



Hotel/Motel Tax Grants

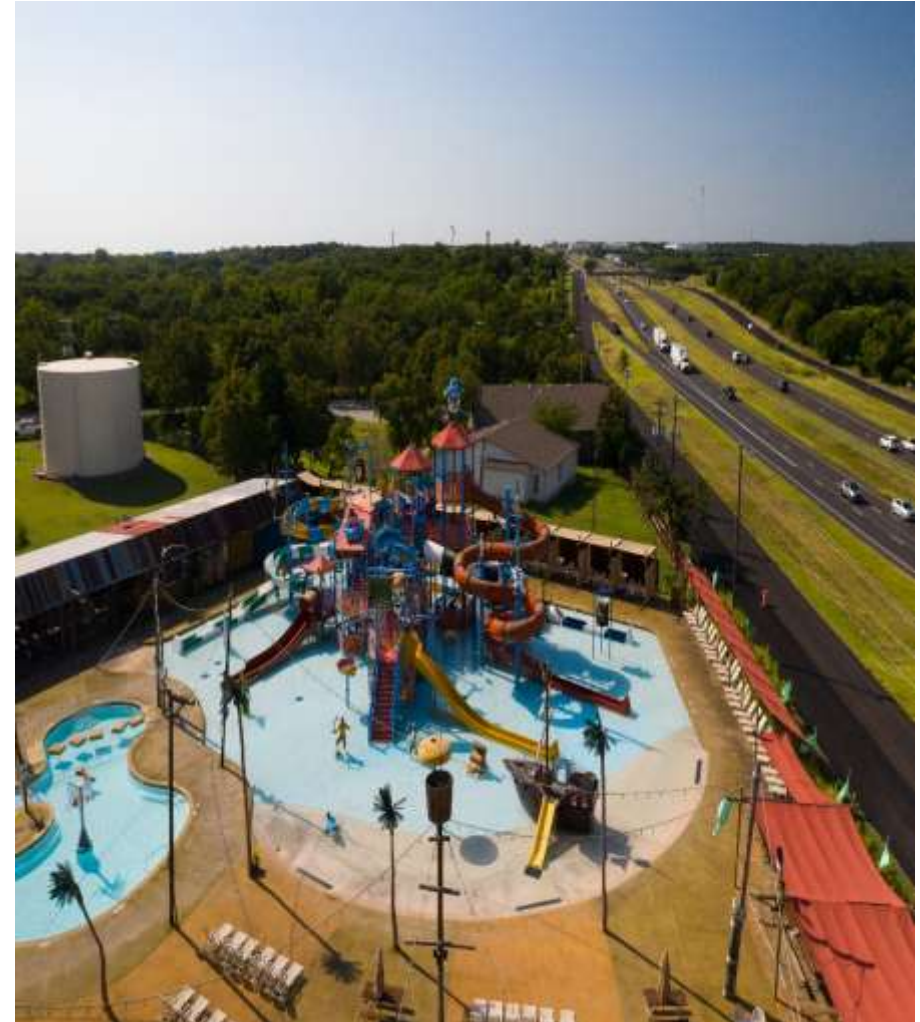
City Council

July 20, 2026

Summary

Usage of Hot/Mot funds is dictated by Chapter 351 of the Tax Code

- ① **Must directly enhance and promote tourism**
- ② **Every expenditure must clearly fit into one of these categories:**
 1. Visitor Information Center
 2. Furnishing of Facilities and Registration of Visitors
 3. Advertising, Promotional Programs or Activities
 4. Arts Promotion
 5. Historical Restoration and Preservation
 6. Tourist Transportation Systems
- ③ **Must present reasonable evidence that project/event has the ability to increase overnight stays**



Hot Grant Policy Requirements

- 1 Recipients must explore local businesses for products and services when expending HOT funds
- 2 Advertising should target audiences outside a 50-mile radius to increase potential for overnight stays
- 3 All printed materials advertising event should have “in partnership with” or “made possible by” with the City logo
- 4 Grants are paid via reimbursement after a “Post event” form is submitted and receipts are reviewed for eligibility. Grant recipients are then reimbursed for eligible expenses *up to* the awarded amount (EX: Grant amount is \$5,000, but eligible expenses total \$3,995. Recipient would be reimbursed \$3,995.



Policy Highlights

Marketing funded with HOT grant should target visitors outside 50-mile radius, who are more likely to stay overnight

Multi-day events are given priority, due to greater potential for overnight stays

All marketing material should include “Explore Burleson” logo and (when possible) link to the Visit Burleson landing page with local hotel information (2025)

\$50,000 will be the **maximum amount** allocated to grant awarding annually (2026)

All events receiving a grant award shall host event in a dedicated event space i.e. *Mayor Vera Calvin Plaza, Lost Oak Winery, Jellystone Park, Standard at Chisenhall, Burleson events center, or city owned park* (2026)



Hot/Mot Grant Timeline

1. Application submitted
2. Grants reviewed/approved by City Council
3. Grant recipients attend mandatory meeting outlining contractual obligations
4. Event is hosted
5. Post Event Form is submitted to City staff
6. Receipts are reviewed to confirm eligibility
 - Eligible expenses include advertising materials such as: radio campaigns, magazine/newspaper ads, printed marketing material, billboard advertisements, etc.
7. Applicant is issued reimbursement for eligible expenses **up to** approved grant amount

Grant Applications

Grant Requests Total:
\$98,400

Name of Event	Date(s)	Amount Req.	Previous Award	Applicant	Est. Attendance	Est. Hotel Rms
Lumberyard Crawfish Cook Off	TBD	\$10,000.00	N/A- NEW	Lumberyard	2,000	50
Lanterns in Bloom Festival	5/8/2027	\$8,000.00	N/A- NEW	Local Life Magazine	300	75
Harvest Moon Festival	10/17/2026	\$8,000.00	\$8,000.00	Local Life Magazine	300	75
North Texas Wine Jam	6/4-6/5/2027	\$20,000.00	\$19,998.00	Lost Oak Winery	850	150
Light Up The Night	TBD	\$3,200.00	\$7,350.00	Center for ASD	1,500	25
Center for ASD Christmas Ball	12/13/2026	\$3,200.00	\$7,350.00	Center for ASD	350	25
Top Gun Events	11/13-11/15/2027	\$20,000.00	N/A- NEW	Top Gun Events	4,000	2,000
City on a Hill	TBD	\$12,000.00	\$12,000.00	Crazy 8 Ministries	4,000	5
Ocho Loco 5K	TBD	\$5,000.00	\$3,000.00	Crazy 8 Ministries	200	5
Vineyard Vibes	TBD	\$9,000.00	N/A	Harvest House	350	20

Lumberyard Crawfish Cook Off

Lumberyard Bar & Grill

Application Synopsis

- Support for 1st annual event to be held in the Mayor Vera Calvin Plaza

Requested Grant

- \$10,000

Additional information

- Provides funds to extend promotion/advertisement reach to surrounding areas to draw visitors from outside the metroplex



THE CITY OF
BURLESON
TEXAS

Lanterns in Bloom Festival

Local Life Magazine &

Marketing

Application Synopsis

- Support for 1st annual event featured at Bailey Lake Park

Requested Grant

- \$8,000

Additional information

- Lantern lighting event aiming to attract visitors to an up & coming area of the City outside of the downtown district



Harvest Moon Festival

Local Life Magazine &

Marketing
Application Synopsis

- Support for 4th annual event featured at the Standard at Bailey Lake Park

Requested Grant

- \$8,000

Additional information

- Lantern lighting event aiming to attracts visitors to an up & coming area of the City outside of the downtown district



THE CITY OF
BURLESON
TEXAS

North TX Wine Jam

Lost Oak Winery

Application Synopsis

- Support for 2nd annual event featured at Lost Oak Winery

Requested Grant

- \$20,000

Additional information

- Two-day event featuring musical acts, wine tasting, vendor set ups, etc.
- Event attracts visitors to one of the cities five (5) designated tourism attractions



Light Up the Night

Center for ASD

Application Synopsis

- Support annual event hosted at the BRiCk

Requested Grant

- \$3,200

Additional information

- Event focuses on regional outreach and partnerships and targets surrounding communities to bring awareness to Autism.



THE CITY OF
BURLESON
TEXAS

Center for ASD Christmas Ball

Center for ASD

Application Synopsis

- Support for annual fundraising event benefiting CASD & Toys for Tots

Requested Grant

- \$3,200

Additional information

- Event focuses on regional outreach and partnerships including Toys for Tots. The annual event targets surrounding communities and is hosted at a local event venue that contributes to Burleson's visibility as a destination for inclusive events.



THE CITY OF
BURLESON
TEXAS

Chisenhall Sports Events

Top Gun Events

Application Synopsis

- Support for a multi-day sporting event featured at Chisenhall Fields

Requested Grant

- \$20,000

Additional information

- Three-day tournament event to be hosted at Chisenhall Sports Complex featuring 100+ teams from states across the U.S.



City on a Hill

Crazy 8 Ministries

Application Synopsis

- Support for 15th annual free, community wide event

Requested Grant

- \$12,000

Additional Information

- Free community event providing a platform for all pillars of the community to cultivate unity amongst community members, local businesses, schools, churches & non-profit organizations
- Provides free health services: vaccinations, hair cuts, health screening, etc.



THE CITY OF
BURLESON
TEXAS

Ocho Loco 5K

Crazy 8 Ministries

Application Synopsis

- Support for the annual event typically featured at Chisenhall Fields

Requested Grant

- \$5,000

Additional information

- 5K event benefiting Crazy 8 ministries. Runners are encouraged to register and pick up registration information prior to event to encourage overnight stays and visits to local restaurants, boutiques, etc.



Vineyard Vibes

Harvest House

Application Synopsis

- Annual community event held at Lost Oak Winery with live music, vendors, food, wine & more

Requested Grant

- \$9,000

Additional Information

- Community fundraising that benefits Harvest House-feeding, clothing & restoring families in need in our community



STAFF RECOMMENDATION

Giving priority to multi-day events as directed by the Community Services Committee, Staff recommends approval of the multi-day events as requested and dispersing the remaining budget of \$10,000 between remaining event applications.

North TX Wine Jam: \$20,000

Top Gun Sports Events: \$20,000

Other event applications: \$1,250 each

COUNCIL ACTIONS REQUESTED

Approve, deny or modify a resolution awarding FY 2027 hotel occupancy tax fund grants in an amount *up to* \$50,000