

Hotel/Motel Grant applications

Hot/Mot Grant Applications FY 2024

By the Numbers

- Current Fund Balance = \$305,864 (as of 4/1/2023)
- Projected Annual Revenue = \$450,000
- FY 2020 Awards = \$70,500
- FY 2021 Awards = \$56,500
- FY 2022 Awards = \$110,000
- FY 2023 Awards = 158,000

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



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 2024

- April 7 – Announce the HOT/MOT Process via press release, email, social media platforms
- April 21 – HOT/MOT Applications Due
- April 24 – Staff Committee reviews for compliance/completeness and gives comments to applicant
- April 28 – Applicant to respond with any corrections
- May 1 – Applicant notified if committee intends to recommend project for award
- July 6- Applications presented to City Council

The amount approved by City Council tonight will be incorporated into the upcoming budget



Hot/Mot Grant Applications FY 2024

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 (advertising costs)
7. Applicant is issued reimbursement for eligible expenses **up to** approved grant amount

EVENT	APPLICANT	FUNDS REQUESTED	PREVIOUS AWARD	EST. ATTENDANCE	BUDGET OVERVIEW
Harvest Moon Festival	Local Life	\$5,000	\$5,000 ('22)	400	Submitted
Party at the Pavilion	Local Life	\$6,000	\$5,000 ('22)	1,800	Submitted
St. Paddy's Pub Crawl	Local Life	\$6,000	\$6,000 ('22)	500	Submitted
City on a Hill	Crazy 8 Ministries	\$12,000	\$8,000 ('22)	3,000	Submitted
Burleson Vine Hop Festival (2023)	Vagabond Productions	\$20,000	\$10,000 ('22)	2,500	Submitted
Burleson Vine Hop Festival (2024)	Vagabond Productions	\$10,000	\$10,000 ('22)	2,500	Submitted
BTX BBQ Fest	RHGLTD, LLC	\$25,000	N/A- New	3,000	Submitted
Museum/Visitors Center/Founders Day	Heritage Foundation	\$15,000	\$10,000 ('22)	7,500	Submitted
BTX Brew Fest	Venture Mathis LLC	\$17,000	\$17,000 ('22)	5,000	Submitted
Events Marketing Campaign	Jellystone Park	\$75,000	\$50,000 ('22)	15,000	Submitted

Projected Revenue:
\$450,000

Grant Requests Total:
\$191,000 (approx. 42.44%)



Harvest Moon Festival

Local Life Magazine &

Marketing
Application Synopsis

- Support for 3rd annual event featured at the Standard at Chisenhall

Requested Grant

- \$5,000

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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Party at the Pavilion

Local Life Magazine &

Marketing Application Synopsis

- Support for annual event centered around the City hosted 4th of July fireworks/concert

Requested Grant

- \$6,000

Additional information

- Provides funds to extend promotion/advertisement reach to surrounding areas for out of town visitors.
- Provides additional parking, visibility, and nearby community attraction in conjunction with the City's most attended annual event



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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 10th 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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Burleson Vine Hop Festival

Cross Timbers Wine Trail

Application Synopsis

- Funds to support marketing for 3rd annual Wine, Bistro, Brew Crawl (now Vine Hop Festival)

Requested Grant

- \$20,000 (2023)
- \$20,000 (2024)

Additional Information

- Event brings wine connoisseurs to the Old Town district; highlighting a wide variety of vendors with an emphasis on wine vending
- Grant funds assist with marketing costs including: event website, digital marketing, professional ad agency, radio advertising and printed marketing material
- Organizer intends to host event in September rather than November beginning in 2024, which means he two upcoming would fall within the same fiscal year



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Burleson Visitor Center/Museum

Heritage Foundation

Application Synopsis

- Continued funding of Visitors Center and museum
- Support for annual Founder's Day event in Old Town

Requested Grant

- \$15,000

Additional Information

- Proven strong link between Heritage Foundation and tourism asset of Old Town Burleson.
- Support of annual event showcasing Burleson's heritage and the founding of the city.
- April 2023: Heritage Museum welcomed **533** visitors from **23** states



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BTX BBQ Fest

RHGLTD, LLC

Application Synopsis

- Support for newly created event highlighting local artists & food vendors

Requested Grant

- \$25,000

Additional Information

- Provides support for newly created annual event promoting BBQ competitors from across the state. Grant funds assist with marketing costs including: television ads, Google search engine, billboard space and local magazine publication
- Event intends to promote local vendors and food establishments and provide live music on stage while patrons sample BBQ contest entries



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BTX Brew Fest

Venture Mathis, LLC

Application Synopsis

- Support for 3rd annual BTX Brew Fest Event

Requested Grant

- \$17,000

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 67 days.

Requested Grant

- \$75,000

Additional Information

- Of the estimated \$450,000 in HOT revenue expected, NTJP's contribution is estimated at \$250,000 (56%)
- 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 Fiesta Weekends	Fri-Sun; 9/29/23-10/29/23	17
Thanksgiving Holiday Break Event	Daily; 11/17/23-11/26/23	10
Christmas Holiday Break Event	Daily; 12/21/23-1/7/24	18
Spring Break 2023	Daily; 3/8/24-3/17/24	10
Old Fashioned Camping Weekends	Fri-Sun; 4/5/24-4/26/24	12
		<u>67</u>

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 2023 **over 52%** of reservations booked at NTJP were from outside the 50 mile radius.



COUNCIL ACTIONS REQUESTED

- Approve, deny or modify a resolution awarding FY 2024 hotel occupancy tax fund grants as presented in the amount of \$191,000

Questions / Comments
