



**DENISON CONVENTION AND VISITORS BUREAU  
TOURISM GRANT APPLICATION  
2025**

**FOR ADDITIONAL INFORMATION PLEASE CONTACT**  
TOURISM MANAGER | RACHEL REINERT  
101 E MAIN STREET #103 | DENISON, TX 75021  
(903) 647-7976 | [RREINERT@DENISONTX.GOV](mailto:RREINERT@DENISONTX.GOV)



## 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

| CYCLE         | APPLICATION OPEN         | APPLICATION DEADLINE      | CVB BOARD DECISION |
|---------------|--------------------------|---------------------------|--------------------|
| <b>SPRING</b> | MONDAY, FEBRUARY 3, 2025 | MONDAY, MARCH 3, 2025     | MARCH 2025         |
| <b>SUMMER</b> | MONDAY, MAY 5, 2025      | MONDAY, JUNE 2, 2025      | JUNE 2025          |
| <b>FALL</b>   | MONDAY, AUGUST 4, 2025   | MONDAY, SEPTEMBER 1, 2025 | SEPTEMBER 2025     |
| <b>WINTER</b> | MONDAY, NOVEMBER 3, 2025 | MONDAY, DECEMBER 1, 2025  | DECEMBER 2025      |

*NOTE: EVENT APPLICATIONS MUST BE SUBMITTED AT LEAST 45 DAYS PRIOR TO EVENT DATE*

### PLEASE RETURN COMPLETED APPLICATIONS TO:

TOURISM MANAGER | RACHEL REINERT  
101 E MAIN STREET #103 | DENISON, TX 75021  
(903) 647-7976 | RREINERT@DENISONTX.GOV



## APPLICATIONS FOR TOURISM GRANTS FISCAL YEAR 2025

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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 TOURISM GRANT FISCAL YEAR 2025**



## TOURISM GRANT | EVENT APPLICATION REQUEST FISCAL YEAR 2025

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

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

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

*NOTE: EVENT APPLICATIONS MUST BE SUBMITTED AT LEAST 45 DAYS PRIOR TO EVENT DATE*

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: \_\_\_\_\_

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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: \_\_\_\_\_



## TOURISM GRANT | EVENT APPLICATION REQUEST FISCAL YEAR 2025

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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@denisontx.gov](mailto:rreinert@denisontx.gov) for assistance with booking. 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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## TOURISM GRANT | EVENT APPLICATION REQUEST FISCAL YEAR 2025

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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?: \_\_\_\_\_



## TOURISM GRANT | EVENT APPLICATION REQUEST FISCAL YEAR 2025

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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*





## TOURISM GRANT | EVENT APPLICATION REQUEST FISCAL YEAR 2025

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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 \_\_\_\_\_



**TOURISM GRANT | EVENT APPLICATION REQUEST  
FISCAL YEAR 2025**

**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**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Printed Name of HOT Fund Recipient**

\_\_\_\_\_  
**Date**



**CONVENTION**  
**REQUEST FOR TOURISM GRANT**



## TOURISM GRANT | CONVENTION APPLICATION REQUEST FISCAL YEAR 2025

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:

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## 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**

## **TOURISM GRANT REQUEST**





## TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST FISCAL YEAR 2025

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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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## TOURISM GRANT | CONVENTION APPLICATION REQUEST FISCAL YEAR 2025

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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:

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## 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: \_\_\_\_\_