



**APPLICATIONS FOR HOT FUNDING  
FY 2022-2023**

*EVENTS: 4-10  
CONVENTIONS: 12-14  
HISTORIC PRESERVATION: 16-19*





## APPLICATIONS FOR HOT FUNDING FY 2022-2023

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**Which category or categories apply to your funding request, and amount request under each category:**

- ☐ **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \_\_\_\_\_
- ☐ **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \_\_\_\_\_
- ☐ **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \_\_\_\_\_
- ☐ **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \_\_\_\_\_
- ☐ **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \_\_\_\_\_
- ☐ **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \_\_\_\_\_
- ☐ **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: \_\_\_\_\_
- ☐ **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \_\_\_\_\_



**EVENT APPLICATION REQUEST FOR HOT FUNDING  
FY 2022-2023**



## EVENT APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

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Date of Application: \_\_\_\_\_ Date Application Received: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Date(s) & Day(s): \_\_\_\_\_

Event Location(s): \_\_\_\_\_

Times Open To The Public: \_\_\_\_\_

Reason For Event: \_\_\_\_\_

Event Website: \_\_\_\_\_

Name of Event Organization: \_\_\_\_\_

Address of Event Organization: \_\_\_\_\_

Non-Profit Organization: \_\_\_\_\_ Yes \_\_\_\_\_ No

Tax ID #: \_\_\_\_\_ Organization Creation Date: \_\_\_\_\_

Event Coordinator Contact Name & Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Will your event be within Denison City limits?: \_\_\_\_\_ Yes \_\_\_\_\_ No

If not, why?: \_\_\_\_\_

\_\_\_\_\_

Will any City of Denison Resources be required?: \_\_\_\_\_ Yes \_\_\_\_\_ No  
(i.e., road closures, staffing...etc)

If yes, have you completed the Special Event Permit Application?: \_\_\_\_\_ YES \_\_\_\_\_ NO

If yes, date completed: \_\_\_\_\_



## EVENT APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

Amount of Hotel Occupancy Tax (HOT) funds requested: \_\_\_\_\_

Number of local hotel rooms anticipated for this event: \_\_\_\_\_

It is **required** that you will include a link to Discover Denison on your promotional handouts and in your website for booking hotel nights during this event. Please initial to acknowledge: \_\_\_\_\_

**Hotel rooms must be secured through Discover Denison in order to receive HOT funding. Room blocks made by the organizer will jeopardize funding.**

***Please contact Rebecca Robinson at [rrobinson@cityofdenison.com](mailto:rrobinson@cityofdenison.com). Event coordinator is responsible for checking conflicting dates and hotel availability prior to submitting application.***

**Detailed** description of event:

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Describe **specifically** how the funds will be used:

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Detailed plan of how room nights **will** be tracked:

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## EVENT APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

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Is this a first-time event?: \_\_\_\_\_ Yes \_\_\_\_\_ No

If no, please list past years' successes and locations: \_\_\_\_\_

Are you considering an alternative location to the City of Denison? If yes, where?: \_\_\_\_\_

How will you measure the return on investment of the requested amount of HOT funds for your event?:

Do you have other sponsors?: \_\_\_\_\_ Yes \_\_\_\_\_ No If yes, please list their **names**:

What is the estimated number of attendees?: \_\_\_\_\_

Geographical reach of attendees (check one)

- Primarily local attendees \_\_\_\_\_
- Primarily out-of-town attendees \_\_\_\_\_
- Balanced \_\_\_\_\_

How many day visitors (not requiring lodging) do you expect?: \_\_\_\_\_

Do you have any attendees that will utilize air travel to attend?: \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, what percent of your attendees will be utilizing air travel?: \_\_\_\_\_





## EVENT APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

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What is your plan to market and promote the event or project and attract visitors to Denison, outside of the use of the HOT funds? (i.e., social media, other advertising)

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What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

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What geographic areas does your advertising and promotion reach?

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It is **required** that you will include the approved Discover Denison logo on your promotional handouts and on your website as a sponsor for this event. Please submit samples of your promotional handouts in your Post Event Report. Please initial to acknowledge: \_\_\_\_\_

*Failure to do so will jeopardize funding*



## EVENT APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

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### **For events that will have live music**

Residence of Artists

- Local performers/artists \_\_\_\_\_%
- Out-of-town performers/artists \_\_\_\_\_%

Meeting Space (check one or both) \_\_\_\_\_ Held in Hotel \_\_\_\_\_ Outside of a Hotel \_\_\_\_\_

Overnight Visitors # \_\_\_\_\_ Day Visitors Only # \_\_\_\_\_

Room Block Room Rate (\$) \_\_\_\_\_ Room Block (qty) \_\_\_\_\_

Overnight Airline Travelers # \_\_\_\_\_

Ticket Cost (\$) \_\_\_\_\_ *Please list differing ticket amounts below (i.e, child, senior, etc.)*

Will you be needing any of the following? *(check all that apply)*

Area Maps & Visitor Guides \_\_\_\_\_ Quantity \_\_\_\_\_

Coupons to local businesses \_\_\_\_\_ Quantity \_\_\_\_\_

Swag Bags \_\_\_\_\_ Quantity \_\_\_\_\_

### ***To be completed by Discover Denison***

Market Segment \_\_\_\_\_

Event Type \_\_\_\_\_





## EVENT APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

### PROPOSED BUDGET OUTLINE

#### EXPENSES

Space Rental: \_\_\_\_\_  
Food & Beverage: \_\_\_\_\_  
Audio/Visual: \_\_\_\_\_  
Internet: \_\_\_\_\_  
Security: \_\_\_\_\_  
Staff Costs: \_\_\_\_\_  
Entertainment: \_\_\_\_\_  
Lodging: \_\_\_\_\_  
Other: \_\_\_\_\_

**Total Anticipated Expenses:** \_\_\_\_\_

#### ADVERTISING

Newspaper: \_\_\_\_\_  
Radio: \_\_\_\_\_  
TV: \_\_\_\_\_  
Other Paid Advertising: \_\_\_\_\_  
Social Media Costs: \_\_\_\_\_  
Direct Mailings: \_\_\_\_\_  
Press Releases/Media Alerts: \_\_\_\_\_

**Total Advertising Anticipated Costs:**

\_\_\_\_\_

#### OTHER EXPENSES NOT LISTED ABOVE:

\_\_\_\_\_  
\_\_\_\_\_

**Notes:**

**REVENUES**

Cash Incentives: \_\_\_\_\_

Donations: \_\_\_\_\_

In Kind Servies: \_\_\_\_\_

Discover Denison Funding: \_\_\_\_\_

Ticket Sales: \_\_\_\_\_

Other: \_\_\_\_\_

**Total Anticipated Revenues:** \_\_\_\_\_

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**Signature HOT Fund Recipient**

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**Date**

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**Printed Name of HOT Fund Recipient**

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**Date**



## **CONVENTION REQUEST FOR HOT FUNDING**



## CONVENTION REQUEST FOR HOT FUNDING FY2022-2023

APPLICANT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

CONTACT NUMBER: \_\_\_\_\_

NAME OF GROUP/ORGANIZATION: \_\_\_\_\_

WHAT DOES THE ORGANIZATION DO: \_\_\_\_\_

WHERE THEY ARE FROM: \_\_\_\_\_

TYPE OF EVENT: \_\_\_\_\_

DATES & TIMES OF THE EVENT: \_\_\_\_\_

WHERE WILL THE PRIMARY LOCATION BE: \_\_\_\_\_

HOW MANY PEOPLE ARE EXPECTED TO ATTEND: \_\_\_\_\_

HAVE YOU HELD THIS EVENT BEFORE: \_\_\_\_\_

AMOUNT YOU ARE REQUESTING (*can't exceed \$5,000*): \_\_\_\_\_

PLEASE GIVE ANY OTHER DETAILS ABOUT THE EVENT AND HOW FUNDS WILL BE USED:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*For Staff Use Only:*

ESTIMATED ECONOMIC IMPACT: \_\_\_\_\_

TOTAL ROOM NIGHTS EXPECTED: \_\_\_\_\_

*Please return this completed form by email at [rrobinson@cityofdenison.com](mailto:rrobinson@cityofdenison.com).*



## LETTER OF AGREEMENT

A fund has been established to bring new events to Denison that specifically attracts out of town visitors, generating additional economic impact into the city.

The application must be submitted to the Marketing and Tourism Coordinator for Discover Denison by May 1st in order to be considered for the following fiscal year (fiscal year begins October 1). Post event, if approved, by the Discover Denison staff, the CVB Advisory Board will then have final approval.

- Events, Tournaments and Conventions will be evaluated based on projected hotel room night revenue
- Unless otherwise negotiated, sponsorship amount is calculated by Room Nights x Room Rate x 3.5% = Total Eligible Sponsorship
- Every effort must be made to show preference to Denison Hotels and only Denison hotel room pickups will be used to calculate final sponsorship amount.
- Group will select Host Hotel. Once host hotel is full, overflow hotels may be added to event website
- Participating hotels will submit pick-up numbers 90 Days / 60 Days / 30 Days / 21 days prior to event start date
- Reservations received by cut-off date (21 days) will be used to calculate anticipated incentive
- Hotels will continue to submit pick-up to CVB 14 Days & 7 days prior to anticipated start date to ensure accuracy
- Final Pick-up will be collected 2 days post departure to determine final pick up
- CVB will issue credit to primary Denison hotel on behalf of the organization
- Applicant is responsible for balance of amounts due
- A hotel contract must be written with an "underwriting paragraph" to allow the event to run smoothly
- Discover Denison must be listed as a sponsor

**For consideration, please submit the following that apply:**

- Completed RFP
- Completed HOT Funding Application
- Current W-9 for payment
- Marketing plan
- Any additional information which allow for better understanding of the scope of the event
- Signed Grant Letter of Agreement
- Copy of IRS determination letter as to 501(c)(3) or 501(c)(6) status
- List of current Board of Directors and Officers
- IRS Form 990

**Evaluation and Reimbursement Request:**

- Marketing materials showing Discover Denison as a sponsor of the event
- Any research conducted
- Wrap Up Report

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To submit an application or inquire about event funding, please contact:

Rebecca Robinson  
rrobinson@cityofdenison.com  
903.465.2720 Ext. 2520



## WRAP UP REPORT

NAME OF GROUP/ORGANIZATION: \_\_\_\_\_

NAME OF EVENT: \_\_\_\_\_

DATES OF EVENT: \_\_\_\_\_

NUMBER IN ATTENDANCE: \_\_\_\_\_

DENISON HOTEL(S) USED: \_\_\_\_\_

NUMBER OF DENISON ROOM NIGHTS: \_\_\_\_\_

IF DENISON HOTELS/MOTELS SOLD OUT, LIST OTHER ACCOMMODATIONS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DESCRIBE THE GENERAL ECONOMIC IMPACT THIS EVENT HAD ON THE DENISON COMMUNITY:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DESCRIBE THE OVERALL SUCCESS OF THE EVENT:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DO YOU PLAN ON HOLDING THIS EVENT IN DENISON NEXT YEAR:

☐ YES

☐ NO

IF "NO", PLEASE DESCRIBE WHY: \_\_\_\_\_

IF "YES", WILL YOU BE APPLYING FOR THE SAME GRANT:

☐ YES

☐ NO



# **HISTORIC PRESERVATION REQUEST FOR HOT FUNDING**





## HISTORIC PRESERVATION APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

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Date of Application: \_\_\_\_\_ Date Application Received: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Location: \_\_\_\_\_

Times Open To The Public: \_\_\_\_\_

Website: \_\_\_\_\_

Non-Profit Organization: \_\_\_\_\_ Yes \_\_\_\_\_ No

Tax ID #: \_\_\_\_\_ Organization Creation Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Amount of Hotel Occupancy Tax (HOT) funds requested: \_\_\_\_\_

Describe **specifically** how the funds will be used:

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How will you measure the return on investment of the requested amount of HOT funds?:

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## HISTORIC PRESERVATION APPLICATION REQUEST FOR HOT FUNDING FY 2022-2023

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What is the estimated number of yearly visitors?: \_\_\_\_\_

Geographical reach of visitors (check one)

- Primarily local attendees \_\_\_\_\_
- Primarily out-of-town attendees \_\_\_\_\_
- Balanced \_\_\_\_\_

What is your plan to market and promote your location and attract visitors to Denison, outside of the use of the HOT funds? (i.e., social media, other advertising)

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What geographic areas does your advertising and promotion reach?

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## LETTER OF AGREEMENT

A fund has been established for Historic Preservation in Denison that specifically attracts out of town visitors, generating additional economic impact into the city.

The application must be submitted to the Marketing and Tourism Coordinator for Discover Denison by May 1st in order to be considered for the following fiscal year (fiscal year begins October 1).

**For consideration, please submit the following that apply:**

- Completed HOT Funding Application
- Current W-9 for payment
- Marketing plan
- Any additional information which allow for better understanding of the scope of the event
- Signed Grant Letter of Agreement
- Copy of IRS determination letter as to 501(c)(3) or 501(c)(6) status
- List of current Board of Directors and Officers
- IRS Form 990

**Evaluation and Reimbursement Request:**

At the end of the year, the following must be submitted to the Marketing and Tourism Coordinator:

- Any research conducted
- Marketing materials
- Wrap Up Report

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To submit an application or inquire about event funding, please contact:

Rebecca Robinson  
rrobinson@cityofdenison.com  
903.465.2720 Ext. 2520



## WRAP UP REPORT

Name of Group/Organization: \_\_\_\_\_

Days/Times open to the public: \_\_\_\_\_

Total number of visitors over the last year: \_\_\_\_\_

Geographical reach of visitors (check one)

- Primarily local attendees \_\_\_\_\_
- Primarily out-of-town attendees \_\_\_\_\_
- Balanced \_\_\_\_\_

How much did you receive in donations over the last year:

\_\_\_\_\_

Describe any fundraising efforts and overall impact to the organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe **specifically** how the HOT funds were used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What did you do to market your organization outside of Grayson County:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you plan on requesting HOT funding next year: YES ☐ NO ☐

If "no", please describe why: \_\_\_\_\_