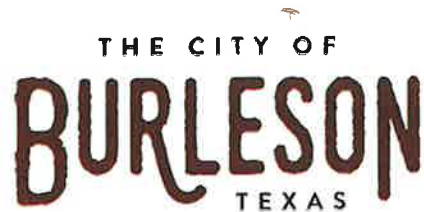


# **BTX BBQ Fest**



## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
  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 should be submitted via email to [ivannoy@burlesontx.com](mailto:ivannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.



## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 reviewed by 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 on advertising materials.

## 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:

RHGLTD, LLC

Project / Event(s):

BTX BBQ Fest

Signature by Agent of Applicant:

Amber Rouse

Printed Name of Agent:

Amber Rouse

Date of Signature:

4/20/23

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## APPLICATION

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

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: RHGLTD, LLC
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Amber Rouse
4. Address: 137 S Wilson St
5. Phone Number: 817-713-3935
6. E-Mail Address: Amberrouse3935@gmail.com
7. Website: N/A

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: BTX BBQ Fest
2. Total amount requested to promote this event or activity \$ 25,000
3. Location of Event: Mayor Calvin Plaza
4. Date(s) of Event: 4/12/24 - 4/13/24 Time: all day until 8 on 4/13
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.  
We will invite BBQ competitors from across the state to compete for prizes and they will stay locally
6. Has the organization applied for funds for this event before? Yes ☐ No ☒
7. Is this event one-time-only or recurring? recurring

8. Is there a registration/entrance fee per visitor? Yes No

9. 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 any hotel room expenses? Yes No

If yes, what percentage? \_\_\_\_\_

2. Projected attendance: 3000.00

3. Previous year's attendance (if applicable): N/A

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

This is a family friendly event that  
will promote local vendors, local  
food and bring in vendors from  
other areas.

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

Through ticket and booth  
Sales through online ticketing  
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. 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.

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.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Online Social Media Ads		5000.00
Billboards		7500.00
Paper Ads		2500.00
TV		12500.00

*\*Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 25,000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

Business Sponsorships



**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

RHGLTD, LLC

Organization Name

BTX BBQ Fest

Project/Event

Amber Rouse

Printed Name of Applicant

AR

Signature of Applicant

4/20/23

Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on 4/21/23 by Joni Van Noy  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

# BTX BBQ FEST 2024

Marketing		Budget
Local Life		2500
Billboard		7500
Google		5000
TV		12500
Total		\$27,500
Logistics		Budget
Temp Fencing		2500
Event Security		1000
Total		\$3,500
Entertainment		Budget
Band #1		10000
Band #2		5000
Meet and greet		5000
Total		\$20,000
Other		Budget
Incidentals		1000
Total		\$1,000
Total		\$52,000



# **BTX Brew Fest**



## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
  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 should be submitted via email to [jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 reviewed by 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 on advertising materials.

## 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

Project / Event(s): BTX Brewfest

Signature by Agent of Applicant: 

Printed Name of Agent: Brooke Mathis

Date of Signature: April 20, 2023

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## **APPLICATION**

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

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 Str, Suite D, Burleson TX 76028
5. Phone Number: 817-564-3068
6. E-Mail Address: brooke.btxbrewfest@gmail.com
7. Website: www.btxbrewfest.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: BTX Brewfest
2. Total amount requested to promote this event or activity \$ 17,000
3. Location of Event: Mayor Vera Calvin Plaza and surrounding area
4. Date(s) of Event: October 7, 2023 Time: 2-9pm
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

Because this event has alcohol for the attendees, we promote visitors to stay locally and not drive. We will partner with the Burleson Hotels as well as JellyStone to offer promo codes and rates. This will be marketed on all social media as well as the website. The information is also included when an attendee purchases an online ticket.

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



8. Is there a registration/entrance fee per visitor? Yes No

9. 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 any hotel room expenses? Yes No

If yes, what percentage? 100%

2. Projected attendance: 5000

3. Previous year's attendance (if applicable): 3500

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

Our attendance goal this year is 5000. By incorporating an art aspect and a stronger music lineup, we feel as though our reach will go much further and will attract a larger audience.

Steps to achieve these goals:

Marketing and Promotion: The festival will advertise through various media channels like social media, magazines, newspapers, and radio. They will also collaborate with influencers or sponsors to reach a wider audience.

Offering Early Bird Discounts: Offering discounted prices on tickets during the early bird period will encourage attendees to purchase tickets in advance.

Improving the Festival Experience: A great festival experience can be achieved through offering engaging activities, quality entertainment, delicious food, and beverages, and a comfortable environment. Providing exceptional services to attendees can enhance the overall experience and encourage them to return the following year.

Partnering with Local Businesses: By partnering with local businesses, the festival can promote the event to a wider audience. The festival can offer discounts on tickets to customers of the businesses, and in turn, the businesses can promote the festival to their customers.

Using Targeted Advertising: The festival will use targeted advertising to reach specific demographics that may be interested in attending the festival.

Creating Social Media Buzz: The festival can create a buzz on social media platforms by encouraging attendees to share their experiences and using hashtags to promote the event. This will help create hype around the festival, and encourage more people to attend.

Overall, by utilizing these strategies, a festival can increase its attendance goals and create a successful and memorable event.

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

All online ticket purchases will include zip code information - we are also looking at merchant service options to do this day of as well. We have the ability thru our ticketing service to pull these reports at any time.

---

**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. 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.

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.):

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

---

Please See Attached Document "Marketing & Advertising Budget"

---

---

*\*Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$23,000
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 monies raised.

**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Venture Mathis, LLC

Organization Name

BTX Brewfest

Project/Event

Brooke Mathis

Printed Name of Applicant

Signature of Applicant

Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on 4/20/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

BTX Brewfest Budget Overview			
Category			Budget
Marketing			
Radio			4752
Social Media			8000
Tshirts			3000
glasses			2000
Mailers			2717
posters/flyers			600
koozies			800
swag bags			2000
video			1000
FW Weekly/Dallas Weekly			5000
Logistics			
Temporary Fencing			1000
Portable Toilets			1300
Security			2000
Barricades			1200
Stage			5000
PD			1800
EMSA			800
signage			900
light towers			3000
city permit			250
Insurance			1300
dumpster			500
ice			1000
tables & chairs			600
Entertainment			
kid zone			550
emcee			500
Music			15000
Other			
Misc items			2000
legal/admin/accounting			5000
day of devices			1200
Staff			
event staff			5000
		Total Budget	79769

## BTX Brewfest Marketing & Advertising Budget Strategy

### Funding and Marketing

#### D1.

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
Metro Mailer	Printed mailers to homes in the following zipcodes: 48035 48113 48143 48217 48221 48251 48309 48367 48425 48439	2717
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
Jason D. -videographer	Video creation for content and ads	1000

Total Budgeted Advertising

\$21,469

**Total Requested from HOTMOT**

**\$17,000**

# **City on a Hill**



## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
  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 should be submitted via email to [jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 reviewed by 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 on advertising materials.

## 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 20, 2023

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## **APPLICATION**

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

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: lisa@crazy8ministries.com / liz@crazy8ministries.com
7. Website: www.crazy8ministries.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: City On A Hill Festival
2. Total amount requested to promote this event or activity \$ 12,000
3. Location of Event: Burleson High School Parking Lot
4. Date(s) of Event: May 4th or 11th Time: 10am-2pm

5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

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

8. Is there a registration/entrance fee per visitor? Yes ☐ No ☒

9. 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 any hotel room expenses? Yes ☐ No ☒

If yes, what percentage? we will only pay for 1 room and that's if we have a need for staff to stay closer to the event location

2. Projected attendance: 3,000 patrons

3. Previous year's attendance (if applicable): pre-covid, we hit 3,500 / post covid, we hit 1,500 and we expect to grow it back

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

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

We plan to achieve this by placing roadside banners around Johnson County, billboard advertisements, storefront flyers hung around the county, social media ads, business networking relationships, and marketing videos.

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

All vendors register ahead of time. IF we can find a hotel to partner with, 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 be able to track hotel use for our event with partnering hotel. 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. 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.

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.):

<b>Payee/Vendor</b>	<b>Description of Expense</b>	<b>\$ Amount</b>
<i>EX: Austin Statesman-News</i>	<i>1/4 page ad week of Sep 14</i>	<i>\$550</i>
Cool Dog Graphics	Roadside Banners, Store Front Flyers, Other signage	\$3,000
Lamar	Billboard Advertising	\$5,300
Still sourcing vendor, probably Local Life	Social Media Advertising	\$2,000
The Journey, Hank/Ranch, get quotes from others	Radio Advertising	\$4,200
Cleburne Times Review	Newspaper Advertising	\$500

*\*Use additional sheet of paper 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

---

**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 event/project. 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

**Elizabeth Hargrove**

Printed Name of Applicant

*Elizabeth Hargrove*

Signature of Applicant

**3/20/2023**

Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on 4/20/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)



**2024 City On A Hill Budget  
numbers based off 2022-2023**

<b>Marketing</b>			<b>Budgeted</b>
	Vendor Booth at other event		\$ 50.00
	Billboard I35 Northbound		\$ 2,275.00
	Billboard I35 Southbound		\$ 2,025.00
	Billboard along 174		\$ 1,000.00
	Roadside Banner		\$ 1,500.00
	City Permits for Banners		\$ 200.00
	Storefronts		\$ 500.00
	Site Map Design		\$ 100.00
	COH Promo Video		\$ 500.00
	Sponsor Signage	Other Signage needed	\$ 700.00
	Social Media		\$ 2,000.00
	88.3 Journey Radio Ad		\$ 475.00
	Hank FM Radio Ad		\$ 1,473.00
	The Ranch Radio Ad		\$ 1,250.00
	Additional Radio Ad		\$ 1,000.00
	Cleburne Times Review		\$ 350.00
		Marketing Total	\$ 15,398.00
<b>Logistics</b>			<b>Budgeted</b>
	Planning Meetings	Food / Supplies	\$ 100.00
	Misc. Supplies		\$ 200.00
	gas, first aid kit, other		
	Event Staff Shirts		\$ 300.00
	Contracted Labor	Labor	\$ 2,000.00
	Rentals	Equipment Rental	\$ 1,200.00
	Petting Zoo		\$ 750.00
		Logistic Total	\$ 4,550.00
<b>Entertainment</b>			<b>Budgeted</b>
	Sound System	Logan	\$ 450.00
		Entertainment Total	\$ 450.00
<b>General Fund</b>			<b>Budgeted</b>
	Non-Allocated / Incidentals		\$ 500.00
<b>TOTAL BUDGET</b>			<b>\$ 20,898.00</b>

## **Crazy8 Ministries**

### **City on a Hill Festival's Long-Range Goals**

Our long-range goals for City on a Hill are to continue to provide a platform for all the pillars of our community to come together on one playing field with one purpose; to celebrate each other as well as give back to the people and to cultivate unity, community, and friendship among local businesses, schools, churches, non- profits and city organizations.

We want to grow our free services, activities, and resources to the patrons of our community and continue to provide a day of FREE fun for families. It is our desire to help be a part of navigating information to people.

We want to grow our selling vendor platform. Per request of the patrons of City on a Hill, we have added the option for vendors to sell items at the festival. This will provide an opportunity for small and at-home business, as well as all other vendors, to share about their products & services and allow our community to immediately take advantage of items they are selling. We want to see our vendors not only network & market but be able to make their day profitable while doing so.

We intend to continue growing our partnerships with the schools, chamber, city, businesses and churches specifically as it relates to City on a Hill. We also intend to continue to poll the patrons each year in regard to their feedback and desires City on a Hill.

We intend to grow the event to include surrounding areas and draw other businesses, services and resources into our areas in order to more effectively provide for and serve the patrons of Burleson.

# Harvest Moon Festival



## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
  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 should be submitted via email to [jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 comingle 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 reviewed by 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 on advertising materials.



## 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: 4GMARKETING/ LOCAL LIFE MAGAZINE

Project / Event(s): Harvest Moon Festival

Signature by Agent of Applicant: \_\_\_\_\_

Printed Name of Agent: Tiffany Griffin

Date of Signature: 4/20/2024

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## **APPLICATION**

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

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: 4g Marketing/ Local Life Magazine
2. 501c3 or c6 non-profit organization? ☐ Yes ☒ No
3. Contact Name: Tiffany Griffin
4. Address: 809 Royal Oak Ln, Burleson TX 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetx.com
7. Website: www.locallifetx.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: Harvest Moon Festival
2. Total amount requested to promote this event or activity \$ 5,000
3. Location of Event: The Standard at Chisenhall
4. Date(s) of Event: October 7 Time: 5PM
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.  
I will call the local hotels and ask for a coupon code. I will promote the code
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring

8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

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

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

**C. VISITOR IMPACT**

1. Projected use of overnight rooms: <sup>50</sup>\_\_\_\_\_

Will the applicant be paying for any hotel room expenses? ☒ Yes ☒ No

If yes, what percentage? \_\_\_\_\_

2. Projected attendance: <sup>400</sup>\_\_\_\_\_

3. Previous year's attendance (if applicable): <sup>500</sup>\_\_\_\_\_

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

I will increase my attendance this year by offering more incentives to pa  
\_\_\_\_\_

This will be the second event and I am going to have more shopping an  
\_\_\_\_\_

We have more promotional media to help promote the event this year.  
\_\_\_\_\_

\_\_\_\_\_

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

We will do our best to track where they come from at the check in table.

---

---

---

**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. 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.

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.):

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

*\*Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

I use sponsorship to help put on the event and buy supplies. See attached ex

**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

4G Marketing/Local Life Magazine  
\_\_\_\_\_  
Organization Name

Harvest Moon  
\_\_\_\_\_  
Project/Event

Tiffany Griffin  
\_\_\_\_\_  
Printed Name of Applicant

  
\_\_\_\_\_  
Signature of Applicant

4/20  
\_\_\_\_\_  
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvanoy@burlesontx.com](mailto:jvanoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

## Harvest Moon Budget Overview

Shirts	\$280.50
DJ/Live Musiic	\$1,500.00
Workers	\$500.00
Lanterns	\$1,200.00
Signs	\$179.80
Social Media Ad Spend	\$1,200.00
Billboard	\$1,200.00
Social Media MGMT	\$500.00
Print ads	\$3,000.00
	<b>\$9,560.30</b>

Printed ads do not include Local Life Magazine\*

# **Burleson Heritage Museum & Visitor's Center**

## 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: BURLESON HERITAGE FOUNDATION

Project / Event(s): FOUNDERS DAY, VISITORS CENTER MUSEUM

Signature by Agent of Applicant: \_\_\_\_\_

Printed Name of Agent: \_\_\_\_\_

Date of Signature: \_\_\_\_\_

NEAL JONES

4/10/2023

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## **APPLICATION**

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



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: BURLESON HERITAGE FOUNDATION
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: NEAL JONES
4. Address: 124 ELLISON ST BURLESON TX
5. Phone Number: 817-343 2589
6. E-Mail Address: NEALJONES@SBC GLOBAL.NET
7. Website: CITY OF BURLESON

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: FOUNDERS DAY / VISITORS CENTER
2. Total amount requested to promote this event or activity \$ 15000.
3. Location of Event: VERA CALVIN PLAZA
4. Date(s) of Event: OCTOBER 14 2023 Time: 9 TO 4
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.  
EVENT HAS BEEN GOING FOR 23 YEARS  
AND PULLS VISITORS FROM FAR AND WIDE  
ADDS IN STATE WIDE PUBLICATIONS
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event one-time-only or recurring? RECURRING 25 YEARS.

8. Is there a registration/entrance fee per visitor?

☐ Yes

☒ No

9. 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: 100 to 300

Will the applicant be paying for any hotel room expenses?

☐ Yes

☒ No

If yes, what percentage? NO

2. Projected attendance: FOUNDERS DAY 2000 TO 3000,

3. Previous year's attendance (if applicable): 2000,

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

3000 GOAL FOR 2023

DISTRIBUTION OF BROCHURES

IN TEXAS AND SURROUNDING STATES

GREAT TEXAS LINE PRESS

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

FROM GUEST BOOK AND  
TALKING TO VISITORS

**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. 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.

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.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
	PRINTING AND DESTITUTION OF	
	BROCHURES IN TEXAS AND	
	SURROUNDING STATES	2398.02
	STATE PUBLICATIONS	800.00
	CERTIFIED FOLDER DISPLAY	65.00

\*Use additional sheet of paper if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 3198.02
3. What are other sources of funding used for the advertising/promotion of this activity/event?

FROM BURLESON HERITAGE FOUNDATION

**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

BURLESON HERITAGE FOUNDATION  
Organization Name

FOUNDERS DAY / VISITORS CENTER  
Project/Event

NICAL SOLIER  
Printed Name of Applicant

[Signature]  
Signature of Applicant

APRIL 10 - 2023  
Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on 4/17/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

## Budget B.H.F for 2023

### Income

City	15000 .00
Donations	500.00
Dews	384.00
Donations	989.00
Miss	300.00
Total Income	17173.00

### Expense

Att	780.00
Stuff for sale	700.00
Historic marker	1011.00
Insur	3741.00
Security	479.88
Folder Display	780.00
Printing	337.00
Brochures	2398.00
Donations out	1000.00
Move shop	700.00
Founders day	2500.00
Flowers	174.00
Repair cars	1200.00
Cleaning cars	300.00
Chamber	130.00
Historic marker	1011.00
Total Expense	16329. 51

# **North Texas Jellystone Park- Seasonal Events campaign**





## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
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 should be submitted via email to [jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7-** Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24-** EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.



## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 reviewed by 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 on advertising materials.

### APPLICATION

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



## 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: Marcie Purviance

Printed Name of Agent: Marcie Purviance

Date of Signature: 4/20/23

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## APPLICATION

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



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: marcie@northtexasjellystone.com
7. Website: NorthTexasJellystone.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: North Texas Jellystone Park™ Camp-Resort Themed Events; 1) Fall Fiesta Weekends-All of October; 2) Thanksgiving Holiday Break Event November 3) Christmas Holiday Break Event December/January;
2. 4) Spring Break March 2024 Two Weeks (based on school calendars);  
5) "JellyPalooza" Weekends- All of April
3. Total amount requested to promote this event or activity \$ 75,000.
4. Location of Event: North Texas Jellystone Park™
5. **Date(s) of Event 1:** 9/29-10/1/23; 10/6-9/2023; 10/13-15/2023; 10/20-22/2023;  
10/27-29/2023 **Time:** Weekends - Fri 4-9p; Sat 9a-9p; Sun 9a-Noon  
**Date(s) of Event 2:** 11/17 – 26/2023 **Time:** Thanksgiving Break 11/17 4-  
9p; 11/18 – 21/2023 9a-9p; 11/22/23 9a-6p; 11/24 -25/2023 9a-9p; 11/26/23 9a-  
Noon  
**Date(s) of Event 3:** 12/21/2023- 1/7/2024 **Time:** Christmas Break 12/21-  
24/2023 9a-9p; & 12/26/23-1/6/2024 9a-9p; 1/7/2024 9a-Noon  
**Date(s) of Event 4:** 3/8-17/2024 **Time:** Week 1 Primary full days  
dates tentatively 3/8 4-9p; 3/9-3/16/2024 9a-9p; 3/17/24 9a-Noon; Week 2 half  
days Noon-6pm (week 2 dates pending on majority school calendars in the DFW



Metroplex

**Date(s) of Event 5:** 4/5-7/2024; 4/12-14/2024; 4/19-21/2024; 4/26-28/2024

**Time:** Weekends - Fri 4-9p Sat 9a-9p Sun 9a-Noon

6. Identify action steps to promote hotel stays in Burleson in correlation with your event.

North Texas Jellystone Park™ offers a variety of family-friendly themed weekend and weekly events, which are promoted through many channels/tactics, including targeted digital marketing campaigns. The marketing of these events attracts families with children 2-12 years of age searching for a family getaway and directs them to the park website and encourages them to book a reservation to stay at the park in the available lodging accommodations. Guests may choose from several available accommodation options which include glamping units, RV/tent sites, to enjoy all the activities and events offered.

The proposed Digital Marketing Enhancement Project aims to expand/increase the awareness of North Texas Jellystone Park™ beyond the DFW Metroplex (50+ mile radius) and attract more visitors to stay in the park.

Moreover, guests often venture into the City of Burleson to explore local attractions, dine at restaurants, and shop at stores during their stay, thus generating additional revenue for the City. The proposed project aims to further expand the park's reach and attract even more visitors, which would benefit both North Texas Jellystone Park™ and the City of Burleson.

By increasing awareness and bookings, the enhancement program will, by default, increase contributions to the City of Burleson hotel/motel tax base. Recent data shows that in FY 2023 between 10/1/22 and 3/31/23, since launching the Enhanced Search Engine Marketing campaigns supported by Hot/Mot grant funds awarded for FY 2023, the number of visitors sourced from guests with zip codes outside the 50+ mile geographical targeted area has been over 52% of all reservations made. This is an increase over the previous year for the same period. Please see the supporting documentation for details.

7. Has the organization applied for funds for this event before? ☒ Yes ☐ No

8. Is this event *one-time-only* or *recurring*? This is multiple stand-alone events occurring throughout the year.



9. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

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: Reservation bookings of guests outside the 50+ mile radius of Burleson, Texas in FY 2022 between 10/1/21 to 3/31/22 was 49% of total reservations. In FY 2023 between 10/1/22 to 3/31/23 (during the time Hot/Mot grant funds were being used) the number of reservations sourcing from outside the 50+ mile radius is higher. Additionally, the combination of new glamping/camping amenities coming online in May 2023, and creating increased awareness of these lodging accommodations will also create additional contribution to the hotel/motel tax base.

2. Will the applicant be paying for any hotel room expenses? Yes ☒ No

If yes, what percentage? \_\_\_\_\_

3. Projected attendance: The projected attendance for the proposed events in FY 2024 without factoring in any of the new additional lodging amenities coming online in 2023 is over 15,000.

4. Previous year's attendance (if applicable): In FY 2022, the events are not congruent to all events for which funds were granted in FY2023, so a comparison would not be accurate.

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

North Texas Jellystone Park's proposed plan is to continually optimize the current marketing program tactics across all channels to



consistently attract additional new/repeat guests from beyond the 50+ mile radius of Burleson, Texas. With the additional support of hotel-motel tax grant funds, tourism will continue to increase.

6. Describe how the event will track out-of-town guests.

North Texas Jellystone Park's Marketing Department utilizes software to assist in attribution of website visitors/potential guests who are sourced from the proposed Digital Marketing Enhancement Campaign to the NorthTexasJellystone.com website. Additionally, North Texas Jellystone Park's booking engine identifies guest bookings by city, state, and zip code. Reports can be compiled to identify those guests coming from locations outside the 50+ mile radius target.

#### **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. 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.

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.):

<b>Payee/Vendor</b>	<b>Description of Expense</b>	<b>\$ Amount</b>
<i>EX: Austin Statesman-News</i>	<i>1/4 page ad week of Sep 14</i>	<i>\$550</i>
<i>Google AdWords</i>	<i>Search Engine and Targeted Display Marketing</i>	<i>\$15,000 per each of 5 events between 10/1/23 – 9/30/24 Outlined in Section B</i>

*\*Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$75,000- The increased request is due to inflationary factors
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 all regularly utilized channels to promote the park and attract visitors both from within and outside the 50+ mile radius of Burleson, Texas.



**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.

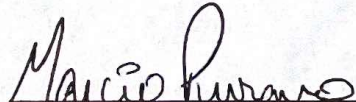
**APPLICANT:**

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

North Texas Jellystone Park™  
Organization Name

Digital Marketing Program Enhancement/Fall Fiesta; Thanksgiving Holiday;  
Christmas Holiday; Spring Break 2024; Jelly Palooza;  
Project/Event

Marcie Purviance  
Printed Name of Applicant

  
Signature of Applicant

4/20/23  
Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on 4/20/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

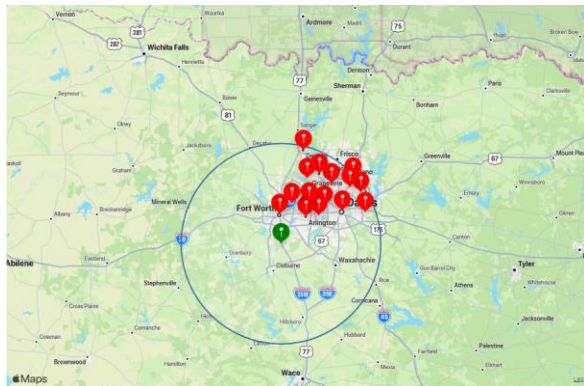
BTX EVENT BUDGET OVERVIEW				
North Texas Jellystone Park™ Digital Marketing Enhancement Program FY 2024				
<b>MARKETING</b>				<b>BUDGET</b>
Billboard (6 wks)				
Radio promo				
Social Media ads				
Google Ad Sense	October 1- 25, 2023	November 1-21 2023	December 1-31, 2023	<b>\$45,000</b>
	January 15 - February 15, 2024	March 15 - April 15, 2024		<b>\$30,000</b>
<b>LOGISTICS</b>				<b>BUDGET</b>
Temp. fencing				
Portable toilets				
Event security				
<b>ENTERTAINMENT</b>				<b>BUDGET</b>
Band #1				
Kids Zone				
<b>OTHER</b>				<b>BUDGET</b>
Incidentals				
<b>TOTAL</b>				<b>\$75,000</b>

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

April 21, 2023

## Search Engine Marketing Enhancement Program for FY 2023 Results

### Potential Customers Target Outside 50+ Mile Radius of Burleson, Texas



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

**October 1, 2022 – March 31, 2023**

Total Reservations Including RV sites, cabins, tent sites, golf carts and facilities. **6,522**

Of that total, **52%** were **sourced** from outside the geographic target, compared to **49%** for the **same period** of the previous fiscal year.

---

### Website Visitors – Previous Year-Prior to Hot/Mot Funds Grant

**FY 2022 Period 10/1/21 – 3/31/22**

**50,607 users** attributed to **all** Search Engine Marketing Campaign to NorthTexasJellystone.com

**Annual FY 2022 10/1/21 – 9/30/22**

**123,179 users** attributed to **all** Search Engine Marketing Campaigns to NorthTexasJellystone.com

**FY 2023 10/1/22 – 3/31/23 – Comparison same period FY 2022 – This year to date**

**49,164 TOTAL USERS** attributed, to date, **all** Search Engine Marketing Campaign to NorthTexasJellystone.com

**15,217 users** attributed to **Tourism** Search Engine Marketing Campaigns to NorthTexasJellystone.com

**31% of users** to the website resulted from the Tourism Enhanced Search Engine Marketing Campaigns for this period.

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

April 21, 2023

## FY 2023 Tourism Campaign Results Overview

Total Expenditure 10/1/22 to 3/31/23 = \$39,335.75

Oct 22		Nov 22		Dec 22		Jan-Feb 23		Mar- Apr 23	Total
\$4,045.83	\$4,519.29	\$4,832.57	\$4,132.00	\$4,687.90	\$ 6,946.53	\$7,283.26	\$ 2,887.37	Pending	
	\$8,565.12		\$8,964.57		\$11,634.43		\$10,170.63		\$ 39,334.75

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

**Leads** = Calls/E-news Subscription

**Clicks** = Advance to Website

Search (SEM)		Display (OTT/Targeted)	
<b>October</b>		<b>October</b>	
Campaign	<b>SEM</b> - Tourism 10/1 - 10/9	Campaign	<b>OTT</b> 10/6 - 11/10
Impressions	6,278	Impressions	87,403
Clicks	874	Clicks	83
Leads	45		
Web Events	284		
	<b>SEM</b> Tourism 10/10 - 10/22	Campaign	<b>TD</b> 10/12 - 11/18
Campaign	10/22	Impressions	569,886
Impressions	34,155	Clicks	636
Clicks	3,103		
Leads	112		
Web Events	434		
<b>November</b>		<b>November</b>	
Campaign	<b>SEM</b> Tourism 11/8 - 11/19	Campaign	<b>OTT</b> 11/10 - 12/5
Impressions	24,566	Impressions	77,745
Clicks	1,647	Clicks	54
Leads	44		
Web Events	218		
<b>December</b>		<b>December</b>	
Campaign	<b>SEM</b> Tourism 12/3 - 12/17	Campaign	<b>OTT</b> 12/6 - 1/1
Impressions	22,527	Impressions	80,044
Clicks	2,418	Clicks	157
Leads	82		
Web Events	458	Campaign	<b>TD</b> 12/6 - 1/1
		Impressions	442,749
		Clicks	522
<b>January/February</b>		<b>January/February</b>	
Campaign	<b>SEM</b> Tourism 1/10 - 2/14	Campaign	<b>TD</b> 1/13 - 2/16
Impressions	27,892	Impressions	512,742
Clicks	2,769	Clicks	855
Leads	62		
Web Events	639		
<b>March/April</b>		<b>March/April</b>	
Campaign	<b>SEM</b> Tourism 3/2 - 4/9	Campaign	<b>TD</b> 3/2 - 4/9
Impressions	22,382	Impressions	434,305
Clicks	4,602	Clicks	704
Leads	154		
Web Events	275		

# **Party at the Pavilion**



## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
  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 should be submitted via email to [jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.



## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 comingle 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 reviewed by 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 on advertising materials.

## 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: 4GMARKETING/ LOCAL LIFE MAGAZINE

Project / Event(s): Harvest Moon Festival

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Griffin

Date of Signature: 4/20/2024

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## **APPLICATION**

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

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: 4g Marketing/ Local Life Magazine
2. 501c3 or c6 non-profit organization? ☐ Yes ☒ No
3. Contact Name: Tiffany Griffin
4. Address: 809 Royal Oak Ln, Burleson TX 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetx.com
7. Website: www.locallifetx.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: Harvest Moon Festival
2. Total amount requested to promote this event or activity \$ 5,000
3. Location of Event: The Standard at Chisenhall
4. Date(s) of Event: October 7 Time: 5PM
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.  
I will call the local hotels and ask for a coupon code. I will promote the code
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring

8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

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

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

**C. VISITOR IMPACT**

1. Projected use of overnight rooms: <sup>50</sup>\_\_\_\_\_

Will the applicant be paying for any hotel room expenses? ☒ Yes ☒ No

If yes, what percentage? \_\_\_\_\_

2. Projected attendance: <sup>400</sup>\_\_\_\_\_

3. Previous year's attendance (if applicable): <sup>500</sup>\_\_\_\_\_

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

I will increase my attendance this year by offering more incentives to pa  
\_\_\_\_\_

This will be the second event and I am going to have more shopping an  
\_\_\_\_\_

We have more promotional media to help promote the event this year.  
\_\_\_\_\_

\_\_\_\_\_

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

We will do our best to track where they come from at the check in table.

---

---

---

**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. 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.

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.):

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

*\*Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

I use sponsorship to help put on the event and buy supplies. See attached ex

**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

4G Marketing/Local Life Magazine  
\_\_\_\_\_  
Organization Name

Harvest Moon  
\_\_\_\_\_  
Project/Event

Tiffany Griffin  
\_\_\_\_\_  
Printed Name of Applicant

  
\_\_\_\_\_  
Signature of Applicant

4/20  
\_\_\_\_\_  
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

### **Party at the Pavilion Budget Overview**

Traffic Cones	\$193.00
Lowes	\$50.00
Wristbands	\$41.40
Signs	\$643.01
Coolers	\$80.00
Balloons	\$887.65
Workers	\$500.00
Cowboy Party Rentals for Bounce	\$354.35
Paint me a Smile and more	\$500.00
Ballon Artist	\$500.00
Lowes Suppliey	\$176.00
Sign Install	\$100.00
Petting Zoo	\$684.00
Social Media Ad Spend	\$1,200.00
Billboard	\$1,200.00
Social Media MGMT	\$500.00
Print ads	\$3,000.00
	<b>\$10,609.41</b>

Printed ads do not include Local Life Magazine\*



# **St. Patty's Day Pub Crawl**



## **GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS**

### **GENERAL INFORMATION**

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

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 has potential to 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 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.
  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 should be submitted via email to [jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
  - a statement of long range goals for the activity to be funded
  - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

## **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, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- 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 form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- 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 serving as proof of payment for qualified expenses.
- 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 reviewed by 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 on advertising materials.

## 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: 4GMARKETING/ LOCAL LIFE MAGAZINE

Project / Event(s): Harvest Moon Festival

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Griffin

Date of Signature: 4/20/2024

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## **APPLICATION**

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

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: 4g Marketing/ Local Life Magazine
2. 501c3 or c6 non-profit organization? ☐ Yes ☒ No
3. Contact Name: Tiffany Griffin
4. Address: 809 Royal Oak Ln, Burleson TX 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetx.com
7. Website: www.locallifetx.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: Harvest Moon Festival
2. Total amount requested to promote this event or activity \$ 5,000
3. Location of Event: The Standard at Chisenhall
4. Date(s) of Event: October 7 Time: 5PM
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.  
I will call the local hotels and ask for a coupon code. I will promote the code
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring



8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

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

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

**C. VISITOR IMPACT**

1. Projected use of overnight rooms: <sup>50</sup>\_\_\_\_\_

Will the applicant be paying for any hotel room expenses? ☒ Yes ☒ No

If yes, what percentage? \_\_\_\_\_

2. Projected attendance: <sup>400</sup>\_\_\_\_\_

3. Previous year's attendance (if applicable): <sup>500</sup>\_\_\_\_\_

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

I will increase my attendance this year by offering more incentives to pa  
\_\_\_\_\_

This will be the second event and I am going to have more shopping an  
\_\_\_\_\_

We have more promotional media to help promote the event this year.  
\_\_\_\_\_

\_\_\_\_\_

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

We will do our best to track where they come from at the check in table.

---



---



---

#### **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. 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.

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.):

<b>Payee/Vendor</b>	<b>Description of Expense</b>	<b>\$ Amount</b>
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Attached Budget overview attached		
<hr/>		
<hr/>		
<hr/>		
<hr/>		
<hr/>		

*\*Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

I use sponsorship to help put on the event and buy supplies. See attached ex

**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.

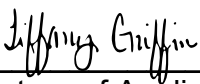
**APPLICANT:**

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

4G Marketing/Local Life Magazine  
\_\_\_\_\_  
Organization Name

Harvest Moon  
\_\_\_\_\_  
Project/Event

Tiffany Griffin  
\_\_\_\_\_  
Printed Name of Applicant

  
\_\_\_\_\_  
Signature of Applicant

4/20  
\_\_\_\_\_  
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/2023 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvanoy@burlesontx.com](mailto:jvanoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

### **St. Patty's Day Pub Crawl Budget Overview**

Bags and Pint Glasses	\$1,263.93
500 Green Goody Bags	\$245.99
Koozies	\$312.84
Bubble wrap for glasses	\$53.45
Shirts	280.5
St. Pattys Day Garb	\$173.87
Signs	179.8
Social Media Ad Spend	\$1,200
Billboard	\$1,200
Social Media MGMT	\$500
Print ads	\$3,000

Printed ads do not include Local Life Magazine\*

# **Burleson Vine Hop Festival**

## 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: Vagabond Productions

Project / Event(s): Burleson VineHop Festival

Signature by Agent of Applicant: Alex Tordiglione

Printed Name of Agent: Alex Tordiglione

Date of Signature: 4/21/2023

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## APPLICATION

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

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: Vagabond Productions / Granbury <sup>LLC</sup> <sup>501c3</sup>  
wine walk
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: Alex Tordiglione
4. Address: 613 Gold Bar Ln., Haslet, TX, 76052
5. Phone Number: (817) 929-1295
6. E-Mail Address: Alex@bulllionranch.com
7. Website: GranburyWineWalk.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: Burleson VineHop Festival
2. Total amount requested to promote this event or activity \$10,000
3. Location of Event: Mayor Vera Calvin Plaza
4. Date(s) of Event: 11/5/2023 Time: 11am-8pm
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

We will have a landing page dedicated for where to stay in Burleson. We will also run a "Book a room" Campaign.

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

8. Is there a registration/entrance fee per visitor? Yes No

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

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

**C. VISITOR IMPACT**

1. Projected use of overnight rooms: Goal is 1000 Rooms

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

If yes, what percentage? \_\_\_\_\_

2. Projected attendance: 2500

3. Previous year's attendance (if applicable): 800

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

Our goal is to sell 2500 tickets  
and allocate a portion of our  
marketing budget to digital marketing.  
Targeting areas surrounding the DFW  
outside of Burleson.



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

Our ticketing system will provide zip codes. We will generate a list and provide a detailed post event report.

#### 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. 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.

- 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 of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
<u>Website - \$3500</u> *Should already be built in 2024. Will allocate # else where.		
<u>Digital Marketing - \$2500 / Ad Agency - \$2500</u>		
• Social media/ Google / and other web based advertising		
<u>Print items - rack cards, t-shirts, tickets, glasses, etc. - \$5000</u>		
<u>Radio Promo - \$4000 / Local media outlets \$1500 - \$2000</u>		
*any other areas we see fit		
*Use additional sheet of paper if needed		

- Total advertising/promotion budget for the specific activity/event for which you are applying? \$20,000
- What are other sources of funding used for the advertising/promotion of this activity/event?

Local Sponsorships : B2B Marketing

**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Vagabond Productions  
Organization Name

Burleson Vine Hop Festival  
Project/Event

Alex Tordiglione  
Printed Name of Applicant

Alex Tordiglione  
Signature of Applicant

4/21/23  
Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on 4/21/23 by JV  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)

## Burleson VineHop Festival 2023

<b>Marketing</b>				<b>Budget</b>
Website				\$ 3,500.00
Digital Marketing				\$ 2,500.00
Ad Agency				\$ 2,500.00
Event Merch				\$ 5,000.00
Radio Adv				\$ 4,000.00
Local Adv. (Print Ads, Grassroots, Etc.)				\$ 1,500.00
<b>Logistics</b>				<b>Budget</b>
Facilities Mgmt				\$ 800.00
Security/First Aid				\$ 2,200.00
<b>Entertainment</b>				<b>Budget</b>
Musicans				\$ 7,500.00
<b>Other</b>				<b>Budget</b>
Misc. (Supplies, Expenses, Etc.)				\$ 450.00
<b>Total</b>				<b>\$ 29,950.00</b>

## 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: Vagabond Productions

Project / Event(s): Burleson Vinehop Festival

Signature by Agent of Applicant: Alex Tordiglione

Printed Name of Agent: Alex Tordiglione

Date of Signature: 4/21/2023

\*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

## APPLICATION

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



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: Vagabond Productions
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Alex Tordiglione
4. Address: 613 Gold Bar Ln., Haslet, TX 76052
5. Phone Number: (817) 929. 1295
6. E-Mail Address: alex@bullionranch.com
7. Website: Granbury WineWalk.com ; by 2024  
we should have BurlesonVinehop.com

**B. GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: Burleson VineHop Festival
2. Total amount requested to promote this event or activity \$10,000
3. Location of Event: Mayor Vera Calvin Plaza
4. Date(s) of Event: 9/21/2024 Time: 11am - 8pm

5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

We will have a landing page dedicated for where to stay in Burleson. We will also run a "Book a Room" Campaign.

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

8. Is there a registration/entrance fee per visitor? Yes No

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

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

**C. VISITOR IMPACT**

1. Projected use of overnight rooms: Goal is 1000 Rooms

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

If yes, what percentage? \_\_\_\_\_

2. Projected attendance: 2500

3. Previous year's attendance (if applicable): 800

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

Our goal is to sell 2500 tickets  
and allocate a portion of our  
marketing budget to digital marketing.  
Targeting areas surrounding the DFW  
outside of Burleson.

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

Our ticketing system will provide zip codes. We will generate a list and provide a detailed post event report.

#### 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. 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.

- 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 of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
<u>Website - \$3500</u> *Should already be built in 2024. Will allocate \$ else where.		
<u>Digital Marketing - \$2500 / Ad Agency - \$2500</u>		
• Social media / Google / and other web based advertising		
<u>Print items - rack cards, t-shirts, tickets, glasses, etc. - \$5000</u>		
<u>Radio Promo - \$4000 / Local media outlets \$1500 - \$2000</u>		
*any other areas we see fit      *Use additional sheet of paper if needed		

- Total advertising/promotion budget for the specific activity/event for which you are applying? \$20,000
- What are other sources of funding used for the advertising/promotion of this activity/event?

Local Sponsorships : B2B Marketing

**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 event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Vagabond Productions  
Organization Name

Burleson Vine Hop Festival  
Project/Event

Alex Tordiglione  
Printed Name of Applicant

Alex Tordiglione  
Signature of Applicant

4/21/23  
Date

**FOR ECONOMIC DEVELOPMENT USE ONLY**

Received on \_\_\_\_\_ by \_\_\_\_\_  
Date EDC Personnel

**FOR MORE INFORMATION**

Joni Van Noy  
EDC Coordinator  
City of Burleson, Texas  
817-426-9689  
[jvannoy@burlesontx.com](mailto:jvannoy@burlesontx.com)

Alex Philips  
Economic Development Director  
City of Burleson, Texas  
817-426-9613  
[aphilips@burlesontx.com](mailto:aphilips@burlesontx.com)



Burleson VineHop Festival 2024				
<b>Marketing</b>				<b>Budget</b>
Digital Marketing				\$ 2,500.00
Ad Agency				\$ 2,500.00
Event Merch				\$ 5,000.00
Radio Adv				\$ 4,000.00
Local Adv. (Print Ads, Grassroots, Etc.)				\$ 1,500.00
<b>Logistics</b>				<b>Budget</b>
Facilities Mgmt				\$ 800.00
Security/First Aid				\$ 2,200.00
<b>Entertainment</b>				<b>Budget</b>
Musicians				\$ 7,500.00
<b>Other</b>				<b>Budget</b>
Misc. (Supplies, Expenses, Etc.)				\$ 450.00
<b>Total</b>				<b>\$ 26,450.00</b>