for free to frequent for tourists, locals and business owners. The new location includes a board room, kitchen, and learning center—available at no cost to North Lake Travis Chamber members—to foster community engagement and business development. The front of the space will feature a fully outfitted Visitors Center, designed to be an inviting first stop for anyone exploring the North Shore. It will offer brochures, maps, business cards, and branded merchandise representing Lago Vista, Jonestown, and Point Venture. This space will serve as a one-stop resource for discovering local attractions, businesses, and community services—ensuring every visitor feels welcomed and well-informed.

This year, we'll launch a Chamber-produced, free local newspaper to promote events, businesses, and important community updates. To amplify these efforts, we plan to expand our marketing through a professional rebrand of the Chamber and Visitors Center.

We'll expand marketing through the Explore the North Shore website, continue improving our advertising, and grow attractive events like the golf tournament, Meet the Candidates, Brews & Balloons and a New Years Eve celebration. Upgrading to a modern CRM is a critical part of our plan and will improve our daily efficiency, outreach, and support for the local business community.

3. How will you know you met these goals by the end of the funding year?

We will measure success through visitor center foot traffic, inquiries, and referrals; newspaper circulation; website engagement; billboard reach; and event attendance. These metrics will reflect increased tourism, local visibility, business support, and overall economic impact.

Company name: North Lake Travis Chamber of Commerce

Budget name: Budget_FY25_P&L

Budget type: Profit and loss

Period: FY 2025 (Jan 2025 - Dec 2025)

Consolidated

Accounts	Budget totals
Income	
47000 Revenue Account Codes	
41113 Craft Beer Fest	\$24000.00
47111 Casino Night Income	\$19000.00
47112 La Primavera Bike Race	\$0.00
47113 Chamber Challenge Golf Income	\$18000.00
47114 Cajun Fest Income	\$38000.00
47115 Lago Fest Income	\$15000.00
47121 Bed Tax Income - Lago Vista	\$48000.00
47122 Bed Tax Income - Jonestown	\$13000.00
47130 Donations	
47140 Interest Income	\$4000.00
47150 Membership Dues - Income	
47151 A. Individual Membership	\$907.50
47152 B. Non-profit membership	\$5940.00
47154 C. Home Based member	\$8937.50
47155 D. Emp. 1-5 membership	\$23870.00
47156 E. Employee 6-10 membership	\$5940.00
47157 F. Employees 11+ membership	\$6352.00
47158 G. Public Funded Membership	
47159 H. Utility Member	
47160 I. Corporate Sponsor	\$3960.00
47161 J. No Charge	
Total 47150 Membership Dues - Income	\$55907.00
47170 Monthly Lunch.Meeting Income	\$14000.00
47175 Commission on Publications	\$2000.00
47180 Misc. Income	
Total 47000 Revenue Account Codes	\$250907.00
47123 Bed Tax Income - Tourism	
47213 Service/Fee Income	
49900 Uncategorized Income	
Billable Expense Income	
Billable Expense Income-1	
Income - Events	
Food Sales	
Game Income	
Total Income - Events	\$0.00
Markup	
QuickBooks Payments Sales	
Sales	
Sales of Product Income	
Services	
Shipping Income	
Unapplied Cash Payment Income	
Total Income	\$250907.00
Cost of Goods Sold	
Cost of Goods Sold	
Total Cost of Goods Sold	
Expense	
57111 Casino Night Costs	

Accounts	Budget totals
Advertising	
Total North Shore Music Fest	\$0.00
Payroll Expenses	
Taxes	
Wages	
Total Payroll Expenses	\$0.00
Purchases	
QuickBooks Payments Fees	
QuickBooks Payments Fees (488)	
Travel Expense	
Trophies/Plaques Expense	
Unapplied Cash Bill Payment Expense	
Uncategorized Expense	
Total Expense	\$249727.00
Other Income	
Miscellaneous Income	
Other Miscellaneous Income	
Total Other Income	\$0.00
Other Expense	
Reconciliation Discrepancies-1	
Total Other Expense	
Total Net Income	\$1180.00

Friday, June 27, 2025 at 3:21 PM CDT

North Lake Travis

CHAMBER OF COMMERCE



Lago Vista
Jonestown | Point Venture

The North Lake Travis Chamber of Commerce and Visitors Center is undergoing a strategic transformation under new leadership. Major fundraising events are scheduled for later in the year and are expected to generate critical income. Earlier events, such as Casino Night and Cajun Fest, were impacted by inclement weather and underperformed financially.

Our planned 2025 fundraisers include:

- **2/22 Viva Lake Travis Casino Night** – Social event benefiting Chamber programs. Freeze impacted attendance.
- **4/5 Jonestown Cajun Fest Crawfish & Shrimp** - Our signature tourism- driven event. Vendors, food and fun! Inclement weather pivoted to a drive thru event.
- **10/3 Chamber Challenge Golf Tournament** – A networking fundraiser to be hosted at Point Venture area course.
- **11/8 Brews & Balloons Festival** – Our signature tourism- driven, community event celebrating local brewers with hot air balloons, music, vendors, and tourism draw.
- **12/31 New Years Eve + Casino Night (2026 addition)** – Merging a popular evening with a new twist. Social event benefiting Chamber programs will now grow to a higher end community needed event.
- **Luncheon attendance and sponsorships** – Monthly business luncheons offer sponsorship opportunities.
- **Raffle Fundraisers & Member Mixers & Education courses, classes** – Smaller but effective supplemental events for raising funds and engagement.
- **Newspaper** – A monthly newspaper will provide additional funds if sponsorship ads are sold.

In addition to these fundraisers, we have initiated meetings to propose the addition of a car show and 5k races. Not yet board approved or officially on the calendar for 2026.

We are also investing in initiatives such as Meet the Candidates Night, which—while not revenue-generating—adds significant community value.

To increase effectiveness, we are modernizing outdated systems and expanding our visibility through strategic marketing, a rebrand, a new community newspaper, and a fully outfitted Visitors Center.

These enhancements are essential to boosting tourism, supporting local businesses, and delivering a long-term impact. This funding request will help us achieve these goals and continue serving the North Shore community effectively.

North Lake Travis

CHAMBER OF COMMERCE



Lago Vista
Jonestown | Point Venture

June 30, 2025

JUN 30 2025

*To serve our members
and communities by
promoting business
growth and tourism*

Board of Directors 2025

Justin Loucks
President

Stormy Johnson
Immediate Past President

Trish Aikman
Vice President

Kristal Lassiter
Secretary

Jon Awtry
Treasurer

Darren Webb
Director

Allison Sargent
Executive Director

Enclosed, please find the North Lake Travis Chamber of Commerce application for charitable contributions and non-profit funding.

Sincerely,

Allison Sargent

North Lake Travis Chamber of Commerce

Executive Director

512-267-7952

executivedirector@nltchamber.org