

2022/2023		HOTEL/MOTEL TAX FUND	
			RECEIVED
NAME	REQUESTED AMOUNT		LAST YEAR
Arts Alliance	6,500.00		6,500.00
Historical Assoc	20,000.00		8,500.00
Genealogical Society			0.00
Main Street	10,000.00		10,000.00
Rotary Club-Bike Tour	5,075.00		3,175.00
Franklin County Chamber of Commerce	5,000.00		5,000.00
The Alamo Mission	5,450.00		2,000.00
SRS Auction Service			2,400.00
Franklin Co. Youth Baseball	7,500.00		7,500.00
TOTAL	59,525.00		45,075.00
Projected income for 2022-2023	40,000.00		
TOTAL IN RESERVE	58,947.00		

RECEIVED
JUN 30 2022
BY: R. Moline
@ 11:57AM

June 30, 2022

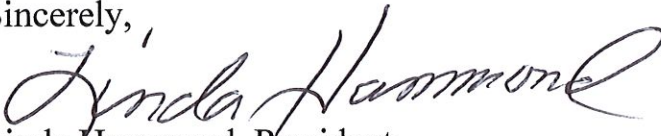
Mt. Vernon City Council,

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 2021 and early 2022, we focused on reviving classes and featured artists shows post-covid. We are planning a number of events to once again promote arts within the community and draw visitors to Mt. Vernon.

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



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. 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, July 11, 2022.

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	September 2022-August 2023
Project Description (if necessary additional information may be attached)	
The Gallery on Main offers artists a venue to display and sell their art. Original paintings are for sale, as well as handcrafted gift items. Wood work, pottery, jewelry, handmade soaps are a few examples.	
Art shows featuring local and out of town artists, with an opening reception, 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.	
With the gallery being located on Main Street, we bring visitors to the downtown area, showing them what Mt. Vernon has to offer for future visits to our community.	
The event center is rented on a regular basis for weddings, reunions, etc., bringing in many out of town guests.	
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 type="checkbox"/> Promotion of the Arts | <input type="checkbox"/> Signage Directing the Public to Sites and Attractions |

Amount Requested \$6,500

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

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All estimates presented in this document are reasonable and based on evidence.

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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

Linda Hammond

Applicant Printed Name

Franklin County Arts Alliance

Applicant Organization

June 30, 2022

Date of Applicant Submission



APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS

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Organization Name	
FRANKLIN COUNTY HISTORICAL ASSN.	
Point of Contact	Contact Phone
GAIL REED	903-537-4760
Contact Email	
fcha.director@gmail.com	
Project Name	Project Date
GENERAL HISTORIC PRESERVATION & TOURISM PROMOTION	ONBIDING THROUGHOUT THE YEAR
Project Description (if necessary additional information may be attached)	
SEE ATTACHED DOCUMENT	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
2,000 +	50

Project category (check all that apply)	
<input checked="" 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
Amount Requested <u>\$ 20,000.00</u>	

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Gail Reed

Applicant Signature

GAIL REED, OFFICE MGR.

Applicant Printed Name

FRANKLIN COUNTY
HISTORICAL ASSN.

Applicant Organization

04/28/2022

Date of Applicant Submission

2023 PROPOSAL FOR CITY HOTEL OCCUPANCY TAX FUNDS

The Franklin County Historical Association (FCHA) has been a 501-C-3 non-profit organization since 1989, and we have over 400 members. It is our mission to collect, preserve, and exhibit the unique heritage and nature of Mount Vernon and Franklin County. With six museums/facilities—The Old Fire Station Museum, Majors-Parchman Visitor's Center, Cotton Belt Depot, Gertrude Smith House, Thruston House and Dupree Park Nature Trails and Lowry Pavilion—FCHA is the preeminent organization of its kind in our area for promoting tourism through our diverse local history and nature.

As responsible custodians of historic archival items and records, FCHA has increasingly begun to face issues of storing our historic collections appropriately so they last as long as possible with as little need for emergency intervention as possible. To achieve a long-life expectancy, well planned storage is a must. To that end, FCHA has begun plans to build an archival storage building to be located on Scott Street behind the Cotton Belt Depot.

This 1200-foot facility will provide a proper environment for the purpose of keeping records and materials that require permanent protection for historic and lifetime storage, upkeep and preservation. The building will be climate, light and humidity controlled in order to maintain our inventory in an appropriate atmosphere.

The new structure will double as a storage/research facility for archival items such as World War II uniforms, 1920s ladies' hats and purses, and many other pieces that date back to the 1800s. Additionally, we have many Texas history books and extensive materials on the history of Mount Vernon and Franklin County.

The cost of this project will be approximately \$200,000.00. FCHA respectfully requests \$20,000.00 to help defray the expense of construction.

It is the goal of FCHA to reward our out-of-town visitors and local residents with unique amenities while visiting our museums and nature preserve. We believe this new archival building will encourage new interest in learning about the history of our city and of those who came before us.

FCHA hopes you will consider the many venues our organization provides to local residents as well as tourists who travel to Mount Vernon to learn about our heritage and nature and invest in our past as well as our future. Having this new archival storage and research facility will enhance the experience even more.



June 27, 2022

City of Mount Vernon
P.O. Box 597
Mount Vernon, TX 75457

RE: Hotel Occupancy Tax Funds Application
Mount Vernon Main Street Alliance

Dear Mayor Hyman, Mrs. Rose, and City Council Members,

I have attached the Main Street application for the consideration of HOT Funds. As rules and regulations are loosening after two years of COVID-19, more people will be traveling. The funds requested will be used for various events to draw more visitors to our historic downtown and to promote tourism. Such events are: Food, Wine, and Art Festival, Ladies Night Out, Farmer's Market, Fall Event, etc. Main Street also makes use of social media, news outlets, signs, and a website to keep the downtown area of the City of Mount Vernon in the public eye.

Thank you for the consideration of this application.

Respectfully,

Annetta Hamilton
Main Street Manager
City of Mount Vernon

(903)537-4070

City of Mount Vernon

109 N. Kaufman * P.O. Box 597 * Mount Vernon, TX 75457 * 903 537 2252 * FAX 903 537 2634

www.comvtx.com



APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS

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Organization Name	
Mount Vernon Main Street Alliance	
Point of Contact	Contact Phone
Annetta Hamilton	903-537-4070
Contact Email	
mountvernonmainstreet@comvtx.com	
Project Name	Project Date
Tourism/Events	Throughout the year
Project Description (if necessary additional information may be attached)	
Advertising, Signage, & other Expenses related to the various events that brings visitors to the city, for example: <ul style="list-style-type: none">• Food, Wine, & Artfest in the Spring• October Event (to be determined)• Ladies Night Out• Holiday activities around Plaza, etc.	
<i>*See Attachment for more information</i>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
700	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
Amount Requested	\$10,000

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Applicant Signature

Annetta Hamilton

Applicant Printed Name

Mount Vernon Main Street Alliance

Applicant Organization

June 27, 2022

Date of Applicant Submission



The Main Street Alliance produces events and participates with other organizations throughout the year. Our largest event for 2022 to date has been the Food, Wine, and Artfest that was held in April. We had a large number of visitors to the event. The Main Street Alliance is currently planning an event in October of this year. We anticipate an even larger crowd than in April.

In addition to events, the Main Street department continually works to bring tourism to Mount Vernon in the following ways:

- Develops tourism strategies based on the City of Mount Vernon's resources to enhance economic development
- Engages in Social Media strategies
- Works toward the development, execution, and documentation of advertising and promotional projects
- Serves as a resource for other partner organizations within the City of Mount Vernon
- Works with other groups and organizations to gain knowledge and skills in order to develop and implement ideas for building better tourism destinations, events, and attractions throughout the City of Mount Vernon
- Contact with other organizations within the City of Mount Vernon
- Serves as the primary link between the Texas Historical Commission, Main Street America, partner organizations, and businesses
- Works with businesses in the downtown area for events, promotion, etc.
- Makes use of speaking engagements and interviews to keep the City of Mount Vernon in the public eye.
- Supports promotional events to stimulate visitation to the City of Mount Vernon

City of Mount Vernon

109 N. Kaufman * P.O. Box 597 * Mount Vernon, TX 75457 * 903 537 2252 * FAX 903 537 2634

www.comvtx.com



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Organization Name	
Rotary Club of Mount Vernon	
Point of Contact	Contact Phone
Pat Wright	903 537-4241
Contact Email	
wright.patricia46@gmail.com	
Project Name	Project Date
Tour de Cypress Bike Ride	April 14-15
Project Description (if necessary additional information may be attached)	
See attached	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
350	100

Project category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers <input type="checkbox"/> Convention Registration <input type="checkbox"/> Advertising the City <input type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Historical Restoration and Preservation <input checked="" type="checkbox"/> Sporting Events <input type="checkbox"/> Tourist Transportation Systems <input type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested \$5075	

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

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Pat Wright

Applicant Signature

Pat Wright

Applicant Printed Name

Rotary Club of Moore Vernon

Applicant Organization

5-3-22

Date of Applicant Submission

2023 TOUR DE CYPRESS
CITY OF MOUNT VERNON HOT-MOT GRANT REQUEST

COMPANY	DESCRIPTION	CATEGORY	AMOUNT	CUM. TOTAL
Assorted Companies	Supplies	Ride expense	875	875
Just Sayin	T-Shirts for Riders	Advertising	2000	2875
Bongo and the Point	Entertainment	Ride expense	400	3275
Bikin Mike	emarketing	Advertising	200	3475
Assorted Companies	Lunch for Riders	Ride expense	1000	4475
Sam's Brookshire's	Food for rest stops	Ride expense	600	5075

PURPOSE OF TOUR DE CYPRESS BIKE TOUR

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.

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 January 1.

Even with the rain, this was a TERRIFIC event. We will be back & have told as many of our cycling friends as have seen! Such a welcoming small town. We went to the BBQ Friday night & stayed after the ride & enjoyed an awesome burger at the place on the corner. The route (we did 50) was well marked, the rest stops were well placed & the volunteers were so friendly!

Good job! And thank you!

Elizabeth Box

There were five in our group and we had a great time! We will be back...and we have been telling all our cycling friends about how well it was run, and what a great town.

Barry and Elizabeth Box

>> Good morning,
>> Thank you for a wonderful event once again!
>> If you have a committee that needs another planning volunteer, I am available (I have experience with planning & computer software)... but on the day of the event, I like to invite friends to ride with me, so I'd only be available to volunteer before the event happens.
>> This year I spoke to several cyclists who travel a nationwide circuit and got some of their feedback on the race that I'd like to share.
>>
>> Thank you,
>> Denice Buchanan

Thanks again for a great tour ladies – even though the rain conspired against Aleda and I enjoying the routes – we enjoyed the community of people, your good looking T-shirts and the food that we enjoyed at The Loading Dock at the Glove Factory.

We'll see you next year

Mike (Bikin' Mike Keel)

Subject: Great Job

I thought this year's ride was one of the best...the course was clearly marked and any issues concerning the roads were also clearly marked...I wish the weather would have been better but only God controls that...thanks again for a great ride!

Terry L. Stroud - MBA, CFE

A great ride..... see you next year.

Keystone Overton

Subject: Love the ride

Love the ride and the people. One of best rides in NorthTexas. Thanks so much for coming back!

David W. Whitehurst
Whitehurst & Cawley, L.L.P.

Thank you, will try to be there for the ride and dinner afterwards at the Cake Lady.

Steve Sims

Subject: Great job!

Hi Pat and Diana,
I just wanted to say Congratulations on a great Tour de Cypress! You two have created an amazing event and it shows. We had a great time at our rest stop and have ideas for next year on how to make our stop more fun. Your organization was impressive and the riders were all so kind and loved the area. We had several participants come and visit us post-race for a meal, so thank you for the exposure. Hope you are getting some rest and enjoying the post-event glory.

Can't wait for next year!

Brooke Reiley



APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS

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Applications will be reviewed BY THE City Council 6:00 PM on Monday, July 11, 2022.

Organization Name	
Franklin County Chamber of Commerce	
Point of Contact	Contact Phone
Bonnie McAllister	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"/> Convention Registration <input checked="" type="checkbox"/> Advertising the City <input checked="" type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Historical Restoration and Preservation <input checked="" type="checkbox"/> Sporting Events <input type="checkbox"/> Tourist Transportation Systems <input checked="" type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested	5,000.00

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Bonnie McAllister

Applicant Signature

Bonnie McAllister

Applicant Printed Name

Franklin County Chamber of Commerce

Applicant Organization

May 31, 2022

Date of Applicant Submission

May 25, 2022

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 the re-opening of businesses closed during the pandemic, tourists inquiring about birding/nature trails, museums, Disc Golf, hotel/motel accommodations, restaurants, 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 bring in tourism and tax dollars. The Chamber continues to support new 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,

A handwritten signature in cursive script that reads "Bonnie McAllister".

Bonnie McAllister, Manager
Kathy Lovier, 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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Organization Name	
THE ALAMO MISSION MUSEUM OF FRANKLIN COUNTY	
Point of Contact	Contact Phone
Jacqueline Miller	903 380-2739
Contact Email	
Texastraditions11@gmail.com	
Project Name	Project Date
ADVERTISING THE CITY THROUGH NEW WEBMASTER; HISTORICAL RESTORATION AND PRESERVATION; SIGNAGE	365 DAYS THROUGHOUT THE YEAR
Project Description (if necessary additional information may be attached)	
<p>A TWO FOLD PROJECT:</p> <p>James Pickering has been retained by the Museum to manage the Alamo website (www.thealamomission.com) at a fee of \$125.00 per month (\$1,500 per year) in an effort to further our exposure through social media, therefore further exposing the City of Mt. Vernon to more public recognition. Current signage has been shot multiple times along with County signs.</p> <p>Local paint contractor, Zack Fuquay, (painted the FCHA Depot) has agreed to tackle the finishing up of our on-going project of painting the historical re-production of the McGee schoolhouse, with a quote of \$1,100 labor and 25 gallons of paint at an estimated cost of \$250 per 5 gallon bucket.</p>	

ESTIMATED PROJECT ATTENDENCE

400 – 1,000 THROUGH THE YEAR WITH EVENTS AND TOURS;

120 OUT OF STATE WEDDING GUESTS IN 2019

"There is not a section of state law that requires the museum to show that the museum is the sole reason that visitor came to the community to spend the night in a hotel." JUSTIN BAGEIL, GENERAL COUNCIL, TEXAS HOTEL & LODGING ASSOCIATION, May 19, 10:20 AM

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 type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested \$5,450	

1. Amount requested (**\$2,000 advertising expenses**) to pay for promotion programs to attract tourists with the help of new webmaster, James Pickering, who's monthly fee is \$125 to be paid in 3 month increments plus the replacement of two 4 x 8 foot signs at both ends of CR 4105 which have been shot along with various County signs.
2. Amount requested (**\$1,000 for promotion of the arts**), specifically this year to concentrate on utilizing the only outdoor stage at large within the county.
3. Amount requested (**\$2,450 for historical restoration and preservation**) Painter Zack Fuquay (formerly painted the FCHA's Depot Museum) has been commissioned to put the finishing coat of paint on the McGee schoolhouse,. His quote: \$1,100 labor; current price of 5 gallon paint \$250 x 5 = \$1,350.

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Applicant Signature

Jacqueline Miller

Applicant Printed Name

THE ALAMO MISSION MUSEUM OF
FRANKLIN COUNTY

Applicant Organization

June 02, 2022

Date of Applicant Submission



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Organization Name	
Franklin Co Youth Baseball/Softball	
Point of Contact	Contact Phone
Michael Long	903 285 5850
Contact Email	
mike.mike.2171@gmail.com	
Project Name	Project Date
All-Star Tournaments	June/July 2023
Project Description (if necessary additional information may be attached)	
<p>These tournaments are done via sealed bid - In 2021, we won 2 tournaments for a total cost of \$19,000. This year, each tournament cost at least \$15K each. In 2021, we had 32 teams (384 kids) plus families here for 3 days. We estimated over 2,000 people on day 1 alone attended. These people dined here, shopped here, bought food + gear here. We send a packet to each team with all available options for overnight stays - Hotel, cabins, B+B, RV parks</p>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
Depends on how many tournaments we can get	

- Estimated 1200-1500 per tournament -

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
Amount Requested \$ 7500	

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 /project or be used to fund general operations of the organization.


Applicant Signature

Michael Long
Applicant Printed Name

FCYBSA
Applicant Organization

5-23-22
Date of Applicant Submission