

Hotel/Motel Grant applications

Hot/Mot Grant Applications FY 2026

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

- Projected YE Fund Balance = \$560,581.41
- FY24 Annual Revenue = \$591,614

Informational

- FY 2022 Awards = \$110,000
- FY 2023 Awards = \$158,000
- FY 2024 Awards = \$191,000
- FY 2025 Awards = \$130,000



Recent Changes to App/Process

City Council approved the following changes March 20, 2023

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

Hot/Mot Grant Applications FY 2026

- April 1 – Announce the HOT/MOT Process via press release, email, social media platforms
- April 11 – HOT/MOT Applications Due
- April 14 – Staff Committee reviews for compliance/completeness and gives comments to applicant
- April 16 – Applicant to respond with any corrections
- April 17 – Applicant notified if committee intends to recommend project for award
- June 16 – Applications presented to City Council

Hot/Mot Grant Applications FY 2025

Staff considerations

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



Hot/Mot Grant Timeline

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

EVENT	APPLICAN T	GRANT REQUEST	PREVIOUS AWARD	EST. ATTENDANCE	BUDGET OVERVIEW	LOCATION
Harvest Moon Festival	Local Life	\$8,000	\$6,000 ('24)	500	Submitted	Standard at Chisenhall
Halloween Pub Crawl	Local Life	\$8,000	\$6,000 ('24)	400	Submitted	Old Town
St. Paddy's Pub Crawl	Local Life	\$8,000	\$6,000 ('24)	500	Submitted	Old Town
City on a Hill	Crazy 8 Ministries	\$12,000	\$12,000 ('24)	4,000	Submitted	BHS
Ocho Loco 5K	Crazy 8 Ministries	\$3,000	N/A-New*	200	Submitted	Chisenhall Sports Complex
North TX Wine Jam	Lost Oak Winery	\$19,998	N/A-New*	850	Submitted	Lost Oak Winery
BTX Brew Fest	Venture Mathis, LLC	\$18,000	\$18,000 ('24)	5,000	Submitted	Plaza
TREE-Mendous Gala	ATHENA Society	\$5,000	N/A- New*	300	Submitted	Burleson Event Center
Center for ASD Christmas Ball	Center for ASD	\$7,350	N/A- New*	400	Submitted	Jellystone Park
Light Up the Night	Center for ASD	\$7,350	N/A- New*	1,500	Submitted	BRiCK

Projected Revenue:
\$591,614

Grant Requests Total:
\$96,698 (approx.
16.34%)

Budgeted: **\$97,000**



Harvest Moon Festival

Local Life Magazine &

Marketing
Application Synopsis

- Support for 5th annual event

Requested Grant

- \$8,000

Additional information

- Event attracts visitors to an up & coming area of the City outside of the downtown district
- Grant funds assist with marketing costs including: metro mailers, social media ads, general printed advertising, and billboards



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Halloween Pub Crawl

Local Life Magazine &

Marketing Application Synopsis

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

Requested Grant

- \$8,000

Additional Information

- Grant funds assist with marketing costs including: metro mailers, social media ads, general printed advertising, and billboards



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St. Paddy's Day Pub Crawl

Local Life Magazine &

Marketing Application Synopsis

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

Requested Grant

- \$8,000

Additional Information

- Event encourages patrons to visit a multitude of area retail/restaurant establishments in downtown
- Grant funds assist with marketing costs including: metro mailers, social media ads, general printed advertising, and billboards



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City on a Hill

Crazy 8 Ministries

Application Synopsis

- Support for 13th annual free, community wide event providing free health services: vaccinations, hair cuts, health screenings, etc.

Requested Grant

- \$12,000

Additional Information

- Grant funds assist with marketing costs including: social media ads, general printed advertising, radio promotions and billboards



Ocho Loco 5K/Walk & Fun Run

Crazy 8 Ministries

Application Synopsis

- Support for annual 5K fundraising event supporting Crazy8 Ministries & it's mission to end poverty.

Requested Grant

- \$3,000

Additional Information

- Grant funds assist with marketing costs including: social media ads, general printed advertising, radio promotions and billboards



North Texas Wine Jam

Lost Oak Winery

Application Synopsis

- First annual two-day community event held at Lost Oak Winery featuring local musicians, local restaurants, wine & more.

Requested Grant

- \$19,998

Additional Information

- Multi day event will encourage local hotel stays and give event attendees a “taste” of Burleson’s hospitality and feature tastings of local dining establishments.
- Grant funds to assist with marketing costs including: search engine marketing, social media ads, and North Texas Wine Trail magazine marketing



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BTX Brew Fest

Venture Mathis, LLC

Application Synopsis

- Support for 5th annual BTX Brew Fest Event

Requested Grant

- \$18,000

Additional Information

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



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TREE-Mendous Gala

Athena Society

Application Synopsis

- Support for newly created annual event to benefit cancer patients and educational programs in Johnson County

Requested Grant

- \$5,000

Additional Information

- The goal of the event is to raise funds for cancer care and scholarships for local students
- Grant funds assist with marketing costs including: social media ads, general printed advertising, radio promotion and billboards



Center for ASD Christmas Ball

Center for ASD

Application Synopsis

- Support for newly created annual event to establish a cornerstone fundraiser and annual tradition for the community.

Requested Grant

- \$7,350

Additional Information

- Community fundraising event providing a platform to raise awareness for individuals with autism and developmental differences.
- Grant funds assist with marketing costs including: social media ads, general printed advertising, radio marketing and billboards



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Light Up the Night

Center for ASD

Application Synopsis

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

Requested Grant

- \$7,350

Additional Information

- Community fundraising providing all inclusive and sensory-friendly event to raise funding for Center for ASD
- Grant funds assist with marketing costs including: social media ads, general printed advertising, radio promotion and billboards



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COUNCIL ACTIONS REQUESTED

- Approve, deny or modify a resolution awarding FY 2026 hotel occupancy tax fund grants as presented in the amount of \$96,698

Staff recommends approval of the grants as requested

Questions / Comments
