



# City of Willow Park

COMMUNICATIONS AND MARKETING

120 El Chico Trail, Suite A  
Willow Park TX, 76087  
817-441-7108  
willowparktx.gov

## Expenditure of Hotel Occupancy Tax Revenue Application

The City of Willow Park will provide grants/sponsorships from the hotel/motel occupancy tax revenue generated within the Willow Park city limits. The City accepts applications from organizations seeking funds to be used in the development and promotion of tourism-related activities that are designed to attract overnight visitors to the City of Willow Park.

### ELIGIBILITY

As required by state statute, all projects must encourage and promote use of Willow Park hotels and motels through the enhancement and promotion of tourism, convention and the hotel industry. (Tax Code 351.1033).

### SELECTION GUIDELINES

All applicants are required to submit an application to the City of Willow Park Communications and Marketing Department. The application will then be evaluated on whether the proposed request and its associated event or activity:

- are of high quality and meet the goals and standards of community engagement
- attract overnight visitors to Willow Park
- meet the standards of the law
- promotes tourism

The application will be reviewed by the City Manager, the Finance Director, and the Communications Director. The Communications Director will notify the applicant of approval or rejection no later than 30 days after the application is filed.

### HOW TO FILE

Applications should be submitted to the Communications and Marketing Director at 120 El Chico Trail, Willow Park, TX, 76087 or by email at [media@willowpark.org](mailto:media@willowpark.org). A point of contact for each application must be clearly identified.

### RECORDS

- (a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.
- (b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall specify in a list each scheduled activity, program, or event that:
  - (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and
  - (2) is directly enhancing and promoting tourism and the convention and hotel industry.

## ACKNOWLEDGEMENTS

If your project is selected, the City of Willow Park may require to be listed as an event sponsor of your event or activity which includes the line "this project was made possible, in part, by a sponsorship from the City of Willow Park" in press releases and other literature.

All use of city logos should be submitted in writing to the City of Willow Park communications and marketing department.

Promotional pieces submitted to media outlets should also be submitted to the City of Willow Park.

## A. CONTACT INFORMATION

Name of organization The District at Willow Park/Wilks Development

501c3 or c6 non-profit organization? Yes \_\_\_\_\_ No

Contact name Nicole Ellis

Address 460 Shops Blvd, Willow Park, TX 76087

Phone Number 817-720-0821

Email Address nicole.ellis@wilksdevelopment.com

Website thedistrictatwillowpark.com

Purpose of organization Retail, restaurant, and entertainment district

## B. TELL US ABOUT YOUR EVENT

1. What specific event or activity is being promoted or marketed?

Live Music & Entertainment

2. What is your primary purpose of this event?

To provide residents of Willow Park and surrounding communities with high-quality, free weekly entertainment that fosters connection, enhances quality of life, and strengthens Willow Park's position as a regional destination.

3. How will your event help promote the tourism industry in Willow Park?

The District's entertainment series attracts visitors from an estimated 40-mile radius, bringing new audiences into Willow Park who dine, shop, and spend locally. By booking regional and out-of-town artists with established followings, we increase sales tax activity and strengthen the city's reputation as a destination for live entertainment.

4. Total amount of funds requested to promote this event or activity \_\_\_\_\_

\$20,000

5. Date, time and location of event Thursday-Sunday, April to November 2026

6. Total number of days of the event +/- 110 days Consecutive? Yes  No

7. Has the organization applied for funds for this event before? Yes  No

8. Is this a one-time-only event or a recurring event? Recurring

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

If so, what percentage of the funds will be given away? \_\_\_\_\_

**Choose the category/categories that apply to your event or activity**

- Visitor Information Center
- Furnishing of facilities and registration of visitors
- Advertising and promotional programs and activities
- Arts promotion
- Historical Restoration and Preservation
- Sporting Event funding and promotion
- Enhancement or Upgrading existing sports facilities or sports fields (this funding is linked directly to hotel revenue generated by sports events)
- Tourist Transportation Systems
- Signage Directing Tourists

**A. VISITOR IMPACT**

Projected attendance: +/- 75,000 (events), +/- 315,000

Previous year's attendance: +/- 15,000 (events), +/- 180,000 (entire development)

Registration/entrance fee per visitor (if applicable) Free

Do you reserve a room block for this event? If yes, specify which hotels and number of rooms at each: No room block, but we are partnering with Springhill Suites to offer discounted rates to artists playing at the venue.

**B. FUNDING AND MARKETING**

On a separate sheet, describe your marketing plan. Please provide a detailed list of the media used, amount spent, and type product used that will be OUT OF AREA advertising that is likely to attract overnight tourists to our community.

**SIGNATURES**

CITY OF WILLOW PARK

By: Rose Hoffman

Name / Title: Rose Hoffman, Comms Director

Date: 3/4/26

By: Andrea Jay

Name / Title: Andrea Jay, Finance Director

Date: 3/4/2026

By: Toni Fisher

Name / Title: Toni Fisher, Int. City Mgr

Date: 03/04/2026

**APPLICANT**

By: \_\_\_\_\_

Name / Title: Nicole Ellis, Director of Marketing

Date: 3/3/2026



## 2026 Marketing Plan Summary

The District's 2026 marketing strategy is designed to expand event, tenant, and community visibility while driving measurable economic activity for Willow Park. The attached budget reflects significant investment in both digital and traditional media that targets neighboring communities and audiences within a 40-mile radius.

Locally, 76008/86/87 Magazine, City Lifestyle, and Stroll Magazine circulate directly to households in Aledo, Weatherford, and surrounding areas. Regionally, paid social media campaigns and Google Ads are strategically targeted to high-potential and returning visitors across a 40-mile radius to ensure consistent exposure. Traditional media further strengthens this reach: 95.9/92.1 radio delivers coverage across North Texas; FTW Today engages the greater Fort Worth market through its daily newsletter and social platforms; and Fort Worth Weekly connects with the region's active music audience through a mix of print and digital placements. Additionally, we are pursuing a relationship with Hear Fort Worth to broaden our access to regional artists and attract audiences from outside Parker County.

This comprehensive approach supports a larger strategic objective: positioning Willow Park as a destination for accessible, high-quality community entertainment. Free, all-ages programming of this consistency and scale is limited in the surrounding area, creating a unique opportunity for Willow Park to distinguish itself. By offering regularly hosted events that encourage residents and visitors to gather, dine, and explore, The District strengthens the city's regional profile and appeal.

Beyond marketing investments, the company commits substantial private funding directly to the entertainment budget to secure high-caliber regional and out-of-town talent. This level of investment is intended to attract larger audiences, increase repeat visitation, and generate meaningful spending at Willow Park restaurants, retailers, and service providers.

<b>2026 MARKETING BUDGET</b>		
	<b>Notes</b>	<b>BUDGETED</b>
<b>DIGITAL MARKETING</b>		
Social Media Ads		\$4,000.00
Google AdWords		\$5,500.00
Jumbotron		\$391.05
FTW Today(6AM)	Newsletter/Social	\$13,308.00
<b>Subtotal</b>		<b>\$23,199.05</b>
<b>TRADITIONAL ADVERTISING</b>		
95.9/92.1	Radio	\$5,760.00
76008/86/87 Magazine	Print	\$3,113.00
City Lifestyle	Print	
FW Weekly	Mix of print and digital	\$14,400.00
Stroll Magazine	Print	\$3,240.00
Mailchimp SMS/Text	Newsletter/Text	\$600.00
<b>Subtotal</b>		<b>\$27,113.00</b>
<b>PR</b>		
<b>Subtotal</b>		<b>\$0.00</b>
<b>PHOTO/VIDEO</b>		
Photography		\$2,400.00
<b>Subtotal</b>		<b>\$2,400.00</b>
<b>WEBSITE</b>		
Siteground		\$235.00
WordPress Plugins		\$175.00
<b>Subtotal</b>		<b>\$410.00</b>
<b>SOFTWARE</b>		
<b>Subtotal</b>		<b>\$0.00</b>
<b>PROMO MATERIALS/PRINTING</b>		
Printing Costs		\$0.00
Promo Materials/Swag		\$3,000.00

Highlighted items indicate OUT OF AREA

<b>Subtotal</b>		\$3,000.00
<b>EVENTS</b>		
	Weekly Entertainment	\$186,000.00
	Music Licensing BMI, ASCAP, SESAC	\$16,975.00
<b>Subtotal</b>		\$202,975.00
<b>LUNCHEONS / SEMINARS / CONVENTIONS</b>		
		\$0.00
<b>Subtotal</b>		\$0.00
<b>SPONSORSHIPS/DONATIONS</b>		
	Willow Park National Night Out	\$2,500.00
<b>Subtotal</b>		\$0.00
<b>MEMBERSHIPS/DUES</b>		
		\$0.00
<b>Subtotal</b>		\$0.00
<b>Subtotal</b>		\$0.00
<b>TOTAL EXPENSES</b>		\$259,097.05
<b>ESTIMATED REVENUE FROM EVENTS/SPONSORSHIPS</b>		
	LED Wall Revenue	\$12,000.00
	Event Revenue	\$0.00
	Sponsorship Revenue	\$48,000.00
<b>Subtotal</b>		\$60,000.00
<b>NET TOTAL</b>		<b>\$199,097.05</b>