

BTX Brew Fest

5. Liability

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

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

6. Penalty

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

7. Signatures

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

Applicant Organization: Venture Mathis, LLC

BTX BREWFEST

Project / Event(s): _____

Signature by Agent of Applicant: 

Printed Name of Agent: Brooke Mathis

Date of Signature: 04-04-2025

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

APPLICATION

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

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

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

A. **GENERAL ORGANIZATION INFORMATION**

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

B. **GENERAL EVENT INFORMATION**

1. Total amount of funds requested to promote this event or activity? \$ 18000
2. Are the funds requested as *reimbursable* or a *cash grant* contribution?
3. Date(s), Time, Location of Event: October 4, 2025 2-9pm Mayor Veral Calvin Plaza
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: **Yes** No
5. How will your event help promote the hotel industry in Burleson?
This event has alcohol for consumption and is a bit of a long day for the attendees, we promote the out of town visitors to stay locally and not drive home. We will partner with the Burleson Hotels as well as Jellystone to offer any available discount promo codes and/or rates. This will be marketed on all social media as well as the website. The information is also included when an attendee purchases a ticket online.
6. Has the organization applied for funds for this event before? **Yes** No
7. Is this event *one-time-only* or *recurring*? recurring

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

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

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

yes

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

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

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

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

C. VISITOR IMPACT

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

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

If yes, what percentage? _____

2. Projected attendance: 5000

3. Previous year's attendance: 5000

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

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

5. Describe how the event will track out-of-town guests? _____
We utilize an online ticketing system that tracks zipcodes of all credit card transactions and provides location reports.

D. **FUNDING & MARKETING**

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

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

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

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

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 25000
3. What are other sources of funding used for the advertising/promotion of this activity/event? _____
The other funding that is used for advertising/promotion of the event is from our sponsor commitments and other monies raised.
- _____

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: 20600

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

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

Please see attached

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

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

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

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

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

APPLICANT:

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

Venture Mathis, LLC

Organization Name

BTX BREWFEST

Project / Event(s):



Signature of Authorized Representative

Brooke Mathis

Printed Name of Authorized Representative

04*04*2025

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

Center for ASD Christmas Ball

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: Parents Defeating Autism Today dba Center for ASD

Christmas Ball in conjunction with Toys for Tots

Project / Event(s): Varina Denman for Lisa Boultinghouse

Signature by Agent of Applicant: _____

Printed Name of Agent: Lisa Boultinghouse

Date of Signature: April 10, 2025

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

APPLICATION

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

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

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

A. GENERAL ORGANIZATION INFORMATION

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

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 7,350
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: December 13, 2025 at Jellystone, 6:30-10:30
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes No
5. How will your event help promote the hotel industry in Burleson?
The Burleson hotel industry will benefit as the Center for ASD draws both local and out-of-town guests to the Christmas Ball. We anticipate drawing a broader audience because we are working in conjunction with the well-known Toys For Tots entity.
Potential long-distance attendees include Autism Awareness advocates and individuals seeking to learn more about Autism and the Center's mission.
Additional patrons will include those wanting to donate gifts for children.
6. Has the organization applied for funds for this event before? Yes No
7. Is this event *one-time-only* or *recurring*? recurring

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

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

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 25-30
Will the applicant be paying for these hotel room expenses? Yes No
If yes, what percentage?
2. Projected attendance: 400
3. Previous year's attendance: 300
4. Describe your attendance goals for this event and identify steps used to achieve these goals. The Christmas Ball will draw CASD families and local supporters, but it will also attract a broader audience from nearby communities, including families of disabled and nondisabled individuals. To achieve strong attendance, we will use a multi-channel outreach strategy with social media, radio ads, billboards, print ads, and posters.

5. Describe how the event will track out-of-town guests? CASD will use a QR code linked to a digital form to track event inquiries, allowing us to identify out-of-town guests. We also plan to partner with local hotels to gather data on event-related bookings.

D. FUNDING & MARKETING

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

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

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

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

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$7,850
3. What are other sources of funding used for the advertising/promotion of this activity/event? In addition to this grant, CASD will allocate a small portion (\$500) of its annual fundraising revenue toward advertising and promotion. However, other funding sources are limited, making this grant critical to ensuring effective outreach and broad community participation.

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

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: Approximately \$15,700 will be spent with local merchants on printing, venue, food, disc jockey, casino, magazine ads, signage, photos, and videos.
5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

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

6. Describe your financial goals for this event and identify steps used to achieve those goals:
- CASD aims to raise \$50,000 at the Christmas Ball. To achieve this goal, we will focus on maximizing attendance by engaging families of participants, local supporters, and surrounding communities through strategic outreach and promotion.
7. What impact will the funds have on the viability of the event?
- If grant funding is not received, the Christmas Ball will still take place; however, outreach and promotional efforts will be significantly limited. Funding is vital to maximizing attendance, expanding our reach, and ultimately achieving our financial and community impact goals.

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

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

APPLICANT:

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

Parents Defeating Autism Today dba Center for ASD

Organization Name

Christmas Ball in conjunction with Toys For Tots

Project / Event(s):



Signature of Authorized Representative

Lisa Boultinghouse

Printed Name of Authorized Representative

April 10, 2025

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

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

City on a Hill

5. Liability

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6. Penalty

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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

City On A Hill Festival

Project / Event(s):

Signature by Agent of Applicant:



Printed Name of Agent:

Liz Hargrove

Date of Signature:

April 1, 2025

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

APPLICATION

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

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

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

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Crazy8 Ministries
2. 501c3 or c6 non-profit organization? Yes No
3. Contact Name: Lisa Schwarz / Liz Hargrove
4. Address: 1100 W. FM 917, Joshua, TX 76058
5. Phone Number: 817.202.8408
6. E-Mail Address: lisa@crazy8ministries.com / liz@crazy8ministries.com
7. Website: www.crazy8ministries.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 12,000
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: May 2nd, 9th, OR 23rd / 10am-2pm/ Burleson High School
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes No
5. How will your event help promote the hotel industry in Burleson?

City on a Hill Festival draws vendors and attendees from outside the Burleson area. Out-of-town vendors may choose to stay overnight, especially if arriving early for setup or traveling with family. The event also attracts extended family and friends of local performers or participants, creating additional demand for hotel accommodations.

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

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

8. Is there a registration/entrance fee per visitor (if any)? No

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

No

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

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

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 2-5

Will the applicant be paying for these hotel room expenses? Yes

No

If yes, what percentage? _____

2. Projected attendance: 3,500-4,000

3. Previous year's attendance: estimated 3,500

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

125+ selling/community vendors

5+ local business provided entertainment on the stage throughout the day

4,000+ patrons.

To meet these goals, we'll implement a marketing plan that includes roadside banners across Johnson County, billboard ads, storefront flyers, targeted social media advertising, business networking partnerships, and engaging promotional videos. We'll also encourage participation through local churches, nonprofits, and civic groups.

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

All vendors register in advance, allowing us to track where they are traveling from. We also plan to partner with a local hotel to provide lodging options for vendors and attendees, with hotel information shared in advance. To capture data from visiting patrons, we will hold raffles and giveaways that invite attendees to share their contact and location information.

D. FUNDING & MARKETING

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

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

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

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
Roadside Banners, Store Front Flyers, Other signage	general population with a emphasis on families	\$3,000
Billboard Advertising	general population with a emphasis on families	\$5,000
Social Media /Print Advertising		\$2,000
Radio Advertising	general population with a emphasis on families	\$4,500
Newspaper Advertising	general population with a emphasis on families	\$500

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$15,000

3. What are other sources of funding used for the advertising/promotion of this activity/event? Crazy8 Ministries operating budget & sponsorship raised for the event

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

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

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

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

City on a Hill Festival is a free event designed to connect the community with local businesses and resources. While vendor participation & community attendance is free, our financial goal is to raise funds to cover event expenses such as house houses, petting zoo, marketing, and logistics through sponsorships and grants. These partnerships are essential to keep the event accessible to all.
7. What impact will the funds have on the viability of the event?

Grant funds are critical to the success of City on a Hill Festival. They allow us to invest in marketing and advertising efforts that increase vendor participation, patron attendance, and community engagement—ultimately ensuring a well-attended and impactful event for the city of Burleson.

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

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

APPLICANT:

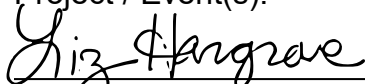
I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Crazy8 Ministries

Organization Name

City On A Hill Festival

Project / Event(s):



Signature of Authorized Representative

Liz Hargrove

Printed Name of Authorized Representative

4/1/2025

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

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

Halloween Pub Crawl

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.

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6. Penalty

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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:

Project / Event(s):

Signature by Agent of Applicant:

Printed Name of Agent:

Date of Signature:

Halloween Pub Crawl

Local life Magazine - 4G Marketing

Tiffany Jane

Tiffany Jane

4-11-2025

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

APPLICATION

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

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

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: 4G Marketing - Local life magazine
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Tiffany Jane
4. Address: 809 Royal Oak Ln, Burleson 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffanyj@locallifetx.com
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 8000
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: November 1 2025
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes ☐ No ☒
5. How will your event help promote the hotel industry in Burleson?
This is an Adult Drinking and eating event.

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 (if any)? Yes

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

Yes

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

100%

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

N/A

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 50-100

Will the applicant be paying for these hotel room expenses? Yes

No

If yes, what percentage? _____

2. Projected attendance: 300+

3. Previous year's attendance: 100+

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

We will use Social Media, Print and event Platforms
to promote our event

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

D. FUNDING & MARKETING

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

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

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

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

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$4,000

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

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: 80%

I Use Local as much as possible

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

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

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

The Goal is to make Money for Local Life and Old town merchants and give back to the Community

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

Huge - Every Marketing dollars Spent is Helpful

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

APPLICANT:

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

Local Life Magazine
Organization Name

Halloween Pub Crawl
Project / Event(s):

Tiffany Jane
Signature of Authorized Representative

Tiffany Jane
Printed Name of Authorized Representative

4-11-2025
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

Projected media	Amount
Social Media	1000
Caye Publishing	2000
Billboards	3500
Event Brite	500
Direct Mail	1000

Vendor	Projected amount
Meta	1000
Print Adverstising	2000
Lamar	3500
Eventbrite	500
Local Print	1000

Harvest Moon 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:

Harvest Moon Lantern Festival
Local @ Life Magazine

Project / Event(s):

Signature by Agent of Applicant:

Printed Name of Agent:

Date of Signature:

Tiffany Jane

TIFFANY JANE

4-11-2025

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

APPLICATION

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

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

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

A. GENERAL ORGANIZATION INFORMATION

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

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 8000
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: 10-18-2025
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: _____ Consecutive?: Yes ☐ No ☒
5. How will your event help promote the hotel industry in Burleson?
This is a family friendly event that will be promoted like a date night for the entire family.
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 (if any)? yes

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

yes

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

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

N/A

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 50-100

Will the applicant be paying for these hotel room expenses? Yes

(No)

If yes, what percentage? _____

2. Projected attendance: 150

3. Previous year's attendance: 100

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

We will use social media print and event Platforms
to promote the event

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

D. FUNDING & MARKETING

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

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

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

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

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 8,000
3. What are other sources of funding used for the advertising/promotion of this activity/event? Sponsorships

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: \$0.00

We use local as much as possible

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

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

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

The goal will be to use local vendors to promote the event

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

Huge! Every marketing dollar spent is helpful

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

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

APPLICANT:

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

Local Life Magazine
Organization Name

Harvard Moon Lantern
Project / Event(s):

Tiffany June
Signature of Authorized Representative

Tiffany June
Printed Name of Authorized Representative

4-11-2025
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

Projected media	Amount
Social Media	1000
Caye Publishing	2000
Billboards	3500
Event Brite	500
Direct Mail	1000

Vendor	Projected amount
Meta	1000
Print Adverstising	2000
Lamar	3500
Eventbrite	500
Local Print	1000

Light Up The Night

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: Parents Defeating Autism Today dba Center for ASD

Light Up the Night

Project / Event(s): Varina Denman for Lisa Boultinghouse

Signature by Agent of Applicant: _____

Lisa Boultinghouse

Printed Name of Agent: _____

Date of Signature: April 10, 2025

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

APPLICATION

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

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

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

A. GENERAL ORGANIZATION INFORMATION

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

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ \$7,350
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: April 4, 2026 at the BRiCK, 6:30-9:00
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 day Consecutive?: Yes No
5. How will your event help promote the hotel industry in Burleson?
The Burleson hotel industry will benefit as the Center for ASD draws both local and out-of-town guests to its evening Light Up The Night glow festival. Potential long-distance attendees include Autism Awareness advocates and individuals seeking to learn more about Autism and the Center's mission.
6. Has the organization applied for funds for this event before? Yes No
7. Is this event *one-time-only* or *recurring*? recurring

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

8. Is there a registration/entrance fee per visitor (if any)? no
9. Is one of the goals of the event to raise funds for charity/scholarship?
Yes
If so, what percentage of the funds raised will be donated or given away?
100%
What organization(s) will receive a portion of the funds?
Center for ASD
-

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 25-30
Will the applicant be paying for these hotel room expenses? Yes No
If yes, what percentage?
2. Projected attendance: 1,500
3. Previous year's attendance: 750 (due to weather)
4. Describe your attendance goals for this event and identify steps used to achieve these goals. Light Up The Night will draw CASD families and local supporters, but it will also attract a broader audience from nearby communities, including families of disabled and nondisabled individuals. To achieve strong attendance, we will use a multi-channel outreach strategy with social media, radio ads, billboards, print ads, and posters.

5. Describe how the event will track out-of-town guests? CASD will use a QR code linked to a digital form to track event inquiries, allowing us to identify out-of-town guests. We also plan to partner with local hotels to gather data on event-related bookings.

D. FUNDING & MARKETING

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

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

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

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

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$7,850
3. What are other sources of funding used for the advertising/promotion of this activity/event? In addition to this grant, CASD will allocate a small portion (\$500) of its annual fundraising revenue toward advertising and promotion. However, other funding sources are limited, making this grant critical to ensuring effective outreach and broad community participation.

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

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: Approximately \$5,700 will be spent with local merchants on printing, venue, food, disc jockey, magazine ads, signage, photos, videos, security, portable toilets, and petting zoo.
5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

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

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

CASD aims to raise \$25,000 at Light Up The Night. To achieve this goal, we will focus on maximizing attendance by engaging families of participants, local supporters, and surrounding communities through strategic outreach and promotion.

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

If grant funding is not received, the event will still take place; however, outreach and promotional efforts will be significantly limited. Funding is vital to maximizing attendance, expanding our reach, and ultimately achieving our financial and community impact goals.

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

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

APPLICANT:

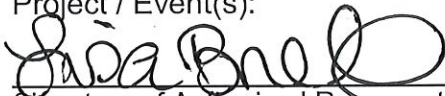
I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Parents Defeating Autism Today dba Center for ASD

Organization Name

Light Up The Night

Project / Event(s):



Signature of Authorized Representative

Lisa Boultinghouse

Printed Name of Authorized Representative

April 10, 2025

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

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

North TX Wine Jam

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.

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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: Lost Oak Winery

Project / Event(s): North Texas Wine Jam

Signature by Agent of Applicant: _____

Printed Name of Agent: Roxanne Myers

Date of Signature: April 11, 2025 

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

APPLICATION

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

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

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

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Lost Oak Winery
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Roxanne Myers
4. Address: 8101 County Road 802, Burleson, TX 76028
5. Phone Number: 817-426-6625, ext. 400
6. E-Mail Address: roxanne@lotoakwinery.com
7. Website: www.lotoakwinery.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 1 9 , 9 9 8
2. Are the funds requested as *reimbursable* or a *cash grant* contribution? Cash Grant
3. Date(s), Time, Location of Event: June 5-6, 2026, Lost Oak Winery
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 2 Consecutive?: ☒ Yes ☐ No
5. How will your event help promote the hotel industry in Burleson?
The North Texas Wine Jam will be a two-day celebration of regional wine, local arts, music, and a local artisan marketplace. Friday night will be the Toast of Burleson and Saturday will feature the North Texas Wine Jam..

6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? This is the first year, we plan for it to become recurring.

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

9. Is one of the goals of the event to raise funds for charity/scholarship? No.

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

What organization(s) will receive a portion of the

funds?

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 150 room nights

Will the applicant be paying for these hotel room expenses? Yes

No

If yes, what percentage? Not applicable

2. Projected attendance: 850 (350 from out of town, 500 within 50 miles)

3. Previous year's attendance: 400 in 2017: Harvest Fiesta Weekend

4. Describe your attendance goals for this event and identify steps used to achieve these goals. Attract 850 total attendees - 350 from out of town and 500 from within 50 miles. b. Use social media and digital advertising to reach our target audience with frequency. c. Tag our local Burleson motels in our social media and digital advertising. d. Listing in event entertainment listing guides beyond 50 miles. Promote 3 months in advance of the event. List in social event publications.

5. Describe how the event will track out-of-town guests? We will feature a QR
Code on all social media, digital media and link to our website on all event
listings. We will ask our local motels to inquire from guests that weekend
if they are attending the event.

D. **FUNDING & MARKETING**

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

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

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

Media/Product Site/Location	Target Audience	\$ Amount
-----------------------------	-----------------	-----------

Please see the attached media budget file.	Wine/Art/Music Enthusiasts	\$19,998

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$19,998
3. What are other sources of funding used for the advertising/promotion of this activity/event? We are internally funding all operations and production costs, which allows all grant funds to focus on advertising/promotion.

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

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____
Local musicians and restaurants will be featured throughout the weekend and will generate incremental sales and resulting tax dollars.
5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

	Description of Expense	\$ Amount
Payee/Vendor		
Local IQ	Search Engine Marketing 3/5-6/5/26	\$10,998
Local IQ	Facebook Boost & Instagram ads 3/5-6/5/26	\$ 6,600
Local IQ	Targeted Display Ads 3/5-6/5/26	\$ 2,400
North Texas Wine Trail	Promotion listing: April and May 2026	\$ 0

6. Describe your financial goals for this event and identify steps used to achieve those goals:
 1. Gross gate revenues: \$40000
 2. Sponsor revenues: \$20,000
 3. Grant: \$19,998
 - TOTAL REVENUES: \$79,998
 - Net profit after expenses: \$11,336

7. What impact will the funds have on the viability of the event? The grant funds will allow us to reach a larger target audience that will generate room nights for our local motels and revenues for such travel entities as gas stations and restaurants, which generate local sales tax revenues for the City of Burleson.

These advertising dollars will introduce Burleson as a vibrant residential and business community to travelers who may only have driven by on I-35 without stopping. We are likely to be influencing future business owners, educators, and community leaders by welcoming them to our community. Visitors to the Texas Wine Jam will potentially stay overnight and spend money with local businesses, restaurants, motels, gas stations, and shop. The Toast of Burleson on Friday will introduce our guests to our community's outstanding hospitality and dining options.

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

APPLICANT:

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

Lost Oak Winery

Organization Name

North Texas Wine Jam

Project / Event(s):

Roxanne Myers

Signature of Authorized Representative

Printed Name of Authorized Representative

April 11, 2025

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

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

Ocho Loko 5K

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. **Crazy8 Ministries**

Applicant Organization: _____

Ocho Loco 5K Race/Walk & Fun Run

Project / Event(s): _____

Signature by Agent of Applicant: _____



Printed Name of Agent: _____

Liz Hargrove

Date of Signature: _____

April 1, 2025

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

APPLICATION

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

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. Total amount of funds requested to promote this event or activity? \$ 3,000
2. Are the funds requested as reimbursable or a *cash grant* contribution?
3. Date(s), Time, Location of Event: March or April 2026 | Chisenhall Fields Sports Complex (Paved Trails)
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes No
5. How will your event help promote the hotel industry in Burleson?

The Ocho Loco 5K may attract runners, volunteers, and supporters from outside the Burleson area. Out-of-town participants could choose to stay overnight, especially if arriving early for packet pickup —bringing added business to local hotels.

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

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

8. Is there a registration/entrance fee per visitor (if any)? Yes, \$35 per 5k runner

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

Yes

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

100%

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

Crazy8 Ministries

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 2-5

Will the applicant be paying for these hotel room expenses? Yes

No

If yes, what percentage? _____

2. Projected attendance: 150-200

3. Previous year's attendance: currently 115 but registration is still ongoing for our 2025 event.

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

Our goal for the Ocho Loco 5K is to have 150–200 registered runners, along with additional spectators, volunteers, and community supporters.

To achieve this, we are utilizing a multi-channel marketing strategy that includes social media, storefront flyers, local business partnerships, email campaigns, and outreach through local running clubs and other organizations. We're also leveraging personal and professional networks, business networking events, and community groups to help spread the word. With the support of this grant, we would expand our reach through billboard and/or radio advertising to draw even more participants.

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

All runners will register ahead of time, allowing us to collect basic location data through the registration form. We also plan to partner with a local hotel to offer lodging information and possible help in tracking participants traveling from out of town. Additionally, we'll promote hotel options on our website and in pre-race communication.

D. **FUNDING & MARKETING**

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

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

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

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
Store Front Flyers, Other flyers	general population with an emphasis on gyms and fitness centers & other 5K partnerships	\$300
Billboard	general population	\$1,500
Radio Advertising	general popilation	\$1,500

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which youare applying? \$3,300

3. What are other sources of funding used for the advertising/promotion of this activity/event? Crazy8 Ministries operating budget & sponsorship raised for the event

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: _____
\$1,250 for signage, rentals _____
5. Provide a specific line item accounting that describes the use of funds being requested. Total should match the amount being requested. If more space is needed, use attachments.

Payee/Vendor	Description of Expense	\$ Amount
<i>EX: Austin Statesman-News</i>	<i>1/4 page ad week of Sep 14</i>	<i>\$550</i>
Lamar	Billboard Advertising	\$1,500
Still sourcing vendor	Radio Advertising	\$1,500

6. Describe your financial goals for this event and identify steps used to achieve those goals:
The Ocho Loco 5K is a fundraising event to support Crazy8 Ministries and its mission of attacking poverty one person at a time. Our financial goals include covering event expenses such as permits, race timing, marketing, and race-day supplies, while also raising additional funds to benefit the ministry. We aim to meet these goals through a combination of sponsorships, registration fees, and grant funding.
7. What impact will the funds have on the viability of the event?
Grant funds will play a key role in helping us reach our goals by covering marketing and advertising costs, which are critical to increasing participation, attracting sponsors, and growing awareness of both the event and Crazy8 Ministries. With this support, we can maximize community engagement and ensure the success of the 5K.

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

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

APPLICANT:

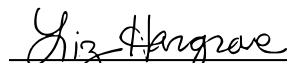
I hereby authorize that this form has been received and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Crazy8 Ministries

Organization Name

Ocho Loco 5K Race/Walk & Fun Run

Project / Event(s):



Signature of Authorized Representative

Liz Hargrove

Printed Name of Authorized Representative

4/1/2025

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

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

St. Paddy's Day Pub Crawl

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:

Project / Event(s):

Signature by Agent of Applicant:

Printed Name of Agent:

Date of Signature:

St. Paddy's Day Pub Crawl

Local Life Magazine and Marketing

Tiffany Jane

TIFFANY JANE

4-11-2025

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

APPLICATION

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

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

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

Yes

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

10%

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

N/A

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 50-100

Will the applicant be paying for these hotel room expenses? Yes

No NO

If yes, what percentage? _____

2. Projected attendance: 500+

3. Previous year's attendance: 450

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

We use social, print and event platforms to promote our event

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

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

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Local life Magazine
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Tiffany Jane
4. Address: 809 Royal Oak Ln
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetv.com
7. Website: www.locallifetv.com

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 8000
2. Are the funds requested as reimbursable or a cash grant contribution?
3. Date(s), Time, Location of Event: March 14 2022
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes ☐ No ☒
5. How will your event help promote the hotel industry in Burleson?
This event will help promote all the restaurants
and also help to push people to stay overnite
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event one-time-only or recurring? recurring

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

D. FUNDING & MARKETING

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

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

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

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

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$4,000

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

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: ~~8000~~ 8090

I use local as much as possible

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

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

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

The goal is to make money for Local Life the old town merchants and give back to the community

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

HUGE - Every Marketing dollar spent is helpful.

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

APPLICANT:

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

Local Life Magazine
Organization Name

Pub Crawl - St. Patty's Day
Project / Event(s):

Tiffany Jane
Signature of Authorized Representative

Tiffany Jane
Printed Name of Authorized Representative

4-11-2025
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

Projected media	Amount
Social Media	1000
Caye Publishing	2000
Billboards	3500
Event Brite	500
Direct Mail	1000

Vendor	Projected amount
Meta	1000
Print Adverstising	2000
Lamar	3500
Eventbrite	500
Local Print	1000

TREEmendous Gala

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: ATHENA Society of Burleson

Project / Event(s): TREE-Mendous Gala - A Christmas Tree Auction

Signature by Agent of Applicant: Ruth Moor

Printed Name of Agent: Ruth Moor

Date of Signature: 4/8/2025

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

APPLICATION

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

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

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

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: ATHENA Society of Burleson
2. 501c3 or c6 non-profit organization? **Yes** No
3. Contact Name: Ruth Moor
4. Address: P. O. Box 3123, Burleson, Tx 76097
5. Phone Number: 817-517-9808
6. E-Mail Address: ruth.gonzostrategies@gmail.com
7. Website: athenasocietyofburleson.org

B. GENERAL EVENT INFORMATION

1. Total amount of funds requested to promote this event or activity? \$ 5,000
2. Are the funds requested as **reimbursable** or a *cash grant* contribution?
3. Date(s), Time, Location of Event: Nov. 8, 2025, 6pm, Burleson Event Center
NOTE: A date **MUST** be provided if the event is proposed for the Mayor Vera Calvin Plaza in Old Town so that it may be blacked out for the upcoming calendar year.
4. Total number days of the event: 1 Consecutive?: Yes No
5. How will your event help promote the hotel industry in Burleson?
The TREE-Mendous Gala will promote overnight stays at Jellystone,
Best Western and Quality Suites in Burleson.

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

8. Is there a registration/entrance fee per visitor (if any)? \$100
9. Is one of the goals of the event to raise funds for charity/scholarship?
Yes - Proceeds benefit cancer patients and educational programs of Johnson County through ATHENA Society of Burleson
If so, what percentage of the funds raised will be donated or given away?
75%
What organization(s) will receive a portion of the funds?
Texas Health Huguley Cancer Care, Burleson Opportunity Fund, Warm Place
-

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

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

C. VISITOR IMPACT

1. Projected use of overnight rooms: 5-10
- Will the applicant be paying for these hotel room expenses? Yes **No**
- If yes, what percentage?
2. Projected attendance: 250-300
3. Previous year's attendance: N/A - This is a new event
4. Describe your attendance goals for this event and identify steps used to achieve these goals. Our attendance goals for this event are to have 250-300 attendees. We plan on achieving this goal through advertising and promotions through Facebook, Radio (not local), and Print (not local). We will print posters to hang in local businesses but plan on advertising in Tour Texas and 365 Things to do in DFW and social media

5. Describe how the event will track out-of-town guests? _____
The event will track out of town guests via zip codes provided when
purchasing tickets

D. **FUNDING & MARKETING**

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

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

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

Media/Product Site/Location	Target Audience	\$ Amount
EX:3,000 brochures to bicycle shops in Denton	Cycling pros	\$2,000
Social Media (Facebook)		\$250
Radio Advertisement	DFW Area	\$2000
Print (Posters, DFW Magazines)	DFW Area	\$250
Billboard advertisement	DFW Area	\$2,500

*attach overflow on separate page, if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$5,000
3. What are other sources of funding used for the advertising/promotion of this activity/event? Sponsorships, Ticket Sales
- _____
- _____
- _____
- _____

4. What is the projected amount to be spent with local Burleson area merchants or rental or transportation facility(ies)? Please describe: \$12,050 TOTAL

Burleson Event Center - \$3,800; Photographer \$500; Catering \$5,000; Print \$250
Prizes to be purchased at local stores \$2,500

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

Payee/Vendor	Description of Expense	\$ Amount
<i>EX: Austin Statesman-News</i>	<i>1/4 page ad week of Sep 14</i>	<i>\$550</i>
Facebook	Boost	\$250
Hank-FM	Radio Spot	\$2,000
Printing Plus	Posters, Event Programs	\$250
Billboard Advertisement	Out by Texas Motor Speedway	\$2,500

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

Our goal is to raise \$30,000 for cancer care along with scholarships through ticket sales Sponsorships, and auction revenue

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

The funds will help to promote this 1st time event in the DFW area to bring attendance to Burleson and provide regional promotion increasing hotel stays and enhance community visibility.

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

APPLICANT:

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

ATHENA Society of Burleson

Organization Name

TREE-Mendous Gala - A Christmas Tree Auction

Project / Event(s):

Ruth Moor

Signature of Authorized Representative

Ruth Moor

Printed Name of Authorized Representative

4-8-25

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Original Received by Economic Development Dept. _____

FOR MORE INFORMATION

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

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