

May 16, 2024

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 opening of businesses, tourists inquiring about birding/nature trails, museums, Disc Golf, hotel/motel accommodations, restaurants, events occurring during the year, a visitor and tourist guide 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 Gun Drawing, 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  
Ronnie Barnard, 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.



## 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 Thursday, May 23, 2024**. Late applications will not be accepted.

Applications will be reviewed by the City Council at **6:00 PM on Monday, May 27, 2024**.

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)	
See 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 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	

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.

*Bonnie McAllister*  
 Applicant Signature

Bonnie McAllister  
 Applicant Printed Name

Franklin County Chamber of Commerce  
 Applicant Organization

May 15 2024  
 Date of Application Submission



## Rotary Club of Mount Vernon

P. O. Box 930  
Mount Vernon, Texas 75457  
Michael Ramsay, President  
Scott Lee, President-Elect

May 3, 2024

Craig Lindholm  
Administrator  
City of Mount Vernon

Dear Craig:

Attached is the GRANT APPLICATION for the 2025 Hotel-Motel Tax Grant to the Mount Vernon Rotary Club for Tour de Cypress.

Thank you very much for your support of Tour de Cypress.

Please contact me if there is something that you do not understand.

Best regards,

A handwritten signature in black ink that reads "Pat Wright". The signature is written in a cursive, flowing style.

Pat Wright, Co Chair  
Tour de Cypress  
Mount Vernon Rotary Club

903.537.4241



## Application for Hotel Occupancy Tax Funds

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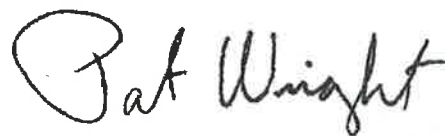
Applications will be reviewed by the City Council at **6:00 PM on Monday, May 27, 2024**.

Organization Name	
Mount Vernon Rotary Club	
Point of Contact	Contact Phone
Patricia Wright	903.537.4241
Contact Email	
<a href="mailto:info@tourdecypress.com">info@tourdecypress.com</a>	
Project Name	Project Date
Tour de Cypress Bike Ride	April 18-19, 2025
Project Description (if necessary additional information may be attached)	
<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>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
300	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 checked="" type="checkbox"/> <b>Sporting Events</b>
<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>\$7,950.00</b>

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

\_\_\_\_\_  
Patricia Wright

Applicant Printed Name

\_\_\_\_\_  
Mount Vernon Rotary Club

Applicant Organization

\_\_\_\_\_  
May 3, 2024

Date of Application Submission

2025 TOUR DE CYPRESS  
CITY OF MOUNT VERNON HOT-MOT GRANT REQUEST

COMPANY	DESCRIPTION	CATEGORY	AMOUNT	CUM. TOTAL
Assorted Companies	Supplies	Ride expense	800	800
Just Sayin	T-Shirts for Riders	Advertising	2500	3300
Band	Entertainment	Ride expense	600	3900
Bikin Mike	emarketing	Advertising	200	4100
Assorted Companies	Lunch for Riders	Ride expense	2100	6200
Sam's Brookshire's	Food for rest stops	Ride expense	600	6800
Wheel Brothers	Ride promotion online	advertising	300	7100