



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry, AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including 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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to jvannoy@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2024-2025 is as follows:

- **April 1**- Application period opens
- **April 12** – Visit Burleson Tourism Grant Applications Due
- **April 15**– EDC reviews for compliance/completeness and gives comments to Applicant
- **April 17** – Applicant to respond with any corrections/ additional information
- **June 17** – Applications presented to City Council for 2024-2025 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson 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 Burleson 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 a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

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- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered "authorized" until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from the City of Burleson" in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: 4G Marketing/ Local Life Magazine

Project / Event(s): Harvest Moon Lantern Festival

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Niko

Date of Signature: 4-12-2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Local Life Magazine and Marketing Group
2. 501c3 or c6 non-profit organization? Yes **No**
3. Contact Name: Tiffany Niko
4. Address: 809 Royal Oak Ln. Burleson TX
5. Phone Number: 817-937-2360
6. E-Mail Address: _____
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 6k
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: Saturday, October 11th
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes **No**
5. How will your event help promote the hotel industry in Burleson?
People for all around DFW will attend this event.

6. Has the organization applied for funds for this event before? Yes **No**
7. Is this event *one-time-only* or *recurring*? Recurring

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? Yes
9. Is one of the goals of the event to raise funds for charity/scholarship?

If so, what percentage of the funds raised will be donated or given away?

What organization(s) will receive a portion of the funds?
We give any of the left overs to charity. We were able to make over 300 bags for the homeless through Pathway Church

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

<u> </u>	Visitor Information Center
<u> </u>	Furnishing of Facilities and Registration of Visitors
<u> x </u>	Advertising / Promotional Programs and Activities
<u> </u>	Arts Promotion
<u> </u>	Historical Restoration and Preservation
<u> x </u>	Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 100
- Will the applicant be paying for these hotel room expenses? Yes **No**
- If yes, what percentage?
2. Projected attendance: 500
3. Previous year's attendance: 400
4. Describe your attendance goals for this event and identify steps used to achieve these goals. We will advertise outside of the Burleson area to encourage people to stay after the Lantern Festival
- _____
- _____
- _____

5. Describe how the event will track out-of-town guests? EventBrite and Zip codes

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX: 3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
All of these target 30-65 year olds that like to attend different festivals/events.		
<u>Print ad placed in Society Life Magazine that is in the Southlake and Keller area and also includes newsletter and social media. \$3500</u>		
<u>Fort Worth Weekly ad placement \$500</u>		
<hr/>		
Social Media Push - \$500 ad spend	Digital Billboard around DFW - \$2000	
*attach overflow on separate page, if needed		

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5K

3. What are other sources of funding used for the advertising/promotion of this activity/event? Sponsorship

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4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____

We use Bassett Designs for all the signs, Banner and Printing

We use local workers, shopping vendors, and food trucks.

5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
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<i>EX: Austin Statesman-News</i>	<i>1/4 page ad week of Sep 14</i>	<i>\$550</i>
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Same as Section D Above.

6. Describe your financial goals for this event and identify steps used to achieve those goals:

I came up with these events to help with my company. The magazine is very expensive to produce every month and the money that comes in from the events help the magazine in the slower months.

7. What impact will the funds have on the viability of the event?

Huge. These funds help make the event very succesful. Without these funds I wouldn't be able to market outside of DFW area effectivly. Because these funds are available the event is succesful and it helps all the partipating restuants have huge days!

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

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Local Life Magazine and Marketing Group

Organization Name

Harvest Moon Lantern Festival

Project / Event(s):



Signature of Authorized Representative

Printed Name of Authorized Representative

4-12-2024

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvanoy@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

Location Expense

Event Space	1500
Clean up	1000

Day of Expense

Music/ DJ	1000
Lighters	150
Lanterns	250
Labor	1000

Advertising Expense

FaceBook Advertising	\$500.00
Basset Designs	\$1,100.00
Billboards	\$2,200.00
Fort Worth Weekly	\$1,000.00
Caye Publishing	\$3,500.00
Kid ZONE	\$1,500.00



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

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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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

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REQUIREMENTS FOR GRANT RECIPIENTS

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- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
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- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
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- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

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If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

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Applicant Organization: 4G Marketing/ Local Life Magazine

Project / Event(s): Old Town Halloween Crawl and Costume Contest

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Niko

Date of Signature: 4-12-2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Local Life Magazine and Marketing Group
2. 501c3 or c6 non-profit organization? Yes **No**
3. Contact Name: Tiffany Niko
4. Address: 809 Royal Oak Ln. Burleson TX
5. Phone Number: 817-937-2360
6. E-Mail Address:
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$6k
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: Saturday October 27th
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes **No**
5. How will your event help promote the hotel industry in Burleson?
People for all around DFW will attend this event.
6. Has the organization applied for funds for this event before? Yes **No**
7. Is this event *one-time-only* or *recurring*? Recurring

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8. Is there a registration/entrance fee per visitor (if any)? Yes
9. Is one of the goals of the event to raise funds for charity/scholarship?

If so, what percentage of the funds raised will be donated or given away?

What organization(s) will receive a portion of the funds?
We give any of the left overs to charity. We were able to make over 300 bags for the homeless through Pathway Church

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

<u> </u>	Visitor Information Center
<u> </u>	Furnishing of Facilities and Registration of Visitors
<u> x </u>	Advertising / Promotional Programs and Activities
<u> </u>	Arts Promotion
<u> </u>	Historical Restoration and Preservation
<u> x </u>	Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 100
- Will the applicant be paying for these hotel room expenses? Yes **No**
- If yes, what percentage?
2. Projected attendance: 400
3. Previous year's attendance: 350
4. Describe your attendance goals for this event and identify steps used to achieve these goals. We will advertise outside of the Burleson area to encourage people to stay after a day of drinking.

5. Describe how the event will track out-of-town guests? EventBrite

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX: 3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
All of these target 30-65 year olds that like to attend different festivals/events.		
Print ad placed in Society Life Magazine that is in the Southlake and Keller area and also includes newsletter and social media. \$3500		
Fort Worth Weekly ad placement \$500		
Social Media Push - \$500 ad spend	Digital Billboard around DFW - \$2000	
*attach overflow on separate page, if needed		

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 6K

3. What are other sources of funding used for the advertising/promotion of this activity/event? Sponsorship

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____

We rent the Van from Regional Rent a car. We use Bassett Desqns for all the signs, Banner and Printing

5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
--------------	------------------------	-----------

EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
---------------------------	----------------------------	-------

Same as Section D Above.

6. Describe your financial goals for this event and identify steps used to achieve those goals:

I came up with these events to help with my company. The magazine is very expensive to produce every month and the money that comes in from the events help the magazine in the slower months.

7. What impact will the funds have on the viability of the event?

Huge. These funds help make the event very succesful. Without these funds i wouldn't be able to market outside of DFW area effectivly. Because these funds are available the event is succesful and it helps all the partipating restuants have huge days!

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Local Life Magazine and Marketing Group

Organization Name

Halloween Crawl and Costume Contest

Project / Event(s):



Signature of Authorized Representative

Printed Name of Authorized Representative

4-12-2024

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

Goody Bag Items

mints ordered-brushes at the pav.	\$77.76
water bottles	\$671.00
liquid IV's	\$661.00
Snacks	\$50.00
HALLOWEEN Garb	\$173.87
500 Goody Bags	\$245.99
Bags and Pint Glasses	\$1,263.93

ADVERTISING

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Basset Designs	\$1,100.00
Billboards	\$2,200.00
Fort Worth Weekly	\$1,000.00
Caye Publishing	\$3,500.00
Day of Workers	\$1,000.00

Day of Event

Day of Workers	\$1,000.00
Van Rental	\$600.00
Insurance for Event	\$1,000.00
Incidentals	\$500.00

COSTUME CONTEST	\$500.00
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**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry, AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including 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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to jvannoy@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2024-2025 is as follows:

- **April 1**- Application period opens
- **April 12** – Visit Burleson Tourism Grant Applications Due
- **April 15**– EDC reviews for compliance/completeness and gives comments to Applicant
- **April 17** – Applicant to respond with any corrections/ additional information
- **June 17** – Applications presented to City Council for 2024-2025 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson 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 Burleson 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 a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered "authorized" until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from the City of Burleson" in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: 4G Marketing/ Local Life Magazine

Project / Event(s): Old Town St. Paddy's day pub Crawl

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Niko

Date of Signature: 4-12-2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Local Life Magazine and Marketing Group
2. 501c3 or c6 non-profit organization? Yes **No**
3. Contact Name: Tiffany Niko
4. Address: 809 Royal Oak Ln. Burleson TX
5. Phone Number: 817-937-2360
6. E-Mail Address: _____
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$6k
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: Saturday March 15th
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes **No**
5. How will your event help promote the hotel industry in Burleson?
People for all around DFW will attend this event.

6. Has the organization applied for funds for this event before? Yes **No**
7. Is this event *one-time-only* or *recurring*? Recurring

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? Yes
9. Is one of the goals of the event to raise funds for charity/scholarship?

If so, what percentage of the funds raised will be donated or given away?

What organization(s) will receive a portion of the funds?
We give any of the left overs to charity. We were able to make over 300 bags for the homeless through Pathway Church

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

<u> </u>	Visitor Information Center
<u> </u>	Furnishing of Facilities and Registration of Visitors
<u> x </u>	Advertising / Promotional Programs and Activities
<u> </u>	Arts Promotion
<u> </u>	Historical Restoration and Preservation
<u> x </u>	Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 100
- Will the applicant be paying for these hotel room expenses? Yes **No**
- If yes, what percentage?
2. Projected attendance: 400
3. Previous year's attendance: 350
4. Describe your attendance goals for this event and identify steps used to achieve these goals. We will advertise outside of the Burleson area to encourage people to stay after a day of drinking.

5. Describe how the event will track out-of-town guests? EventBrite

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX: 3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
All of these target 30-65 year olds that like to attend different festivals/events.		
<u>Print ad placed in Society Life Magazine that is in the Southlake and Keller area and also includes newsletter and social media. \$3500</u>		
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<hr/>		
<u>Social Media Push - \$500 ad spend</u>	<u>Digital Billboard around DFW - \$2000</u>	
*attach overflow on separate page, if needed		

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 6K

3. What are other sources of funding used for the advertising/promotion of this activity/event? Sponsorship

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____

We rent the Van from Regional Rent a car. We use Bassett Desqns for all the signs, Banner and Printing

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EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
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Same as Section D Above.

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I came up with these events to help with my company. The magazine is very expensive to produce every month and the money that comes in from the events help the magazine in the slower months.

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City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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APPLICANT:

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Local Life Magazine and Marketing Group

Organization Name

St Patty's Day Pub Crawl

Project / Event(s):



Signature of Authorized Representative

Printed Name of Authorized Representative

4-12-2024

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvanoy@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

Goody Bag Items

mints ordered-brushes at the pav.	\$77.76
water bottles	\$671.00
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**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

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City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Crazy8 Ministries

Project / Event(s): City On A Hill Festival

Signature by Agent of Applicant: Elizabeth Hargrove

Printed Name of Agent: Elizabeth Hargrove

Date of Signature: April 11, 2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Crazy8 Ministries
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: Lisa Schwarz / Liz Hargrove
4. Address: 1100 W. FM 917, Joshua, TX 76058
5. Phone Number: 817.202.8408
6. E-Mail Address: _____
7. Website: _____

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 12,000
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: May 3rd or 10th/10am-2pm/Burleson
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: ☒ Yes ☐ No
5. How will your event help promote the hotel industry in Burleson?
City On A Hill Festival will have selling vendors. This has the potential for out of town sellers/vendors that would need a hotel room. We also see the need for hotel rooms for family members coming into town to visit and attend the festival.
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? No
9. Is one of the goals of the event to raise funds for charity/scholarship?
no
If so, what percentage of the funds raised will be donated or given away?

What organization(s) will receive a portion of the funds?

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 2-5
- Will the applicant be paying for these hotel room expenses? ☒ Yes ☒ No
- If yes, what percentage? _____
2. Projected attendance: 3,500-4,000
3. Previous year's attendance: 3,000
4. Describe your attendance goals for this event and identify steps used to achieve these goals. _____

125+ selling/community vendors
5+ groups provide entertainment on the stage throughout the day
3,000+ patrons

5. Describe how the event will track out-of-town guests? _____

All vendors register ahead of time. We plan to work with a local hotel to offer our out of town vendors a place to stay. We plan to share hotel information ahead of time for guest who are planning to come in from out of town. We will also hold a raffles to try and track patron information as well.

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
Cool Dog Graphics	Roadside Banners, Store Front Flyers, Other signaage	\$3,000
Lamar/Clear Channel	Billboard Advertising	\$5,000
Still sourcing vendor	Social Media /Print Advertising	\$2,000
The Journey, Hank/Ranch	Radio Advertising	\$4,500
Cleburne Times Review	Newspaper Advertising	\$500

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$12,000

3. What are other sources of funding used for the advertising/promotion of this activity/event? Crazy8 Ministries Operating Budget

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____

\$3,000-\$4,000 for printed advertising material & rentals

5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
<i>EX: Austin Statesman-News</i>	<i>1/4 page ad week of Sep 14</i>	<i>\$550</i>
Lamar and/or Clear Channel	Billboard Advertising	\$5,000
Still sourcing vendor	Social Media / Print Advertising	\$2,000
The Journey, Hank/Ranch	Radio Advertising	\$4,500
Cleburne Times Review	Newspaper Advertising	\$500

6. Describe your financial goals for this event and identify steps used to achieve those goals:

City On A Hill Festival is a free event for the community to learn about what Burleson and the surrounding area has to offer. We do not charge anything for the vendors to participate either. Our only goal is to raise funds to help offset the cost of hosting the event through sponsorship and grants.

7. What impact will the funds have on the viability of the event?

These funds will impact our event by ensuring we have the marketing and advertising funds needed to increase: increase vendors, increase patrons, and increase community engagement.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Crazy8 Ministries

Organization Name

City On A Hill Festival

Project / Event(s):

Elizabeth Hargrove

Signature of Authorized Representative

Elizabeth Hargrove

Printed Name of Authorized Representative

4/11/2024

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvanney@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

**2025 City On A Hill Budget
numbers based off 2023-2024 numbers**

Marketing			Budgeted
	Vendor Booth at other event	Marketing/Advertising	\$ 50.00
	Billboard Clear Channel		\$ 2,000.00
	Billboard Lamar		\$ 3,000.00
	Stamps	Thank you card & other mailers	\$ 50.00
	Roadside Banner		\$ 1,500.00
	Storefronts		\$ 500.00
	Site Map Design		\$ 100.00
	COH Promo Video		\$ 500.00
	Sponsor Signage	Other Signage needed	\$ 700.00
	Social Media		\$ 1,000.00
	Print Advertising		\$ 1,000.00
	Radio Advertsting		
	The Journey		\$ 700.00
	Hank/Ranch		\$ 2,000.00
		Marketing Total	\$ 13,100.00
Logistics			Budgeted
	Planning Meetings	Food / Supplies	\$ 100.00
	Misc Supplies		\$ 200.00
	Event Staff Shirts		\$ 1,000.00
	Contracted Labor	Labor	\$ 2,000.00
	Rentals	Equipment Rental	\$ 2,000.00
	Petting Zoo		\$ 1,000.00
		Logistic Total	\$ 6,300.00
Entertainment			Budgeted
		Entertainment Total	\$ -
General Fund			Budgeted
	Non-Allocated / Incidentals		\$ 500.00
		TOTAL BUDGET	\$ 19,900.00



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry; AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to jvannoy@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2024-2025 is as follows:

- **April 1**- Application period opens
- **April 12** – Visit Burleson Tourism Grant Applications Due
- **April 15**– EDC reviews for compliance/completeness and gives comments to Applicant
- **April 17** – Applicant to respond with any corrections/ additional information
- **June 17** – Applications presented to City Council for 2024-2025 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson 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 Burleson 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 a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered "authorized" until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from the City of Burleson" in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.


All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Venture Mathis LLC
BTX BREWFEST
Project / Event(s): _____
Signature by Agent of Applicant: 
Printed Name of Agent: Brooke Mathis
Date of Signature: 04/12/2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Venture Mathis, LLC
2. 501c3 or c6 non-profit organization? Yes **No**
3. Contact Name: Brooke Mathis
4. Address: 138 N. Wilson St., Suite D, Burleson TX 76028
5. Phone Number: 8175643068
6. E-Mail Address:
7. Website: www.btxbrewfest.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$18000
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: October 5, 2024 2-9pm Mayor Veral Calvin Plaza
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: **Yes** No
5. How will your event help promote the hotel industry in Burleson?
This event has alcohol for consumption and is a bit of a long day for the attendees, we promote the out of town visitors to stay locally and not drive home. We will partner with the Burleson Hotels as well as Jellystone to offer any available discount promo codes and/or rates. This will be marketed on all social media as well as the website. The information is also included when an attendee purchases a ticket online.
6. Has the organization applied for funds for this event before? **Yes** No
7. Is this event *one-time-only* or *recurring*? recurring

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? yes

9. Is one of the goals of the event to raise funds for charity/scholarship?

yes

If so, what percentage of the funds raised will be donated or given away?

yes, 10% of net proceeds are donated

What organization(s) will receive a portion of the funds?

Center for ASD

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 10% of attendees

Will the applicant be paying for these hotel room expenses? Yes **No**

If yes, what percentage? _____

2. Projected attendance: 5000

3. Previous year's attendance: 5000

4. Describe your attendance goals for this event and identify steps used to achieve these goals. _____

First, it's crucial to understand who the festival is for: beer lovers, craft beer fans, or people who enjoy socializing. Targeted ads on platforms like Facebook and Instagram can help reach more people. Work with local breweries to showcase their beers at the festival. This adds authenticity and encourages local support. Offer early bird ticket discounts to encourage people to buy tickets early. Use email to keep attendees informed about the festival, including updates and special offers. Create a website with all the important details about the festival, like date, time, location, and ticket prices. Include photos and testimonials to build excitement. Host pre-event promotions, like beer tastings, to give people a taste of what to expect. Give attendees incentives, like free beer tokens or festival merchandise, to encourage them to spread the word. By using these simple marketing strategies, the beer festival can attract more attendees and create a successful event.

5. Describe how the event will track out-of-town guests? _____

We utilize an online ticketing system that tracks zipcodes of all credit card transactions and provides location reports.

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
Please see attached document "marketing and advertising budget"		

*attach overflow on separate page, if needed

2. Total **advertising**/promotion budget for the specific activity/event for which you are applying? 25000

3. What are other sources of funding used for the advertising/promotion of this activity/event? _____

The other funding that is used for advertising/promotion of the event is from our sponsor commitments and other monies raised.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: 20,600

5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550

Please see attached

6. Describe your financial goals for this event and identify steps used to achieve those goals:

Financial goals for the event are to be profitable enough to continue to host this event as well as the ability to donate back to Center for ASD. Following the marketing plan above, we hope to grow this event again this year.

7. What impact will the funds have on the viability of the event?

Without the HOTMOT funds, we will be limited on the types of advertising that can be done and continue to grow the reach of the event. Each year, we use these funds to reach a wider audience and push the boundaries outside of Burleson Residents.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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

APPLICANT:

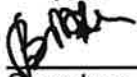
I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Venture Mathis

Organization Name

BTX BREWFEST

Project / Event(s):



Signature of Authorized Representative

Brooke Mathis

Printed Name of Authorized Representative

4/12/24

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvanoy@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

BTX Brewfest Marketing & Advertising Budget Strategy

Funding and Marketing

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

Payee/Vendor	Description	\$ Amount
Local Life	Social Media & Targeted Ads to areas outside of 76028. Also includes design work for printed flyers and posters	8000
DoMore 214	Marketing in Dallas	1400
KTFW 92.1 Hank FM, KFWR 95.9 The Ranch	Radio advertising	4752
FW Weekly/Dallas Weekly	Weekly Magazines distributed in high traffic area restaurants	5000
Videographer for commercials	Video creation for content and ads	2000
Other print ads	Print ads in various publications in DFW	5000

Total Budgeted Advertising	\$26,152
Total Requested from HOTMOT	\$18,000



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

"Visit Burleson Tourism Grant"

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry, AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

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7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to ivannoy@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2024-2025 is as follows:

- **April 1**- Application period opens
- **April 12** – Visit Burleson Tourism Grant Applications Due
- **April 15**– EDC reviews for compliance/completeness and gives comments to Applicant
- **April 17** – Applicant to respond with any corrections/ additional information
- **June 17** – Applications presented to City Council for 2024-2025 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

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performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson 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 Burleson 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 a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered "authorized" until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from the City of Burleson" in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

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5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured. All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: North Texas Jellystone Park™

Project/Event(s): Digital Marketing Program Enhancement

Signature by Agent of Applicant: 

Printed Name of Agent: Marcie Purviance

Date of Signature: 4/9/24

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

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The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: North Texas Jellystone Park™
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Marcie Purviance
4. Address: 2301 S Burleson Blvd., Burleson, TX 76028
5. Phone Number: 817-386-8004
6. E-Mail Address: _____
7. Website: www.NorthTexasJellystone.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$93,500
2. Are the funds requested as ☒ reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event:
Date(s) of Event 1: 10/4-6/2024; 10/11-14/2024; 10/18-20/2024; 10/25-27/2024.
Time: Weekly Fri 4-9p; Sat 9a-9p; Sun 9a-Noon Place: North Texas Jellystone Park™
Date(s) of Event 2: 11/22- 12/1/2024.
Time: Fri 4-9p; Sat-Wed 9a-9p; Fri-Sat 9a-9p; Sun 9a-Noon Place: North Texas Jellystone Park™
Date(s) of Event 3: 12/19/24-1/5/2025.
Time: Fri 4-9p; Sat-Mon 9a-9p; Tue 9a-6p; Thur-Sun 9a-9p Place: North Texas Jellystone Park™
Date(s) of Event 4: 3/7-23/2025 Week 1 full days; Week 2 ½ days based on regional schools.
Time: Fri 4-9p; Sat-Sat 9a-9p; Sun-Sat 9a-9p Sun 9a-Noon Place: North Texas Jellystone Park™
Date(s) of Event 5: 4/4-6/2025; 4/11-13/2-25; 4/25-27/2025.
Time: Weekly Fri 4-9p; Sat 9a-9p; Sun 9a-Noon Place: North Texas Jellystone Park™
Date(s) of Event 6: 9/26-28/2025; 10/3-5/2025; 10/10-13/2025; 10/17-19/2025; 10/24-26/2025
Time: Weekly Fri 4-9p; Sat 9a-9p; Sun 9a-Noon Place: North Texas Jellystone Park™

NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.

4. Total number of days of the event: 84 Consecutive?: Yes ☐ No ☒
5. How will your event help promote the hotel industry in Burleson? Our events will draw attention to all that Burleson has to offer, boosting awareness & demand for return visits.
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? Multiple Events over several months

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? Yes

9. Is one of the goals of the event to raise funds for charity/scholarship?

No

If so, what percentage of the funds raised will be donated or given away?

N/A

What organization(s) will receive a portion of the funds?

N/A

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

 Visitor Information Center

 Furnishing of Facilities and Registration of Visitors

✗ **Advertising / Promotional Programs and Activities Arts**

 Promotion

 Historical Restoration and Preservation Tourist
Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: Bookings of guests outside the 50+ mile radius of Burleson, Texas, in FY 2025 will be used to accommodate guests coming to attend events within the park during the outlined events for which grant funds are requested.

Will the applicant be paying for these hotel room expenses? Yes ☒ No ☐ If

yes, what percentage? N/A

2. Projected attendance: The projected attendance for the proposed events in FY 2025 based on attendance numbers for FY 2024 between 10/1/23 to 3/31/24 is ~25,000 adults and children.

3. Previous year's attendance: In FY 2024, the events are not congruent to all events for which funds were previously granted in FY 2023. So, a comparison would not be accurate. In comparing 1st Qtr. FY 2024 to 1st Qtr. FY 2023 there has been a 38% increase in Hot/Mot fund contributions made.

4. Describe your attendance goals for this event and identify steps used to achieve these goals. North Texas Jellystone Park™ plans to further develop and improve the existing marketing strategies across multiple digital platforms, aiming to attract prospective guests from areas extending beyond a 50-mile radius of Burleson, Texas, and to promote the park effectively. With the backing of hotel-motel tax grant funds, we can successfully pursue this goal and bolster tourism within the city.

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5. Describe how the event will track out-of-town guests? The Marketing Department utilizes software to assist in the attribution of website visitors/potential guests who originate from the proposed Digital Marketing Enhancement Campaign to the NorthTexasJellystone.com website. Furthermore, the park's booking engine categorizes guest bookings based on their city, state, and zip code. Reports can be generated to identify those guests coming from locations outside the 50-mile radius target. The ability to generate reports to pinpoint guests originating from locations beyond the 50-mile radius target is demonstrated through the supporting documentation provided alongside this grant request. This documentation includes statistics reflecting data from that software and also includes data extracted from the software of the digital marketing vendor.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
<u>Google AdWords</u> Search Engine(SEM)/Targeted Display (TD) Marketing	Families >50 miles outside Burleson	\$15,000 per each of 5 events
<u>Google AdWords</u> SEM/TD Marketing	Families >50 miles outside Burleson Begin promoting the Event in Sept 2025.	\$7,500 Sept 15-30 FY 25 <u>Fall O Fun October 2025</u>
<u>Social Media Marketing</u> Facebook/Instagram (FB/Insta)	Families >50 miles outside of Burleson	\$2,000 per each of 5 events
<u>Social Media Marketing</u> FB/Insta	Families >50 miles outside of Burleson Begin promoting the Event in Sept 2025.	\$1,000 Sept 15-29 FY 25 <u>Fall O Fun October 2025</u>

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$93,500 – to include the addition of social media tactics and preliminary promotion from September 15-30, 2025, for the Fall-Festival Event in October 2025
3. What are other sources of funding used for the advertising/promotion of this activity/event? North Texas Jellystone Park™ will sustain its current significant marketing efforts through regularly utilized channels/tactics to promote the park and attract visitors both from within and outside the 50+ mile radius of Burleson, Texas.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: The objective of the proposed Digital Marketing Enhancement Project is to broaden the recognition of North Texas Jellystone Park™ beyond the DFW Metroplex and draw in a larger number of visitors. Heightened awareness not only increases the likelihood of visitors staying at the park but also encourages them to explore local attractions, dining, and shopping in the City of Burleson, thereby generating additional revenue for the city. This project seeks to extend the park's reach even further into neighboring states, (Oklahoma, Arkansas, Louisiana) aiming to attract a greater number of visitors, which ultimately benefits both the City of Burleson and North Texas Jellystone Park.™
5. Provide a specific line-item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
Google AdWords	SEM/TD Marketing October 2024 Fall-O-Fun Event	\$15,000
Google AdWords	SEM/TD Marketing November 2024 Thanksgiving Event	\$15,000
Google AdWords	SEM/TD Marketing December 2024 Christmas Event	\$15,000
Google AdWords	SEM/TD Marketing Mid-January 2025 Spring Break Event	\$15,000
Google AdWords	SEM/TD Marketing Mid-Mar-Mid Apr 2025 Spring Camp Event	\$15,000
Google AdWords	SEM/TD Marketing Sept 15-30 Fall Festival Oct 2025	\$ 7,500
Social Media Marketing	FB/Insta October 2024 Fall-O-Fun Event	\$ 2,000
Social Media Marketing	FB/Insta November 2024 Thanksgiving Event	\$ 2,000
Social Media Marketing	FB/Insta Marketing December 2024 Christmas Event	\$ 2,000
Social Media Marketing	FB/Insta Marketing Mid-January 2025 Spring Break Event	\$ 2,000
Social Media Marketing	FB/Insta Marketing Mid-Mar-Mid Apr 2025 Spring Camp Event	\$ 2,000
Social Media Marketing	FB/Insta Marketing Sept 15-30 Fall Festival Oct 2025	\$ 1,000

6. Describe your financial goals for this event and identify steps used to achieve those goals:
The goal of the Digital Marketing Enhancement Project is to increase the number of guests visiting North Texas Jellystone Park.™ The Enhancement Project, by default, will increase contributions to the City of Burleson's hotel/motel tax base. Recent data shows that in first quarter FY 2024 contributions to the hotel/motel tax base is 38% higher than the same quarter FY 2023
7. What impact will the funds have on the viability of the event? The hotel-motel tax grant funds will significantly enhance the viability of North Texas Jellystone Park™ events by allowing us to supplement our current marketing program. With these funds, we can effectively target potential guests from outside the 50+ mile radius parameter specified by the grant program. This expanded outreach will increase awareness of our resort, attract more visitors, and ultimately boost event attendance and revenue.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

North Texas Jellystone Park™

Organization Name

Digital Marketing Enhancement Project

Project / Event(s):

Marcel Purrance

Signature of Authorized Representative

Marrie Purrance

Printed Name of Authorized Representative

4/9/24

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

BTX EVENT BUDGET OVERVIEW				
North Texas Jellystone Park™ Digital Marketing Enhancement Program FY 2024				
MARKETING				BUDGET
Billboard (6 wks)				
Social Media ads	October 1 - 25, 2024	November 1 - 27, 2024	December 1 - 24, 2024	\$ 6,000
Social Media ads	January 15 - February 15, 2025	March 15 - April 15, 2025	September 15 - 30, 2025 (For Fall Event October 2025)	\$ 5,000
Google Ad Sense	October 1 - 25, 2024	November 1 - 27, 2024	December 1 - 24, 2024	\$45,000
Google Ad Sense	January 15 - February 15, 2025	March 15 - April 15, 2025	September 15 - 30, 2025 (For Fall Event October 2025)	\$ 37,500
LOGISTICS				BUDGET
Temp. fencing				
Portable toilets				
Event security				
ENTERTAINMENT				BUDGET
Band #1				
Kids Zone				
OTHER				BUDGET
Incidentals				
TOTAL				\$93,500

North Texas Jellystone Park™ Hotel/Motel Grant Proposal Supporting Information

April 12, 2024

Search Engine Marketing Enhancement Program for FY 2023- 2024

Booked Reservations at North Texas Jellystone Park™

October 1, 2023 – March 31, 2024

Booking Demographic	Total Bookings
Clamper	2812
RV Camper	1435
Family Reunion	515
None	468
Business Group	320
Tent Camper	132
Long-Term RV Rental	106
Youth Group	55
Religious Group	28
Hall Rental Only	18
Total	6012 Bookings

Booked Reservations at North Texas Jellystone Park™ from the Geographical Target

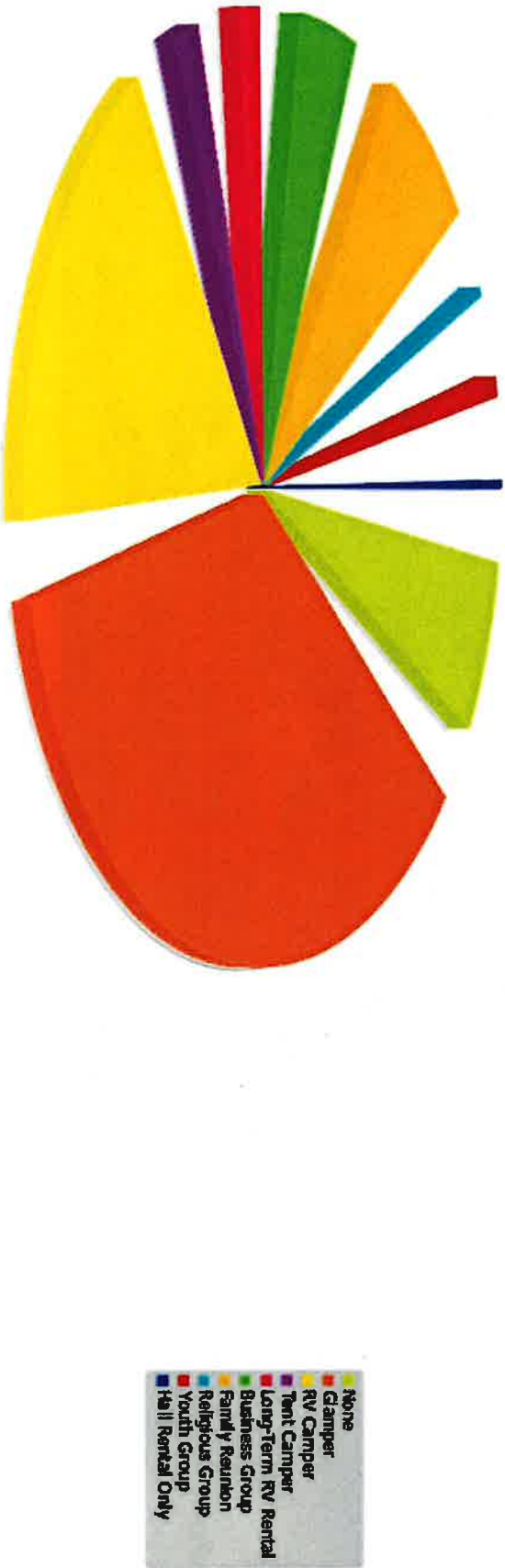
Total Reservations, including RV sites, cabins, tent sites, and facilities is 6,012.

Of that total, ~55% were sourced from outside the geographic target, compared to 52% for the same period of the previous fiscal year.

NOTE

Hot/Mot Tax Contributions from North Texas Jellystone Park™ for FY 2024 - 1st Quarter.

Up 38% over FY 2023 - 1st Quarter

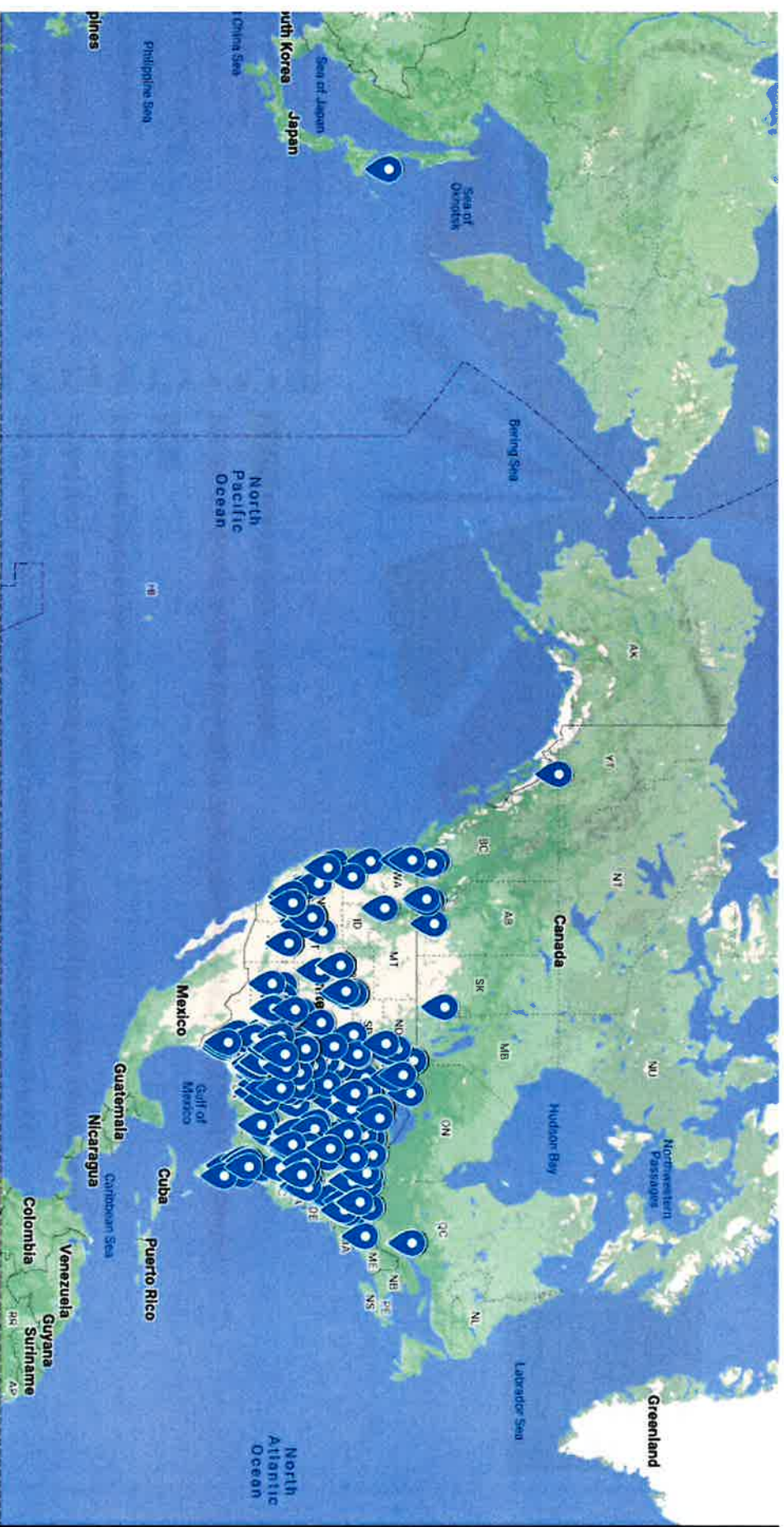


North Texas Jellystone Park™ Hotel/Motel/Grant Proposal Supporting Information

April 12, 2024

Bookings Sourcing from Zip Codes **outside a 50-mile radius** of Burleson, TX

Worldwide Map View



April 12, 2024

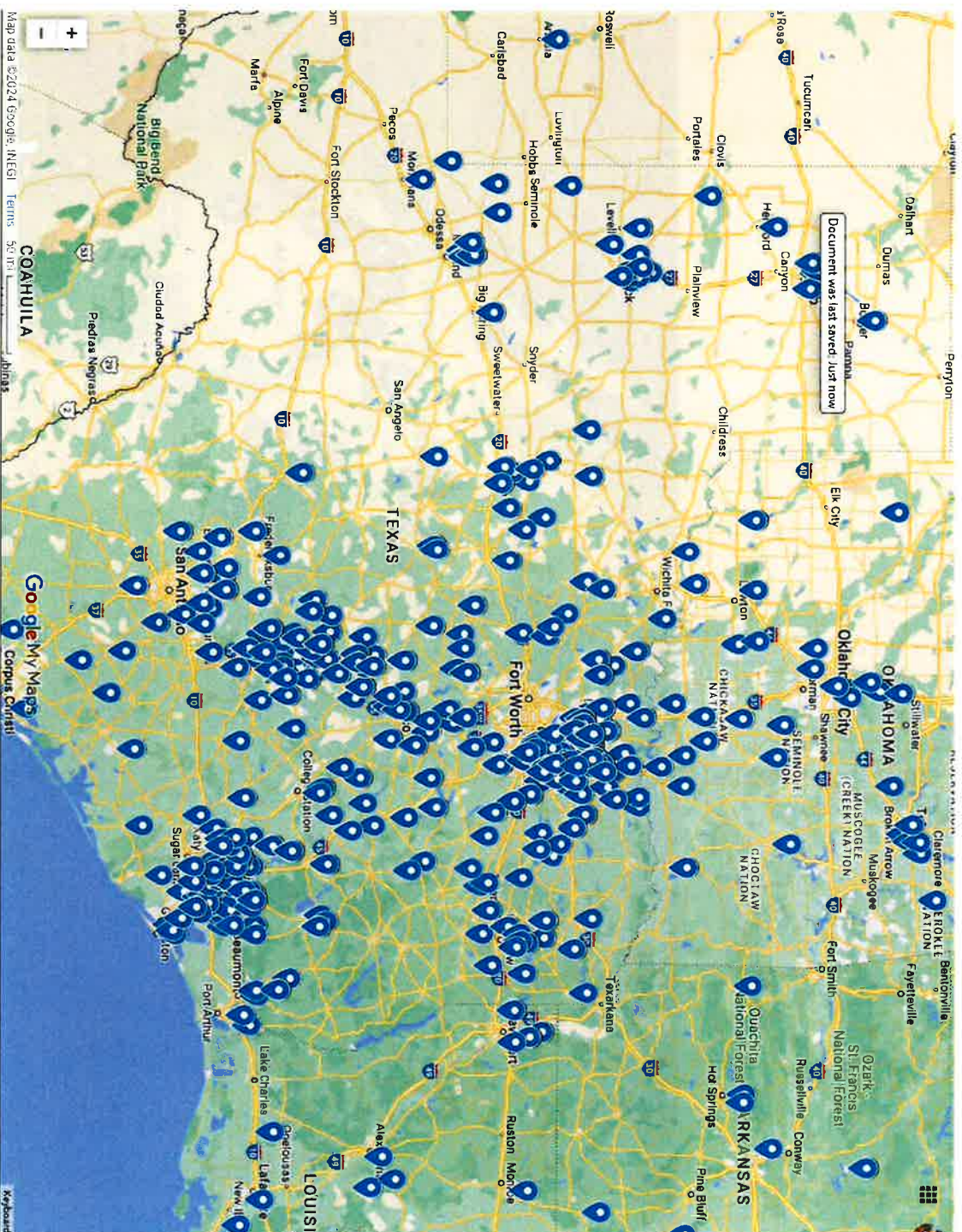
Candidum USA United States Map View



North Texas Jellystone Park™ Hotel/Motel Grant Proposal Supporting Information

April 12, 2024

DFW Regional Map View



North Texas Jellystone Park™ Hotel/Motel Grant Proposal Supporting Information

April 12, 2024

FY 2023 Tourism Campaign Results Overview

Total Expenditure 10/1/23 to 3/31/24 = \$64,984.04

Oct 23	Nov 23		Dec 23		Jan-Feb 24		Mar 15 to 31 24	Apr 1 to 15 24	Total
SEM	Display	SEM	Display	SEM	Display	SEM	Display		
\$13,806.80	\$ 2,500.00	\$14,052.16	\$ 2,540.08	\$14,063.81	\$ 2,356.03	\$8,516.97	\$ 224.44	\$ 5,218.67	\$1,705.08 Pending
	\$16,306.80		\$16,592.24		\$16,419.84		\$ 8,741.41		\$6,923.75 on track for 10K
									\$ 64,984.04

Website Visitors –

FY 2023 – 2024; Period 10/1/23 – 3/31/24

240,544 users visited the NTXP website for this period engaging 319,795 times on the NorthTexasJellystone.com.

62,458 users attributed to all Search Engine Marketing Campaigns to NorthTexasJellystone.com (Increase over previous FY)

26,458 users attributed to the Tourism Search Engine Marketing Campaigns to NorthTexasJellystone.com (Increase over previous FY)

FY 2022 – 2023; 10/1/22 – 3/31/23 – Comparison same period FY 2023 – Last Year to Date

216,212 users visited NorthTexasJellystone.com for this period engaging 294,299 times on the site.

57,360 users attributed to all Search Engine Marketing Campaigns to NorthTexasJellystone.com

18,013 users attributed to Tourism Search Engine Marketing Campaigns to NorthTexasJellystone.com

North Texas Jellystone Park™ Hotel/Motel Grant Proposal Supporting Information

April 12, 2024

Campaign Breakdown for 10/1/23 to 3/31/24

Key Web Events = Specific Click Actions on Website Showing Significant Interest

Leads_ = Calls/E-News Subscription

Clicks= Advance to Website

Paid Search: 10/1/23 to 3/31/24			Targeted Display 10/1/23 to 3/31/24	
Campaign	SEM Tourism 10.1 - 10.27	Campaign SEM Tourism additional areas 10.4 - 10.23	Campaign	TD 10.1 - 11.1
Impressions	11,767	Impressions	10752	393,135
Clicks	990	Clicks	901	643
Leads	8	Leads	13	
Web Events	4	Web Events	94	
Campaign	SEM Tourism 10.31 - 11.24	Campaign SEM Tourism additional areas 10.31 - 11.30	Campaign	TD 11.1 - 12.1
Impressions	16,892	Impressions	3965	406,734
Clicks	1,768	Clicks	454	872
Leads	30	Leads	7	
Web Events	218	Web Events	132	
Campaign	SEM Tourism 11.24 - 12.18	Campaign SEM Tourism additional areas 11.30 - 12.18	Campaign	TD 12.1 - 12.31
Impressions	16193	Impressions	5435	415,716
Clicks	2167	Clicks	394	922
Leads	31	Leads	0	
Web Events	404	Web Events	50	
Campaign	SEM Tourism 12.18 - 2.23	Campaign SEM Tourism additional areas 12.18 - 2.5	Campaign	
Impressions	33734	Impressions	7629	
Clicks	5903	Clicks	732	
Leads	169	Leads	0	
Web Events	1733	Web Events	90	
Campaign	SEM Tourism 3.15 - present (not complete)	Campaign SEM Tourism additional areas 3.12 - present (not complete)	Campaign	TD 3.12 - present (not complete)
Impressions	10106	Impressions	5364	287,621
Clicks	1612	Clicks	540	502
Leads	39	Leads	0	
Web Events	517	Web Events	67	



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry, AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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, and other arts related to the presentation, performance, execution, and exhibition of these major artforms.

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Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to jvannoy@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2024-2025 is as follows:

- **April 1**- Application period opens
- **April 12** – Visit Burleson Tourism Grant Applications Due
- **April 15**– EDC reviews for compliance/completeness and gives comments to Applicant
- **April 17** – Applicant to respond with any corrections/ additional information
- **June 17** – Applications presented to City Council for 2024-2025 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson 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 Burleson 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 a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered "authorized" until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from the City of Burleson" in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Your Harvest House

Project / Event(s): Vineyard Vibes 2025

Signature by Agent of Applicant: 

Printed Name of Agent: Jennifer Woods

Date of Signature: 4/9/2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Your Harvest House
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: Varina Denman
4. Address: 349 NW Renfro St., Burleson, TX 76028
5. Phone Number: 817-295-6252 Ext 109
6. E-Mail Address: _____
7. Website: https://yourharvesthouse.org

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$14,950
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: April 2025
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: ☒ Yes ☐ No
5. How will your event help promote the hotel industry in Burleson?
The Vineyard Vibes Music Festival will help promote the hotel industry in Burleson by drawing
visitors from surrounding areas for two reasons. First, visitors will desire to come listen to music groups,
including at least one prominent artist. Second, they will be compelled to help end hunger and reduce
poverty by participating in a fundraiser for an established, forty-year-old nonprofit.

6. Has the organization applied for funds for this event before? ☒ Yes ☒ No
7. Is this event *one-time-only* or *recurring*? recurring

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? yes (\$15)
9. Is one of the goals of the event to raise funds for charity/scholarship?
yes
If so, what percentage of the funds raised will be donated or given away?
100%
What organization(s) will receive a portion of the funds?
Your Harvest House
-

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 50
Will the applicant be paying for these hotel room expenses? ☒ Yes ☒ No
If yes, what percentage? _____
2. Projected attendance: 1000-1500
3. Previous year's attendance: 500
4. Describe your attendance goals for this event and identify steps used to achieve these goals. Our goal is 400-600 attendees. We intend to partner with a prominent music group that will bring in visitors. The public is invited to attend through email, posters, radio, and social media. Long-distance visitors are reached through radio, Internet, magazines, and billboards. We invite vendors and musicians to partner with us, and many of their fans and followers attend as well. We plan to focus on North and Central Texas and southern Oklahoma.

5. Describe how the event will track out-of-town guests? We will work with local hotels to track guests. We will also use QR codes with links to the hotels, enabling us to track zip codes.
-

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000

see attachment

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$21,100
3. What are other sources of funding used for the advertising/promotion of this activity/event? Other funding comes from Harvest House general operating funds, and event sponsorships from various local organizations. Sponsorships range from \$300 to \$10,000.
-
-
-

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____
\$3,000-\$4,000 for printed advertising material & rentals

5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. Describe your financial goals for this event and identify steps used to achieve those goals:

7. What impact will the funds have on the viability of the event?

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Organization Name

Project / Event(s):

Signature of Authorized Representative

Printed Name of Authorized Representative

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvanoy@burlesontx.com

Drew Pennywell
EDC Project Manager City of Burleson,
Texas
817-426-9638
dpennywell@burlesontx.com

Your Harvest House - attachment to Tourism Grant Application

D1. Marketing Plan		
Media/Product Site/Location	Target Audience	\$ Amount
Billboards - Texas & Oklahoma	Music Enthusiasts & Charitable Supporters	3,000
Social media paid ads - Texas & Oklahoma	Music Fans	500
Magazines - local and out-of-area	Music Fans	2,600
Radio advertisements	Music Enthusiasts	8,000
Promotional Video Clip for social media	Charitable supporters, music fans	1,500
Printed brochures, flyers, signage	Restaraunts, retail	2,000
Mailout	Supporters, donors	3,500
		<u>21,100</u>

D5. Specific line-item budget for request		
Payee/Vendor	Description of Expense	\$ Amount
Lamar Billboards	Outdoor ads - 2 weeks prior, Texas and Oklahoma	3,000
Meta advertising	Targeted ads, Facebook and Instagram, month prior	500
Now Magazines	6 magazines in out-of-area sites	1,950
Radio advertising*	Remote DJ, week-long promos, ticket giveaways and contests	8,000
Promotional Video clip	Local videographer - 1 minute clip for online marketing	1,500
		<u>14,950</u>

*Once the main artist is booked, specific radio stations will be chosen for highest impact according to genre.



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2024 thru September 30, 2025

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry, AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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, and other arts related to the presentation, performance, execution, and exhibition of these major artforms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to jvannoy@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2024-2025 is as follows:

- **April 1**- Application period opens
- **April 12** – Visit Burleson Tourism Grant Applications Due
- **April 15**– EDC reviews for compliance/completeness and gives comments to Applicant
- **April 17** – Applicant to respond with any corrections/ additional information
- **June 17** – Applications presented to City Council for 2024-2025 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson 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 Burleson 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 a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the “Act”), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Center for ASD

Project / Event(s): 2024 Autism Awareness Music Fest

Signature by Agent of Applicant: _____

Printed Name of Agent: Lisa Boultinghouse

Date of Signature: 4/9/2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9689.

APPLICATION

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

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Center for ASD
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: Varina Denman 817-319-3919
4. Address: 640 NW Tarrant Ave., Burleson, TX 76028
5. Phone Number: 682-499-6655 CASD
6. E-Mail Address: _____
7. Website: https://centerforasd.org

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$5850
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: October 19, 2024
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: ☒ Yes ☐ No
5. How will your event help promote the hotel industry in Burleson?
The Burleson hotel industry will be promoted when Center for ASD invites local and out-of-area music fans to come to the benefit concert. Possible long-distance attendees include music enthusiasts as well as friends and supporters of the bands. People who actively support Autism Awareness will also be drawn to the event, as will those seeking more information about Autism and the Center for ASD.
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? one-time-only

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

8. Is there a registration/entrance fee per visitor (if any)? Yes (\$40)
9. Is one of the goals of the event to raise funds for charity/scholarship?
yes
If so, what percentage of the funds raised will be donated or given away?
100%
What organization(s) will receive a portion of the funds?
Center for ASD
-

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

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

C. **VISITOR IMPACT**

1. Projected use of overnight rooms: 25
- Will the applicant be paying for these hotel room expenses? ☒ Yes ☐ No
- If yes, what percentage? _____
2. Projected attendance: 500
3. Previous year's attendance: n/a
4. Describe your attendance goals for this event and identify steps used to achieve these goals. Because this is a first-time event, we are guarded in our estimates, but judging from previous CASD events, we anticipate approximately 300 people attending. To advertise the event to the local community and the wider North Texas region, we will utilize radio ads, posters, mailouts, magazine ads, and billboards.
-

5. Describe how the event will track out-of-town guests? CASD plans to utilize
a link with QR code, through which we can track visitors who inquire about the
event. We also plan to work with area hotels to track out-of-town guests.

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors:

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

Note: The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000

see attachment

**attach overflow on separate page, if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 8000
3. What are other sources of funding used for the advertising/promotion of this activity/event? Other funding sources include ticket sales, sponsorships, and CASD's general operating fund.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: \$3,000 for printing,
port-a-potties, tents, and lights

5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
see attachment		

6. Describe your financial goals for this event and identify steps used to achieve those goals:

\$30,000 for scholarships. Accomplished through ticket sales, sponsorships, sales of participant artwork, and giving moments during the event.

7. What impact will the funds have on the viability of the event?

Funding from the City of Burleson will allow CASD to reach a broader target audience. For example, we have not previously used billboards, but we would like to add that resource for this event. We aim to draw a larger crowd to improve fund-raising efforts for scholarships. If the City were not to award funding, the event would still be viable, but we would not be able to host it at the same level.

City of Burleson – Guidelines/Application for Visit Burleson Tourism Grant

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

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Center for ASD

Organization Name

2024 Autism Awareness Music Fest

Project / Event(s):

Lisa Boultinghouse

Signature of Authorized Representative

Printed Name of Authorized Representative

4/9/2024

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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