



## Application for Hotel Occupancy Tax Funds

The City of Mount Vernon collects Hotel Occupancy Tax from lodging and hospitality establishments located within the city limits at a rate of 7% per night for every customer staying at the establishment for fewer than 30 days. The State of Texas permits these funds to be reinvested into community efforts at promoting tourism and/or historic preservation.

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All applications must be submitted to City Hall (109 N. Kaufman St) by **12:00 PM on Wednesday, May 17, 2023**. Late applications will not be accepted.

Applications will be reviewed by the City Council Workshop at 6:00 PM on Monday, May 22, 2023.

Organization Name	
MOUNT VERNON MAIN STREET	
Point of Contact	Contact Phone
	903-537-4070
Contact Email	
<a href="mailto:mountvernonmainstreet@comvtx.com">mountvernonmainstreet@comvtx.com</a>	
Project Name	Project Date
Tourism/Events	Throughout the year
Project Description (if necessary additional information may be attached)	
Advertising, signage, and other expenses related to the various events that brings visitors to the Main Street area, downtown. <ul style="list-style-type: none"> <li>• Spring Event</li> <li>• Fall Event</li> <li>• Ladies Night Out</li> <li>• Christmas Holiday Events</li> </ul>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
200-500	50-100

Project Category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input checked="" type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input checked="" type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input checked="" type="checkbox"/> Promotion of the Arts	<input checked="" type="checkbox"/> Signage Directing the Public to Sites and Attractions
<b>Amount Requested</b>	10,000.00

By signing below, I certify that all of the following are true statements:

- All information presented in this document is accurate.
- All estimates presented in this document are reasonable and based on evidence
- The applicant understands that HOT funds are limited and funding is not guaranteed
- The applicant understands that in order to be fully compliant with uses allowable by the State of Texas, these funds must be applied to an event or project and may not be used to fund general operations of the organization.

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

\_\_\_\_\_  
Applicant Printed Name

Mount Vernon Main Street  
\_\_\_\_\_  
Applicant Organization

5/15/2023  
\_\_\_\_\_  
Date of Application Submission



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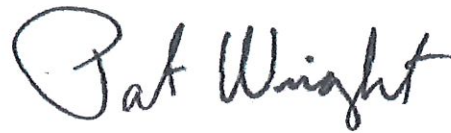
<b>Organization Name</b>	
<b>Rotary Club of Mount Vernon</b>	
<b>Point of Contact</b>	<b>Contact Phone</b>
<b>Pat Wright</b>	<b>903.537.4241</b>
<b>Contact Email</b>	
<b>info@tourdecypress.com</b>	
<b>Project Name</b>	<b>Project Date</b>
<b>Tour de Cypress</b>	<b>April 20, 2024</b>
<b>Project Description (if necessary additional information may be attached)</b>	
<p>Tour de Cypress was organized to attract visitors to Franklin County to discover nature, our community and visit our overnight accommodations, shops, and restaurants. Money earned with the bike tour goes directly back into lunches of love, Rotary Youth Leadership Awards, Dictionaries for Third Graders, Academic Banquet, and other Rotary youth and civic programs.</p> <p>It is a tour, not a race, and is conducted on the third Saturday of April every year. It has traditionally attracted up to 300 riders. The visitors are treated to a ride through Franklin County and across Lake Cypress Springs in the springtime. Most of the riders come from the Dallas-Fort Worth Metroplex. Registration opens online on <b>January 1</b>.</p>	
<b>Estimated Project Attendance</b>	<b>Estimated Overnight Stays in Mount Vernon</b>
<b>300</b>	<b>100</b>



Project Category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input checked="" type="checkbox"/> Sporting Events
<input type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions
<b>Amount Requested</b>	<b>\$5000</b>

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

\_\_\_\_\_  
Applicant Printed Name

**Rotary Club of Mount Vernon**

\_\_\_\_\_  
Applicant Organization

\_\_\_\_\_  
Date of Application Submission

May 2, 2023

Mount Vernon City

Hotel/Motel

Funds

109 N. Kaufman

Mt. Vernon, Texas 75457

Dear HOT Funds Committee,

Thank you for the opportunity to be considered for support by the Mount Vernon City Hotel/Motel Funds. The Franklin County Chamber has been extremely busy with tourists inquiring about birding/nature trails, museums, Disc Golf, hotel/motel accommodations, restaurants, area events occurring during the year, and real estate inquiries.

The Franklin County Chamber of Commerce, a 501 (c) (6), is requesting \$5,000.00 from the Mount Vernon City Hotel/Motel Funds to help support the chamber's advertising, promotional and operational budget which has been proven to have a meaningful economic impact and promotes tourism into the city. A contribution from the City Hotel/Motel Funds will give some of the support we need to continue these promotional, event and advertising campaigns. The goal of the Franklin County Chamber of Commerce is to encourage a strong local economy and quality of life by promoting a receptive business climate for the industry and tourism which complements and enhances your need for increasing the city's hotel occupancy tax revenues.

The Franklin County Chamber plans on continuing the Hog Hunt, Disc Golf tournaments, the Amazing Race, the Stew contest at CountryFest and any future event to promote the City of Mount Vernon, and to add a Franklin County area guide to bring in tourism and tax dollars. The Chamber continues to support lodging & hotel "heads in beds" to promote tourism and impact our economy.

The chamber promotes all activities in Franklin County to draw people to the City of Mount Vernon and to spend the night and shop. Multi-day events, disc golf tournaments, rodeo's, and the sporting complex tournaments meet all the requirements for HOT Funding, while adding local sales tax & other tourism dollars throughout the year. The chamber has been able to find lodging, restaurants, shopping and activities for groups coming to these venues. Supporting the

chamber also enhances the Quality of Life in Franklin County, which new businesses and companies look for when they consider new locations.

Thank you for your time and consideration.

Sincerely,



Bonnie McAllister, Manager  
Theresa Brown, Chamber President  
Franklin County Chamber of  
Commerce  
P.O. Box 554  
Mt. Vernon, Texas 75457

All circumstances are subject to change if there is another outbreak of the COVID. Answers on the application are as accurate as can be as of this date.



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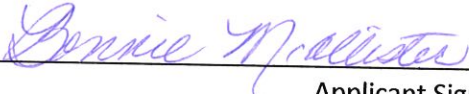
Applications will be reviewed by the City Council Workshop at 6:00 PM on Monday, May 22, 2023.

Organization Name	
Franklin County Chamber of Commerce	
Point of Contact	Contact Phone
Bonnie McAllister, Chamber Manager	903-537-4365
Contact Email	
chambermvtx@gmail.com	
Project Name	Project Date
Project Description (if necessary additional information may be attached)	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon

Project Category (check all that apply)	
<input checked="" type="checkbox"/> Convention and Visitors Centers	<input type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input checked="" type="checkbox"/> Sporting Events
<input checked="" type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input checked="" type="checkbox"/> Promotion of the Arts	<input checked="" type="checkbox"/> Signage Directing the Public to Sites and Attractions
<b>Amount Requested</b>	\$5,000.00

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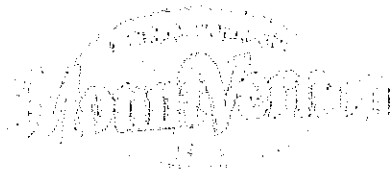
  
 Applicant Signature

Bonnie McAllister  
 Applicant Printed Name

Franklin County Chamber Of Commerce  
 Applicant Organization

May 4, 2023  
 Date of Application Submission





## APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS

The City of Mount Vernon collects Hotel Occupancy Tax from lodging and hospitality establishments located within the city limits at a rate of 7% per night for every customer staying at the establishment for fewer than 30 days. The State of Texas permits these funds to be reinvested into community efforts promoting tourism and/or historic preservation. All applications submitted will be reviewed by the Mount Vernon City Council. The City Council may elect to award none, all, or some of the requested funding for each individual request. Incomplete applications will not be considered. For any information that is not relevant to your organization please place "N/A" in the space provided.

All applications must be submitted to City Hall (109 N. Kaufman St.) by 4:30 PM on Friday July 1, 2022. Late applications will not be accepted.

**Applications will be reviewed BY THE City Council 6:00 PM on Monday, May 15, 2023.**

Organization Name	
Franklin County Historical Association	
Point of Contact	Contact Phone
Lauren Lewis - Executive Director	903-537-9300
Contact Email	
fchaoffice@gmail.com	
Project Name	Project Date
Archival Facility - Shelving Finish-Out	Summer/Fall 2023
Project Description (if necessary additional information may be attached)	
<p>Phase one of the FCHA Archival Facility is well underway and the FCHA is requesting assistance with phase two of the project: purchase and installation of a modular shelving system for the interior of the building. The building has been configured to allow for 49 customizable storage bins at 48" wide and 24" deep for general storage and 9 storage bins at 36" wide and 18" for artwork. The estimated cost of materials and installation is between \$25,000 to \$40,000.00. The FCHA is requesting \$20,000 towards the costs.</p> <p>The Association holds collections of Franklin County historic memorabilia donated over the past 40 years. We have over 5,000 antique photographs and documents - most over 100 years old, over 150 storage cartons of antique clothing and military uniforms (dating from the Spanish American War through World Wars I and II, and more recent wars and conflicts), textiles, fabrics, and quilts, over 100 paintings by Franklin County artists with the earliest dating from the 1830s, local Native American artifacts, and over 40 cartons of the Don Meredith family memorabilia (donated by Don &amp; Susan Meredith commencing in 2005). - Continued on attached page...</p>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon

**Project category (check all that apply)**

- Convention and Visitors Centers
- Convention Registration
- Advertising the City
- Promotion of the Arts

- Historical Restoration and Preservation
- Sporting Events
- Tourist Transportation Systems
- Signage Directing the Public to Sites and Attractions

Amount Requested \_\_\_\_\_

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Applicant Signature

Lauren Lewis - Executive Director

Applicant Printed Name

FCHA Franklin Co. Historical Assn.

Applicant Organization

5/5/2023

Date of Applicant Submission

Continued...

This listing is not inclusive. The Association holds over 1,000 wooden carvings by the master whittler Harry Smith and 27 of his violins. The Smith handicraft was displayed in the 1936 Texas Centennial exhibition. And there are bird eggs and butterflies and antique tools and a good assortment of antique kitchen items and children's toys. The Association strives to change out exhibits to show the collections and offer something new for visitors who might not otherwise return. We have never wanted people to say: "oh, I was there last year." We want people to say: "we need to go see what's new at the museum this visit." To properly allow display of the artifacts in a changing environment AND in order to allow access to the holdings (currently stacked in cartons and crates and somewhat inaccessible) the directors commenced inquiries this past year and arranged multiple sessions with Bob Stinson to design a facility which could properly hold the various collections while allowing access for research. The collections are held in older homes and buildings, subject to drafts, moisture, extreme temperature, and the elements. The Board approved designs for a secure facility that will be within walking distance of the Fire Station Museum on Scott Street. By coordinating a primary office in the Fire Station Museum, a staff member on duty can then retrieve specific items. The 30x40 building is a two-story structure filled with modular compartments which can be tailored to specific storage needs. The building will provide ample room for the current collections and will have some additional space as well as the structural design for additional construction on the south side in the future. The present collections are registered in computer documents. Once relocated, at some time before year-end 2023, the association should be in a position to move to sell the two houses (Parchman and Gertrude Smith), placing housing back on the market in Mt. Vernon and allowing the Association to more efficiently serve its public from a central location near the town center. The goal is to make collections more accessible and usable for our members, visitors, and researchers. Members and visitors wanting to examine items held in the archives will be able to search indexed files and our docents can retrieve materials from the facility to allow for supervised inspection and study. The interior finish out with the purchase of installation of the shelving units is integral in making this project functional and available to serve not only Franklin County citizens but visitors, researchers, and historians from all over the country.



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Franklin County Arts Alliance, P.O. Box 1276, Mt. Vernon, TX 75457

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April 24, 2023

Mt. Vernon City Council,

The Franklin County Arts Alliance appreciates the opportunity to apply for Hotel Occupancy Tax Funds. Our focus is to fulfill our mission statement of promoting cultural arts within the community. All of our activities are based on this mission.

During fall of 2022, FCAA was proud to announce drawing classes for adults and youth. These are in addition to the oil painting classes we were already providing. We have also continued to acquire new artists to display their art in our gallery. Plans are in the works to continue to promote arts within the community and draw visitors to Mt. Vernon. Our event center has become a popular location for family and community events and continues to draw visitors to the downtown area. A major focus in 2023 has been the beginning phase of improvements to the exterior of our building which will enhance the beauty of the downtown area.

We remain a non-profit, volunteer based organization with one part time employee. Commission on art sales and rental of our event center are our primary sources of revenue and we need financial assistance to continue to promote arts within the community.

Sincerely,

Linda Hammond, President  
Franklin County Arts Alliance





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Applications will be reviewed by the City Council at **6:00 PM on Monday, May 22, 2023**.

Organization Name	
Franklin County Arts Alliance (FCAA)	
Point of Contact	Contact Phone
Linda Hammond, President	903-588-5549
Contact Email	
franklincountyarts@gmail.com	
Project Name	Project Date
Art Programs/Art Shows/Event Center	September 2022 – August 2023
Project Description (if necessary additional information may be attached)	
<p>The Gallery on Main offers artists a venue to display and see their art. Original paintings are for sale, as well as handcrafted gift items. Wood work, pottery, jewelry, handmade soaps are a few examples.</p> <p>Art shows featuring local and out of town artists draw numerous visitors from throughout East Texas and surrounding states. The events are held in the evening and encourage visitors to remain overnight in Mt. Vernon.</p> <p>The event center is rented on a regular basis for weddings, reunions, etc., bringing in many out of town guests.</p> <p>With the gallery being located on Main St., we bring visitors to the downtown area, showing them what Mt. Vernon has to offer for future visits to our community.,</p>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
700	75-100

Project Category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input checked="" type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions
<b>Amount Requested</b>	<b>\$8,000</b>

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

Linda Hammond  
 \_\_\_\_\_

Applicant Printed Name

Franklin County Arts Alliance  
 \_\_\_\_\_

Applicant Organization

April 25, 2023  
 \_\_\_\_\_

Date of Application Submission



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Organization Name	
FCYBSA	
Point of Contact	Contact Phone
Michael Smith	903-573-3195
Contact Email	
Smith4273@gmail.com	
Project Name	Project Date
FCYBSA Yearly Budget	2023-2024
Project Description (if necessary additional information may be attached)	
<p>Any and all funds will used to better the facility &amp; to help bid on tournaments to help bring people into our community on Average we bring in 2k-5k a year.</p>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
2k-5k	500-1000 yearly

**Project Category (check all that apply)**

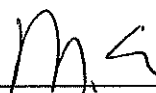
- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Convention and Visitors Centers | <input type="checkbox"/> Historical Restoration and Preservation               |
| <input type="checkbox"/> Convention Registration                    | <input checked="" type="checkbox"/> Sporting Events                            |
| <input type="checkbox"/> Advertising the City                       | <input type="checkbox"/> Tourist Transportation Systems                        |
| <input type="checkbox"/> Promotion of the Arts                      | <input type="checkbox"/> Signage Directing the Public to Sites and Attractions |

**Amount Requested**

\$ 15,000.00

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Applicant Signature

Michael Smith

Applicant Printed Name

FLY6SA

Applicant Organization

5-17-23

Date of Application Submission