



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

May 20, 2024

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. We continue to acquire new artists to display and sell their art in our gallery. FCAA manages the only frame shop in Mt. Vernon, Winnsboro and Mt. Pleasant. Painting and drawing classes are available for children and adults as well as special art events for the community and surrounding communities to participate in.

Specific events that we have planned are outlined in the attached page titled "Estimated Expenses for 2024-2025."

We remain a non-profit, volunteer based organization with one part time employee. Commission on art sales, memberships and rentals are our primary sources of revenue and we need financial assistance to continue to offer these services to 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 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.**

Franklin County Arts Alliance (FCAA)	
Linda Hammond, President	903-588-5549
franklincountyarts@gmail.com	
Bluegrass Concert / Art Programs and Classes	September 2024 – August 2025
<p>The Hunt Brothers Band from Guthrie, Oklahoma, will present a bluegrass courtyard concert in October. We are requesting assistance with the cost of hiring the band, advertising and refreshments. The 2023 concert had approximately 50 in attendance.</p> <p>In addition to displaying and selling art for numerous artists, FCAA hosts classes and programs throughout the year for children and adults in an effort to promote the awareness of and love for art. An itemized list has been attached.</p>	
350	20

<input type="checkbox"/> Convention and Visitors Centers <input type="checkbox"/> Convention Registration <input type="checkbox"/> Advertising the City <input checked="" type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Historical Restoration and Preservation <input type="checkbox"/> Sporting Events <input type="checkbox"/> Tourist Transportation Systems <input type="checkbox"/> Signage Directing the Public to Sites and Attractions
	\$3,480

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

___Linda Hammond___
 Applicant Printed Name

___Franklin County Arts Alliance___
 Applicant Organization

___May 20, 2024___
 Date of Application Submission

Estimated Expenses for 2024-2025

Hunt Brothers Band Courtyard Concert

Cost of hiring band	\$1000
Advertising	\$400
Refreshments	\$200

Children's programs

Summer Children's Art Day

Advertising	
Class Supplies	
Refreshments	
Total	\$200

Christmas Ornament Class for Children

Advertising	
Class Supplies	
Refreshments	
Total	\$200

Tablescapes

Advertising	\$75
Refreshments	\$150
Prizes	\$250

Christmas Tree Contest on the Square

Advertising	\$40
Refreshments	\$75
Trophies	\$50

"Painting With Friends" type Art Class for Adults (3 per year)

Advertising	\$120
Refreshments	\$225

Bow Making Class

Supplies	\$50
Refreshments	\$50

Jingle Your Jolly Journaling

Supplies	\$40
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Refreshments	\$50
4-H Art Show	
Refreshments	\$75
Prizes	\$180
Literary Lovers Book Reading	
Refreshments	\$50
TOTAL	\$3,480

RATE CARD

WEB ADVERTISING

WWW.TRIBNOW.COM

Top Leaderboard - \$75/week

Middle Leaderboard - \$45/week

Bottom Leaderboard - \$35/week

Center Middle Banner - \$35/week

Page Curl Expandable - \$75/week

Pencil Expandable - \$75 week

Weather Button - \$25 week

Top Button - \$35 week

In-Story Box - \$45 week

Big Box - \$45 week

Mobile Banner - \$35 week

DISPLAY AD RATE:

\$10 per column inch

2x5: \$100

1/4 Page: \$300

1/2 Page: \$630

Full Page: \$1,245

Church Directory and
Business Spotlight: \$25/week

***ADD COLOR FOR \$125**

FRONT PAGE ADVERTISING:

Top banner: \$200

Bottom banner: \$150

OBITS AND ANNOUNCEMENTS:

Obituaries:

*Up to 200 words: \$50

*Over 200 words: \$75

*Over 400 words: Call for
special pricing

Announcements: \$50

TALK TO US

(903) 572-1705

Advertising representative, Lincoln Oglesby:

lincoln@tribnow.com

For a listing of staff and email addresses, please visit
our website at www.tribnow.com

The Mount Pleasant Tribune has served Titus,
Franklin and Camp counties since 1874. The
newspaper is published each Wednesday and
Saturday by mail, as well as news racks throughout
the county and in-store sales.

LIMITS OF LIABILITY AND TERMS:

The Mount Pleasant Tribune will not assume responsibility for the accuracy of any submitted camera-ready advertising. The publisher's liability for other errors or omissions in connection with an advertisement that is created by our creative services department is strictly limited to publication of a corrected advertisement in any subsequent issue of the refund of monies paid for the advertisement. All customers may request proof of an advertisement before published if requested. All accounts are due by the 10th of the month following publication. All rates are net cash with order until credit is established or approved. The Mount Pleasant Tribune reserves the right to reject any advertisement that is submitted for publication. Copyright 2024 Mount Pleasant Tribune, P.O. Box 1177, Mount Pleasant, Texas 75456.

ABOUT US AND WHAT WE OFFER

The Mount Pleasant Tribune is your local
news source, published every Wednesday and
Saturday.

In addition to our semi-weekly publication,
we offer advertising opportunities - in print,
through our quarterly magazine, NETX
Crossroads, and digitally, with Localrithm
Interactive.



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Organization Name	
SRS Auction Services	
Point of Contact	Contact Phone
Joe D Stanley	903 439 9013
Contact Email	
srsauctions@yahoo.com	
Project Name	Project Date
Auctions in Mt. Vernon, TX	Throughout the Year
Project Description (if necessary additional information may be attached)	
We have around a dozen different type of auctions in a year that we advertise in many different ways to come to Mt. Vernon, TX! We do a monthly mailout, magazines, newspapers & so much more. All advertising is very expensive especially magazines but we want to bring buyers from all over for this unique experience in this great town & community	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
300 per auction	10 per auction

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 checked="" 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

\$4,800

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[Handwritten Signature]

Applicant Signature

Joe D Stanley

Applicant Printed Name

SRS Auctions Services

Applicant Organization

5-21-24

Date of Application Submission