

Hotel/Motel Grant applications

Hot/Mot Grant Applications FY 2025

In 2020 Council approved an updated policy allocating **up to 50%** of prior years annual revenue for grant awards with ability to exceed that amount at Council discretion

- Projected YE Fund Balance = \$376,363
- 2024 Annual Revenue = \$516,809

Informational

- FY 2021 Awards = \$70,500
- FY 2022 Awards = \$110,000
- FY 2023 Awards = \$158,000
- FY 2024 Awards = 191,000



Recent Changes to App/Process

City Council approved the following changes March 20, 2023

- Scoring rubric removed
- Budget overview required with application
- Grant recipients will be required to attend a mandatory work session outlining contractual obligations

Hot/Mot Grant Applications FY 2025

- April 1 – Announce the HOT/MOT Process via press release, email, social media platforms
- April 12 – HOT/MOT Applications Due
- April 15 – Staff Committee reviews for compliance/completeness and gives comments to applicant
- April 17 – Applicant to respond with any corrections
- April 24 – Applicant notified if committee intends to recommend project for award
- July 22 – Applications presented to City Council

Hot/Mot Grant Applications FY 2025

Staff considerations

- “The Two-Part Test” from Texas Tax Code Chapter 351:
 - Potential for the event to create and support tourism and the hotel industry in Burleson
 - Expenditure matching one of six authorized categories
 - Promotion of the Arts
 - Visitor Information Center
 - Furnishing of facilities and registration of visitors
 - Advertising of promotional programs and activities
 - Historical preservation and restoration
 - Tourist transportation systems
- Priority on events that are (or are growing into) multi-day events
- Priority toward events that allow access to the general public
- Priority toward events that are new or still need support funding



Hot/Mot Grant Timeline

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

EVENT	APPLICA NT	GRANT REQUEST	PREVIOUS AWARD	EST. ATTENDAN CE	BUDGET OVERVIE W	LOCATION
Harvest Moon Festival	Local Life	\$6,000	\$5,000 ('23)	500	Submitted	Standard at Chisenhall
Halloween Pub Crawl	Local Life	\$6,000	N/A-New*	400	Submitted	Old Town
St. Paddy's Pub Crawl	Local Life	\$6,000	\$6,000 ('23)	500	Submitted	Old Town
City on a Hill	Crazy 8 Ministries	\$12,000	\$12,000 ('23)	4,000	Submitted	BHS
Autism Awareness Music Fest	Center for ASD	\$5,850	N/A-New*	500	Submitted	Standard at Chisenhall
Vineyard Vibes	Harvest House	\$14,950	N/A-New*	1,500	Submitted	Lost Oak Winery
BTX Brew Fest	Venture Mathis, LLC	\$18,000	\$17,000 ('23)	5,000	Submitted	Plaza
Events Marketing Campaign	North TX Jellystone	\$93,500	\$75,000 ('23)	25,000	Submitted	N/A

Projected Revenue:
\$516,809

Grant Requests Total:
\$162,300 (approx. 31.40%)

Budgeted: **\$130,000**



Harvest Moon Festival

Local Life Magazine &

Marketing
Application Synopsis

- Support for 4th annual event featured at the Standard at Chisenhall

Requested Grant

- \$6,000

Additional information

- Provides funds to extend promotion/advertisement reach to surrounding areas to draw visitors from outside the metroplex
- Event attracts visitors to an up & coming area of the City outside of the downtown district



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Halloween Pub Crawl

Local Life Magazine &

Marketing
Application Synopsis

- Support for newly created annual pub crawl supporting local restaurant/retail locations throughout the Old Town district

Requested Grant

- \$6,000

Additional Information

- Provides funds to extend promotion/advertisement reach to surrounding areas for out of town visitors.
- Event encourages patrons to visit a multitude of area retail/restaurant establishments in downtown



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TEXAS

St. Paddy's Day Pub Crawl

Local Life Magazine &

Marketing Application Synopsis

- Support for annual pub crawl supporting local restaurant/retail locations throughout the Old Town district

Requested Grant

- \$6,000

Additional Information

- Provides funds to extend promotion/advertisement reach to surrounding areas for out of town visitors.
- Event encourages patrons to visit a multitude of area retail/restaurant establishments in downtown



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City on a Hill

Crazy 8 Ministries

Application Synopsis

- Support for 12th annual free, community wide event

Requested Grant

- \$12,000

Additional Information

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



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Autism Awareness Music Fest

Center for ASD

Application Synopsis

- Support for newly created annual event to spread awareness of Autism to the community

Requested Grant

- \$5,850

Additional Information

- Community fundraising event providing a platform to raise funding for Autism awareness



AUTISM
Awareness

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Vineyard Vibes

Harvest House

Application Synopsis

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

Requested Grant

- \$14,950

Additional Information

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



BTX Brew Fest

Venture Mathis, LLC

Application Synopsis

- Support for 4th annual BTX Brew Fest Event

Requested Grant

- \$18,000

Additional Information

- Provides support for annual event within the Old Town district. Grant funds assist with marketing costs including: metro mailers, social media ads, radio promotion and video marketing
- Event offers engaging activities, quality entertainment, food, beverages and partners with local businesses



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Seasonal Event Specific Marketing Plan

North TX Jellystone

Park Application Synopsis

- Support for enhanced search engine marketing for NTJP; advertising a variety of annually hosted events totaling 73 days

Requested Grant

- \$93,500

Additional Information

- Of the estimated \$516,809 in HOT revenue expected, NTJP's contribution is estimated at \$279,455 (~54%)
- Supports enhanced online marketing (google ads) to target online shoppers seeking weekend getaways and draw them to the area for extended stays, resulting in overnight lodging, dining & shopping within our City



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Seasonal/Event Specific Marketing Plan

North TX Jellystone Park

Event/Season	Dates	Total days
Fall-O-Fun Event	October 2024	13
Thanksgiving Holiday Break Event	November 2024	10
Christmas Holiday Break Event	December 2024	17
Spring Break 2024	Jan-March 2025	9
Spring Break Camp Event	March-April 2025	9
Fall Festival 2025	Sept 2025	15

NTJP's Search Engine Marketing Enhancement project is to increase awareness of public events at NTJP to potential visitors outside of the DFW metroplex (50+ mile radius) and attract them to stay in the park while enjoying various annual events and activities. Increasing awareness and stays in-turn would increase bookings and contributions by NTJP to the Hotel/Motel tax base. In FY 2024 **approx. 55%** of reservations booked at NTJP were from outside the 50 mile radius.



COUNCIL CONSIDERATIONS

- In accordance with 2020 policy revisions, Council may grant up to 50% of the projected revenue for tax grant applications.
- An amount of \$130,000 was tentatively budgeted for Hotel/Motel tax grants.
- It is at Council's discretion to grant funding to events as applied for or alter grant amounts in an attempt to fit within the budgeted amount of \$130,000.
- A decrease of **20%** per requested amount would allow grants to align with \$130,000 budget as entered by Staff.



COUNCIL ACTIONS REQUESTED

- Approve, deny or modify a resolution awarding FY 2025 hotel occupancy tax fund grants for the budgeted amount of \$130,000.
- North Texas Jellystone application is contingent on them being up to date on their Hotel/Motel taxes being paid by October 1, 2024.

Questions / Comments
