



**DENISON CONVENTION AND VISITORS BUREAU
APPLICATIONS FOR HOT FUNDING
FISCAL YEAR 2024**

FOR ADDITIONAL INFORMATION PLEASE CONTACT
TOURISM MANAGER | RACHEL REINERT
101 E MAIN STREET #103 | DENISON, TX 75021
(903) 647-7976 | RREINERT@CITYOFDENISON.COM



HOT FUNDING APPLICATION OVERVIEW

What is a HOT grant?

Hotel Occupancy Tax, or HOT, is collected by the City of Denison as authorized by the State of Texas on hotel and short term rental stays in the City, to be used directly to promote tourism efforts. HOT Grants are available through the Denison Convention and Visitors Bureau, or CVB, for advertising/promotional efforts that benefit tourism.

Who is eligible for a grant?

Advertising/Promotional Grants from the Denison CVB are intended to provide financial support for initiatives, activities, and events that promote the City of Denison for the purpose of attracting visitors to the City. Grants are broken down into three categories:

- 1) Events
- 2) Conventions
- 3) Historic Preservation

What can the funds be used for?

Grant funds awarded must be used for marketing, outreach, advertising and promotion of the event(s) outside of the local area to impact tourism.

What can funds NOT be used for?

Items ineligible/not covered by grant funds are any items that only ticketholders/attendees receive after arriving, items needed when purchasing admission to the event, or items for use at the event/project.

Who decides if I receive the grant?

Grant applications are reviewed and approved by the Denison CVB Board of Directors.

Grant applications are divided into three separate applications. Please choose the application that best fits your Hot Request.

Events: pages 5-11

Conventions: pages 12-15

Historic Preservation: pages 16-20

APPLICATION OPEN	APPLICATION DEADLINE	CVB BOARD DECISION
CYCLE 1: FEBRUARY 1, 2024	MARCH 1, 2024	APRIL 2024
CYCLE 2: JULY 1, 2024	AUGUST 1, 2024	SEPTEMBER 2024

Please return completed applications to:

Tourism Manager | Rachel Reinert
(903) 647-7976 | rreinert@cityofdenison.com
101 E Main Street #103 Denison, Texas 75021



APPLICATIONS FOR HOT FUNDING FISCAL YEAR 2024

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
FISCAL YEAR 2024



EVENT APPLICATION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

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 FISCAL YEAR 2024

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 in Denison in order to receive HOT funding. Room blocks made outside of Denison will jeopardize funding.

Please contact Rachel Reinert at rreinert@cityofdenison.com for assistance with booking. Event coordinator is responsible for checking conflicting dates and hotel availability prior to submitting application.

Detailed description of event:

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

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



EVENT APPLICATION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

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 FISCAL YEAR 2024

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)

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

What geographic areas does your advertising and promotion reach?

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 FISCAL YEAR 2024

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 _____



**EVENT APPLICATION REQUEST FOR HOT FUNDING
FISCAL YEAR 2024**

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: _____

Signature HOT Fund Recipient

Date

Printed Name of HOT Fund Recipient

Date



CONVENTION REQUEST FOR HOT FUNDING



CONVENTION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

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: _____



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:

Rachel Reinert
rreinert@cityofdenison.com
903.465.2720 Ext. 2035



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 FISCAL YEAR 2024

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:

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



HISTORIC PRESERVATION APPLICATION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

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)

What geographic areas does your advertising and promotion reach?



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:

Rachel Reinert
rreinert@cityofdenison.com
903.465.2720 Ext. 2035



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)

- o Primarily local attendees _____
- o Primarily out-of-town attendees _____
- o 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: _____