



City Council Committee Meeting Notice

CITY COUNCIL
City Hall, 215 SE 7th Street, Suite 255
Topeka, KS 66603-3914
Tel: (785) 368-3710
Fax: (785) 368-3958
www.topeka.org

Committee: Transient Guest Tax (TGT)
Meeting Date: April 23, 2025
Time: 10:00am
Location: 1st Floor Conference Room; Cyrus K. Holliday Building 620 SE Madison
virtual attendance option is available

Agenda:

1. Call to order
2. Approve March 6, 2025 and March 12, 2025 Minutes
3. Presentation: NOTO Arts & Entertainment District
4. Action: Resolution TGT Funds: NOTO
5. Other Items
6. Adjourn

Staff Requested: Dr. Robert M. Perez, City Manager
Amanda Stanley, City Attorney
Josh McAnarney, Budget & Finance Division Director

Committee Members: Christina Valdivia-Alcalá - District 2
Spencer Duncan-District - 8
Michelle Hoferer-District (Chair) - 9

Council Office Contacts: Tonya Bailey, Senior Executive Assistant
Tara Jefferies, Senior Executive Assistant
councilassist@topeka.org 785-368-3710

In-person and virtual attendance options are available. Members of the public are asked to contact the City Council office at 785-368-3710 or email councilassist@topeka.org before 5:00pm on day prior of meeting to receive the log-in information. The meeting will be live-streamed on the City of Topeka Facebook and City4 Communications platforms.



CITY OF TOPEKA

CITY COUNCIL COMMITTEE MEETING MINUTES

TRANSIENT GUEST TAX COMMITTEE

CITY COUNCIL
City Hall, 215 SE 7th Street, Suite 255
Topeka, KS 66603-3914
Tel: 785-368-3710
Fax: 785-368-3958
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Date: March 6, 2025

Time: 1:00pm

Location: 1st Floor Conference Room; Cyrus K. Holliday Building 620 SE Madison

Committee members present: Committee members: Christina Valdivia-Alcalá, Michelle Hoferer. Absent Spencer Duncan.

City staff present: City Manager Dr. Robert M. Perez, Senior City Attorney Mathew Mullen, Budget & Finance Division Director Josh McAnarney

1. Call to Order

Committee chair Hoferer called the meeting to order at 1:00pm.

2. Elect 2025 Committee Chair

Committee member Spencer Duncan nominated Michelle Hoferer to serve as the 2025 Chair. Committee member Christina Valdivia-Alcalá seconded. Committee member Hoferer accepted the nomination. Motion approved 3-0-0.

3. Approve November 13, 2024 Minutes

Committee member Christina Valdivia-Alcalá made a motion to approve the minutes. Committee Chair Hoferer approved. Minutes approved 2-0-0.

Committee member Spencer Duncan entered the room.

4. Budget Review

Josh McAnarney Budget & Finance Division Director provided an overview of the Transient Guest Tax (TGT) budget. He spoke to the current 7% TGT sales tax through 2027, 6% runs through 2028-2032 and 5% after those years unless the Governing Body elects to renew a TGT portion.

2024 7% came to \$3,059,465. The below is a breakdown:

- 1% - Sunflower Soccer - \$437,066
- 1% - 4 Organizations - \$437,066
 - (1) Jayhawk Theatre (14.26%) - 62,307
 - (2) Constitution Hall (7.44%) - \$32,528
 - (3) Evergy Plaza (72.01%) - \$314,743

Transient Guest Tax Committee
Minutes Taken: 3/6/2025
Minutes Approved:
Minutes Submitted By: TLB

- (4) Evel Kinevel (6.29%) - \$27,488 (Did not Distribute)
- 5% - General - \$2,185,333
 - (1) Transfer to City's General Fund (10%) - \$218,533
 - (2) Visit Topeka (79%) - \$1,726,413
 - (3) Topeka BID (11%) - \$240,386

Financial Summary- Distribution to date

- (1) Constitution Hall \$260,714
- (2) Every Plaza \$2,443,026
- (3) Jayhawk Theatre \$483,623
- (4) Evel Kinevel \$119,811

McAnarney added that Evel Knievel's final fund balance totaled \$493,553 and Sunflower Sports current balance is \$702,779. He also added that since 2016 there is remaining \$52,000 left from the TGT General 5% fund.

Updates:

- a. **Constitution Hall** update was provided by Grant Glenn, Friends of the Free State Capitol Board Member. He spoke to the 2024 4th Quarter report. There was an update given that Kelley Construction Company continues to be engaged in construction and rehabilitation. It was noted that the progress is good with plans to open summer 2025. He stated that the second floor will allow for community events. He also expressed his appreciation and thanked the City of Topeka for the TGT funds.

Committee chair Hoferer requested to have the date for the dedication and Open House. Mr. Glenn responded that current and past council members will be invited.

- b. **Jayhawk Theatre** update was provided by Mark McCallister, Board of Director Treasurer. He spoke to the 2024 4th Quarter highlights. The construction schedule is reporting on time and having substantial progress. He spoke to having 50 headline events a year and generating a half million dollars in tourism revenue. He continued to speak to the construction plans for the 1st quarter and added with the help of the State Park Revitalization and Investment in Notable Tourism (SPRINT) funding is helping with the design of development, construction, and acquisition of the property. On March 10, 2025 will be a VIP Legislative reception to thank the State of Kansas. Lastly, he spoke to pursuing grant and funding opportunities as they arise to continue the construction to make the theatre a community asset. Mr. McCallister thanked the TGT Committee for their commitment to help the Jayhawk Theatre project and added he looks forward to celebrating in the summer of 2026 the commemorative anniversary.

Committee member Christina Valdivia-Alcalá thanked Mark McCallister and

Joanne Morrell for their hard work during the construction period.

- c. **Evergy Plaza** update was provided by Josh Sturm, Director of Evergy Plaza. He stated that 2024 has been a successful fourth quarter and spoke to the holiday festivities that were held at Evergy Plaza.

Committee chair Hoferer referenced that Evergy Plaza's financial profitability was good to see for the fourth quarter.

6. Downtown Topeka Business Improvement District Advisory Board

Kurt Young, member of the Downtown Topeka Foundation Board, thanked the TGT Committee members for their diligence and time to ensure that the transient guest tax dollars are invested into the community.

He presented information about the Ice Rink project and spoke to the financial numbers being in the black for the first time for Evergy Plaza. He added the importance to continue to make improvements to expand the operation. He spoke to the challenge of having a sponsor to front \$400,000 and how it caused an evaluation of the scope of the ice rink and has led to having smaller amounts of sponsorships for further phases of work. Kelly Foster, Facility Service Director of MCP Group was acknowledged for her work with the design and construction and finding a more efficient way to build the ice rink. Phase 1 will begin April 21, 2025 for the construction of the concrete; the allocated funds from the remaining Evel Knievel Museum can be used. There will be a glycol-water solution used that transfers heat and prevents freezing. This will allow the rink to be rolled up and stored. By using this procedure, it will allow for additional events and have a saving of nearly \$150,000. The concrete slab will have an approximated size of 40' wide and 100' long.

Committee chair Michelle spoke to the proposed modification of the resolution to allow the Downtown Topeka Foundation Ice Rink to receive the funds and to increase revenues and have the space available for use.

Committee member Christina Valdivia-Alcalá spoke to her disappointment that NOTO has been shut out of receiving any TGT funds. She stated that she will be active in making sure that NOTO receives a fair process for any distribution of TGT funds in the future.

Josh McAnarney Budget & Finance Division Director confirmed that it is approximately \$183,000 in funds to be re-allocated for the Downtown Topeka Foundation project Ice Rink.

Committee member Spencer Duncan spoke to the importance of not shorting any organization while also spreading any overages to other candidates. He added

that the contracts are a set amount but depending on collections the distribution could come quicker.

Committee member Christina Valdivia-Alcalá spoke to the importance of transparency of seeing the proposed resolution before going before the Governing Body.

Committee chair Hoferer supports directing the City of Topeka legal department to prepare the proposed resolution and contract. The TGT Committee will have a virtual meeting March 12, 2025 to discuss and vote on final documents in time for March 18, 2025 Governing Body agenda.

7. Sunflower Sports Association Update

TJ McDonald Executive Director of the Sunflower Sports Association spoke to funding approval for Sunflower Sports and the 5-year complex expansion project called NextGen. The project design is to allow additional teams to participate giving Topeka additional sports tourism and give the community more of an opportunity for growth. He stated the request for funding is for Phase 1 installation of lighting at the complex.

Josh McAnarney Budget & Finance Division Director confirmed that there is approximately \$700,000 but after owing special assessments and administrative fees, it is close to \$450,000 for the Sunflower Sports Association.

Committee member Christina Valdivia-Alcalá requested how much Sunflower Sports Association gets from TGT funds. McAnarney confirmed 2024 at 1% generated it \$437,066. He also confirmed that the contract began in 2012. She requested a meeting with Josh McAnarney on how much they have received funds and the history of the TGT Committee.

TJ McDonald confirmed that funding sources come from operational funding, which is registration fees from programs. The NextGen project will be also be funded through sponsorship dollars. He stated that the total cost for the entire project is not known at this time.

Dustin Gale President Board of Director of Sunflower Sports Association confirmed in 2019 there was a turf field installed and a recreational area for patrons at the complex.

Committee member Spencer Duncan spoke to the funds and that they are not given automatically, there is a TGT Committee approval process..

Committee Chair Michelle Hoferer thanked TJ McDonald for his presentation. She added that there will be a resolution prepared by the City of Topeka to allocate the funds.

Other Items

Committee Chair Michelle Hoferer spoke to the \$53,000 in Reserve Fund. She stated that the TGT Committee can discuss where the dollars be put towards; dollars can go to an existing project or there can be new proposals submitted.

Committee member Duncan spoke to NOTO making requests in the past and there has not been an opportunity. He supports NOTO presenting to the TGT Committee what their needs are.

Josh McAnarney Budget & Finance Division Director stated he will get the guidelines sent to committee on the application process.

Committee member Christina Valdivia-Alcalá questioned the funds that were allotted to the Ice Rink and if the dollars were open to all entities. Committee chair Hoferer responded the Ice Rink project was the only project that was know to and that there was not an application process used.

The consensus of the TGT committee is to review the guidelines and support NOTO to submit the proper information for distribution of Reserve Fund dollars.

Adjourn

Committee chair Hoferer adjourned the meeting at 2:02 pm.

Video recording of the meeting can be found at: <https://youtu.be/cZhTzvLT84Q>



CITY OF TOPEKA

CITY COUNCIL COMMITTEE MEETING MINUTES

TRANSIENT GUEST TAX COMMITTEE

CITY COUNCIL
City Hall, 215 SE 7th Street, Suite 255
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Tel: 785-368-3710
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Date: March 12, 2025

Time: 1:00pm

Location: Virtual Attendance Only via Zoom

Committee members present: Committee members: Christina Valdivia-Alcalá, Spencer Duncan, Michelle Hoferer

City staff present: City Manager Dr. Robert M. Perez, Senior City Attorney Mathew Mullen, Budget & Finance Division Director Josh McAnarney

1. Call to Order

Committee chair Hoferer called the meeting to order at 1:00pm.

2. Downtown Topeka Foundation Ice Rink Resolution

Committee Chair Hoferer spoke to the proposed resolution and asked if there was any questions for re-allocation for funds to the Downtown Topeka Foundation Ice Rink.

Kurt Young member of the Downtown Topeka Foundation Board asked about the distribution of funds that are remaining.

Josh McAnarney Budget & Finance Division Director confirmed that the Downtown Topeka Foundation would receive up to \$180,188.44.

MOTION: To advance the resolution to the Governing Body with a recommendation to approve. Committee member Duncan made the motion, and Committee member Christina Valdivia-Alcalá seconded. Motion passed 3-0-0.

3. Sunflower Sports Association Project NextGen Resolution

Committee Chair Hoferer spoke to the proposed resolution and asked if there were any questions to allocate funds of \$450,000.00 to the Sunflower Sports Association. The association will begin Phase 1 of Project NextGen to upgrade the Sunflower Sports Complex.

MOTION: To advance the resolution to the Governing Body with a recommendation

to approve. Committee member Duncan made the motion, and Committee member Christina Valdivia-Alcalá seconded. Motion passed 3-0-0.

5. Other Items

Committee member Christina Valdivia-Alcalá inquired about when the application forms will be available to apply for the remaining reserve funds.

Josh McAnarney Budget & Finance Division Director stated that in 2016 a questionnaire application was used for disbursement consideration. He believes the questionnaire does provide a clear understanding of the guidelines. He will share the past questionnaire applications for reference for the committee.

Committee chair Hoferer supports using the same questionnaire as long as it provides a clear explanation of what the requirements are.

Committee member Duncan requested the questionnaire for application be sent to the TGT committee.

Pedro Concepcion CEO of NOTO Arts and Entertainment District thanked the committee for helping to provide a strong application.

Adjourn

Chairwoman Hoferer adjourned the meeting at 1:08 pm.

Video recording of the meeting can be found at: <https://youtu.be/LOVR1pqh42I>



City of Topeka
Transient Guest Tax Committee
214 SE 8th Street
Topeka, Kansas 66603
www.topeka.org

DATE: April 23, 2025

CONTACT PERSON: Pedro Concepcion, Chief Executive Officer

SUBJECT: Proposal for TGT funds

PROJECT #: Proposal of TGT funds to NOTO Arts and entertainment District to enhance the City's cultural and visual landscape.

DOCUMENT DESCRIPTION:

Allocate Transient Guest Tax funds to the NOTO Arts and entertainment District in the amount of \$52,114.06.

ATTACHEMENTS:

Cover Letter
Application
Funds Use



Dear Members of the TGT Committee,

On behalf of the NOTO Arts & Entertainment District, I am honored to submit our proposal for Transient Guest Tax (TGT) funding. Our request outlines a strategic plan to enhance Topeka's cultural tourism through dynamic programming, public art, regional marketing, and creative placemaking efforts that support both the local economy and our city's growing reputation as a vibrant destination.

NOTO has become a cultural anchor and a compelling reason for residents and visitors alike to explore the capital city. With over 60 creative businesses and a year-round calendar of events, the district is not only a hub for artistic expression but also a key contributor to economic activity, tourism, and community pride. We estimate over 146,000+ annual visitors, many of whom travel from outside the region—generating direct returns for our hotels, restaurants, and shops.

Our proposal seeks \$53,000 in TGT funding to leverage regional campaigns, support local artists, and activate public spaces. This investment will not only amplify Topeka's visibility across the Midwest but also reinforce the City's commitment to a thriving, inclusive arts economy. With strong partnerships already in place—including Visit Topeka, the Kansas Department of Tourism, WIBW, and local businesses—this initiative is designed for impact, sustainability, and meaningful return on investment.

Thank you for considering our application. We deeply value the City's support and remain committed to growing Topeka's cultural economy in a way that benefits all. Please do not hesitate to reach out if you require additional information or supporting materials.

Warm regards,

Pedro Concepcion
Chief Executive Officer
935 N. Kansas Ave. Topeka, Kansas 66608
(O) 785.408.8996
explorenoto.org



TGT Funding Application: NOTO Arts & Entertainment District

Project Name: Strengthening Topeka's Tourism through the Vibrancy of the NOTO Arts District

Applicant: NOTO Arts & Entertainment District

Primary Contact: Pedro Concepcion, CEO

Project Summary:

The NOTO Arts & Entertainment District respectfully submits this application for TGT funding to support ongoing revitalization and programming efforts aimed at enhancing NOTO's position as a premier destination for arts, culture, and entertainment in Kansas. This investment will directly elevate Topeka's tourism profile by expanding the city's cultural appeal, drawing regional visitors, and supporting a thriving small business and artist ecosystem.

Why Invest in NOTO for Tourism?

NOTO is a proven catalyst for cultural tourism and economic growth in Topeka. With a unique identity rooted in creativity, community, and cultural heritage, the district offers visitors an experience they cannot find anywhere else in the state. Here's why investing in NOTO is essential for tourism:

- **A Cultural Destination:** NOTO is home to over 60 creative businesses, galleries, studios, and performance spaces. Monthly First Friday events, large-scale public art, and seasonal festivals consistently draw thousands of visitors, establishing NOTO as a key driver of cultural tourism.
- **Diverse Visitor Base:** With targeted marketing reaching across Kansas and neighboring states, NOTO draws audiences from 2–4 hours away for its events, markets, and exhibits. This includes partnerships with the Kansas Department of Tourism and Visit Topeka to produce video ads and digital campaigns focused on travel.
- **Authentic Storytelling:** From Día de los Muertos ofrendas to jazz nights and art walks, NOTO gives visitors immersive, authentic experiences rooted in local heritage and contemporary creativity—perfectly aligned with tourism trends focused on experience over destination.
- **Economic Impact:** Increased foot traffic directly supports the small business economy. Art sales, restaurant visits, boutique shopping, and overnight stays have grown as a result of district-wide programming and marketing efforts.
- **Collaborative Growth:** Our partnerships with the Topeka Symphony Orchestra, Visit Topeka, Mad Marketing, Create Uplift, WIBW, and local schools show how NOTO builds bridges between community, culture, and commerce. Our continued evolution aligns with broader downtown revitalization efforts like the Downtown Plaza project.

Funding Request & Impact: \$53,000

TGT funding will support:

- Activation of public spaces through seasonal programming \$15,000
- Enhancements to signage, wayfinding, and public art \$38,000

Tourism Impact Metrics:

- 146,000+ annual visitors to NOTO events
- Regional marketing reach: 6+ targeted communities in KS/MO
- Increased hotel and restaurant patronage during large events
- Strong return visitation based on experience satisfaction

Enhancements to Signage, Wayfinding, and Public Art

We continue to prioritize improvements that elevate the visual and cultural identity of our district. A key example is the much-needed repair of the iconic Topeka Mural—a symbol of local pride and artistic expression. In addition to this landmark piece, several other murals throughout our district are in need of maintenance. These walls showcase the vibrant, diverse art that defines our community, and restoring them is essential to preserving the spirit of NOTO.

But we're not stopping there. We have ambitious plans for new public art installations designed to draw even more people to Topeka. These enhancements are part of our broader strategy to double down on the arts and solidify our role as a thriving, nationally recognized arts district. By investing in both preservation and innovation, we aim to create a place where creativity leads to economic and community development.



From left to right: the iconic Topeka Mural, the vibrant elephant mural at the corner of Laurent and Gordon, and our new sidewalk art initiative set to brighten the 800–900 blocks of Kansas Avenue.

Conclusion:

Investing in NOTO means investing in the heart and soul of Topeka's tourism brand. It is a place where culture thrives, where visitors feel inspired, and where community comes alive. TGT funding will ensure NOTO continues to be a regional draw and a key contributor to Topeka's economic and cultural success.

NOTO Arts & Entertainment District – TGT Funding Application

1. Describe the Project

The NOTO Arts & Entertainment District seeks TGT funding to support a comprehensive initiative aimed at expanding its impact as a premier cultural destination in Topeka. The project will enhance public programming, grow regional marketing campaigns, support local artists and cultural partners, and activate public spaces with seasonal events and art installations. These efforts will elevate visitor experiences and drive increased tourism throughout the year.

2. What is the total budget for the project?

\$53,000

3. What are the funding sources other than TGT dollars for this project?

- Private sponsorships (e.g., corporate partners and local businesses)
- Artist vendor fees and event revenues
- Grant support from arts, tourism, and community foundations
- In-kind support from media and marketing partners (e.g., WIBW, Mad Marketing)

4. How much TGT Funding is requested?

\$53,000

5. What will the TGT funds be used for?

- Infrastructure and beautification (e.g., signage, wayfinding, lighting)
- Seasonal activations (e.g., winter markets, holiday décor, cultural festivals)
- Event logistics and operational support (e.g., security, staging, rentals)

6. What is the economic development and tourism benefit to the city?

NOTO plays a vital role in Topeka's cultural and economic development. Events and programs in the district drive traffic to local restaurants, shops, and hotels. Visitors from across the state and region spend money not just in NOTO but throughout the city. The district also supports dozens of local businesses and artists, contributing to job creation and urban revitalization. Investing in NOTO enhances Topeka's appeal as a creative and forward-thinking city.

7. What is the projected return on investment for the city (direct and indirect)?

- Direct ROI: Visitor spending at NOTO events has been shown to benefit local businesses significantly, with an estimated \$2 return for every \$1 spent in direct programming.
- Indirect ROI: Marketing and brand recognition efforts lead to long-term gains through repeat visitation, improved city image, and the attraction of new residents, businesses, and investors.
- Example:
 - A \$10,000 art market may bring in 2,000 visitors.
 - If even half of those visitors spend an average of \$20 on food, drinks, or shopping, that's \$20,000 injected directly into the district economy—double the initial investment.
 - During large events like the Redbud Festival or First Fridays, some shops report doubling or tripling their normal sales.

This ROI doesn't include indirect benefits such as brand exposure, long-term customer loyalty, or future visitation—all of which further magnify the return over time.

8. What is the timeline for the project?

The project will span the 2025 calendar year, with marketing initiatives launching in Q1 and event activations occurring throughout spring, summer, fall, and the holiday season. Key seasonal events will serve as major tourism drivers in coordination with Visit Topeka and partner organizations.

9. How many visitors will come to your project?

We anticipate over 146,000+ annual visitors to NOTO programming, including First Fridays, themed markets, festivals, and performances. Based on past data, approximately 30% of attendees travel from outside Topeka.

10. How will your project create overnight stays at hotels?

Our regional marketing campaigns specifically target communities within a 2–4-hour drive, making NOTO events ideal for weekend visits. High-profile festivals, art markets, and performances are designed to span full weekends, encouraging visitors to stay overnight. We work closely with Visit Topeka and local lodging partners to create event packages, cross-promotions, and hotel referrals during major events. Additionally, partnerships with the Topeka Symphony and city-wide initiatives amplify this effect by offering multi-day experiences that boost hotel occupancy rates.

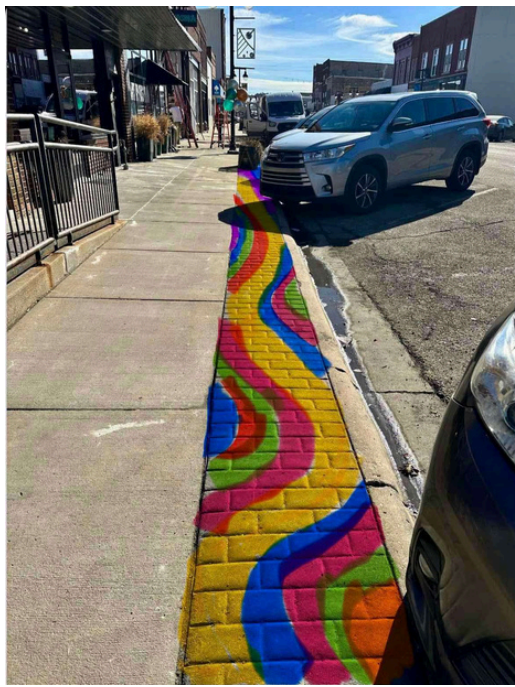


Arts & Entertainment District

Enhancements to signage, wayfinding, and public art

Sidewalk Art Concept Statement

The Sidewalk Art Project aims to create vibrancy along the 800–900 block of Kansas Avenue through engaging, artistic sidewalk installations. The concept has received preliminary approval from the City, and we are now moving into the next phase of development: establishing a detailed budget, finalizing the art concepts, and creating a project timeline.



North Kansas Avenue Bridge Mural

The North Kansas Avenue Bridge Mural has been officially approved and is scheduled to begin in July 2025, with a projected completion date of July 2026.

The final concept is still in development. We are currently surveying the community to gather input and ensure the mural reflects shared values and stories. Our goal is to create a powerful visual piece that honors the history of Topeka and celebrates the achievements of its people.



Art Repair: Preserving Iconic NOTO Murals

Two iconic murals in the NOTO Arts District are in need of repair. These artworks have become staples in both the Topeka community and its tourism identity, featured in everything from local publications to statewide tourism magazines.

Maintaining these murals is essential—not just for the integrity of the NOTO Arts District, but for preserving the cultural pride and vibrancy of Topeka as a whole. Investing in their repair ensures these beloved pieces continue to inspire residents and visitors alike for years.

Activation of public spaces through seasonal programming

The redbud trees are a powerful symbol of growth, renewal, and beauty, making them the perfect representation for our Redbud Youth Festival. Just as these vibrant trees bloom each spring, bringing new life and energy to our community, this festival is designed to nurture the creativity, leadership, and potential of our youth. We believe that, like the redbud trees, our young people have the power to grow, flourish, and inspire others as they take root in their passions and dreams. By supporting this event, we are planting seeds for a brighter future, cultivating the next generation of leaders.

NOTO SUMMER CONCERT SERIES

The NOTO Summer Concert Series is a vibrant musical celebration, dedicated to providing the community with culturally enriching experiences encompassing a wide range of musical genres and performers. In addition to spotlighting regionally renowned bands, each concert showcases a youth or emerging artist as the opening act. With a deliberate emphasis on musical diversity, the unique atmosphere of NOTO, and the intimate setting of Redbud Park, these concerts stand apart as unparalleled community events.

Scheduled for five consecutive third Fridays from May to September, these concerts promise an exceptional experience for all attendees. Furthermore, every sponsorship package includes tickets for an exclusive VIP "backstage" reception with the featured band before the concert, providing a special opportunity for sponsors to connect with the artists.



Morris Art Gallery Exhibit Sponsor

The Morris Art Gallery, with its vibrant exhibitions epitomizes how art galleries contribute significantly to the cultural, educational, and economic vitality of communities. By showcasing a wide range of artistic expressions, the gallery fosters creativity, enriches lives, and provides spaces for people to connect and appreciate the beauty and diversity of human expression. Its support for local artists enhances the cultural fabric of the community. This dynamic intersection of art, culture, and community underscores the vital role that art galleries like the Morris Art Gallery play in enhancing the well-being and vibrancy of their surroundings.

2025 Exhibits include:

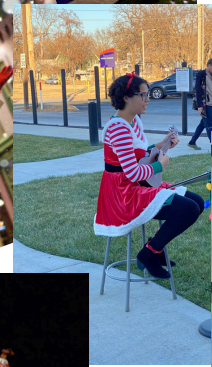
- February: Opal Hearted Country
- March/April: Music & Memory
- May: Pop Fusion
- June/July: HWY H20 (KS River Exhibit)
- August-Oct: The Americans
- November/December: Bon Appetit

Winter Celebrations

NOTO's Winter Celebrations encompass a rich array of holidays: Winter Solstice, Hanukkah, St. Lucia Day, Christmas, Kwanzaa, and even Festivus! It all begins on November 22 with the NOTO Celebration of Lights. Enjoy carriage rides, the holiday tree lighting, music, and shopping. Shop local and meet Santa on Saturdays during the holiday season. Sponsors get significant advertising during this five-week celebration.

Join us for our Winter Celebration, a festive gathering focused on supporting our local small businesses and bringing the community together in the spirit of the season. This event is designed to create an inviting, family-friendly environment where you can enjoy holiday cheer, discover unique gifts from our local vendors, and make memories with loved ones.

We're excited to welcome everyone for an experience that highlights the best of our community's creativity and warmth. Let's celebrate the season by supporting small businesses and enjoying the magic of the holidays together!





At its core, NOTO is driven by ambition—a bold vision to be a regional leader in arts, culture, and community. Our goal is to continually evolve as a vibrant, inclusive district where creativity thrives, small businesses grow, and people from all walks of life feel welcome. Whether it's launching new events, supporting entrepreneurs, restoring public art, or amplifying youth voices, NOTO is committed to building a district that reflects the spirit and resilience of Topeka. We're not just shaping a neighborhood—we're shaping a cultural movement.



City of Topeka
Transient Guest Tax Committee
214 SE 8th Street
Topeka, Kansas 66603
www.topeka.org

DATE: April 23, 2025

CONTACT PERSON: Michelle Hoferer, Chair

SUBJECT: Allocation of TGT Funds

PROJECT #: Proposal of TGT funds to NOTO Arts and Entertainment District to enhance the City's cultural and visual landscape.

DOCUMENT DESCRIPTION:

Allocate Transient Guest Tax funds to the NOTO Arts and Entertainment District in the amount of \$52,114.06.

ATTACHEMENTS:

Resolution

1 RESOLUTION NO. _____
2

3 A RESOLUTION introduced by Councilmembers Duncan, Valdivia-Acala, and
4 Hoferer sitting as the Transient Guest Tax Committee, to allocate
5 transient guest tax funds to the NOTO Arts and Entertainment
6 District to enhance the City's cultural and visual landscape.
7

8 WHEREAS, transient guest taxes (TGT) may be imposed on individuals who
9 occupy hotel and motel rooms for short durations; and

10 WHEREAS, the funds generated by such taxes may be used for convention and
11 tourism activities and to promote the general welfare of the city, including the attraction
12 of industry; and

13 WHEREAS, the City currently imposes a 7% TGT; and

14 WHEREAS, on August 20, 2002, the governing body, in Resolution No. 7253,
15 allocated 1% of the TGT for a period of 13 years to the development of the Great
16 Overland Station, including Riverfront Park, and the historic preservation fund and
17 extended by the governing body on October 20, 2015 by a period of Twelve (12) years
18 via Resolution No.8732; and

19 WHEREAS, the TGT 7% fund is broken down to 5% for general, 1% to four (4)
20 specific organizations and 1% to Sunflower Sports Association; and

21 WHEREAS, the fund currently has \$52,114.06 in undistributed funds; and

22 WHEREAS, the NOTO Arts and Entertainment District desires to initiate three
23 major projects with use of the funds, including Sidewalk Art Project, North Kansas
24 Avenue Bridge Mural and NOTO Mural Repairs; and

25 WHEREAS, the City's Transient Guest Tax Committee (hereinafter "TGT
26 Committee"), consisting of Council Members Duncan, Valdivia-Acala and Hoferer,
27 reviewed the request to allocate the undistributed funds to the Grantee; and

WHEREAS, on April 23, 2025, the TGT Committee adopted NOTO Arts and Entertainment District's request to allocate \$52,114.06 from the undistributed TGT funds.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF TOPEKA, KANSAS, that:

Section 1. The City shall allocate \$52,114.06 to provide funding for NOTO Arts and Entertainment District's art initiative as planned and developed by NOTO Arts and Entertainment District subject to the terms and conditions contained in this Resolution. Such funds will be allocated by a one-time sum of \$52,114.06.

Section 2. The City's funding commitment will be conditioned upon the occurrence of the following:

(a) If the entity contracting on behalf of NOTO Arts and Entertainment District is a not-for-profit entity, it will comply with the requirements of K.S.A. 45-240 and amendments thereto regarding recordkeeping requirements for not-for-profit entities that receive public funds.

(b) The entity contracting on behalf of NOTO Arts and Entertainment District shall not owe any debt due to the City, including, but not limited to property taxes and special assessments and shall be in good standing with the Kansas Secretary of State.

Section 3. All financial commitments referenced in this Resolution shall be subject to the Budget and Cash Basis laws and any other applicable ordinances or statutes.

ADOPTED and APPROVED by the Governing Body on _____

CITY OF TOPEKA, KANSAS

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ATTEST:

Michael A. Padilla, Mayor

Brenda Younger, City Clerk