



**DENISON CONVENTION AND VISITORS BUREAU  
TOURISM GRANT APPLICATIONS  
2026**

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT**  
TOURISM MANAGER | JORDAN STARR  
321 W. MAIN STREET | DENISON, TX 75020  
(903) 647-7976 | [JSTARR@DENISONTX.GOV](mailto:JSTARR@DENISONTX.GOV)



## HOT FUNDING APPLICATION OVERVIEW

### What is a HOT grant?

By ordinance, the City of Denison approves a local hotel occupancy tax with portions of the fund to be dedicated to support convention and tourism centers, promotional and tourist advertising of the City, promotion of the arts, historical preservation and program support for events and activities that attract tourists to the City of Denison.

### Who is eligible for a grant?

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 must be used to promote tourism and attract visitors to Denison. Eligible uses include marketing, advertising, outreach, and promotional activities for events and conventions or historic preservation projects that draw tourists from outside the local area.

### 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 and reports are divided into three separate applications.  
Please choose the category that best fits your HOT request.**

Events: pages 4-21  
Conventions: pages 22-38  
Historic Preservation: pages 39-49  
Advertising & Promotion: pages 50-60

CYCLE	APPLICATION OPEN	APPLICATION DEADLINE	CVB BOARD DECISION
SPRING	MONDAY, FEBRUARY 2, 2026	MONDAY, MARCH 2, 2026	MARCH 2026
SUMMER	MONDAY, MAY 4, 2026	MONDAY, JUNE 1, 2026	JUNE 2026
FALL	MONDAY, AUGUST 3, 2026	MONDAY, SEPTEMBER 7, 2026	SEPTEMBER 2026
WINTER	MONDAY, OCTOBER 5, 2026	MONDAY, NOVEMBER 2, 2026	NOVEMBER 2026

NOTE: EVENT APPLICATIONS MUST BE SUBMITTED AT LEAST 60 DAYS PRIOR TO EVENT DATE

### PLEASE RETURN COMPLETED APPLICATIONS TO:

TOURISM MANAGER | JORDAN STARR  
321 W. MAIN STREET | DENISON, TX 75020  
(903) 647-7976 | JSTARR@DENISONTX.GOV



## APPLICATIONS FOR TOURISM GRANTS 2026

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

- ☐ **Convention 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/or 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. Amount requested under this category: \_\_\_\_\_
- ☐ **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 that are likely to attract tourists and hotel guests. Amount requested under this category: \_\_\_\_\_
- ☐ **Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1million.** 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 2026**



## TOURISM GRANT | EVENT APPLICATION REQUEST 2026

Date of Application: \_\_\_\_\_ Name of Applicant: \_\_\_\_\_

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

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

*NOTE: EVENT APPLICATIONS MUST BE SUBMITTED AT LEAST 60 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

Mission of Organization: \_\_\_\_\_

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: \_\_\_\_\_



## TOURISM GRANT | EVENT APPLICATION REQUEST 2026

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 Jordan Starr at [jstarr@denisontx.gov](mailto:jstarr@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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If this request for funding is denied, will the event/program continue? \_\_\_\_\_ Yes \_\_\_\_\_ No

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

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## TOURISM GRANT | EVENT APPLICATION REQUEST 2026

Has the Organization previously received HOT Funding from the City of Denison?

\_\_\_\_\_ Yes \_\_\_\_\_ No

If Yes, what year(s) and for what purpose?

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Has this event been held previously?

\_\_\_\_\_ Yes \_\_\_\_\_ No

If Yes, please complete the following:

Date(s) Held	Location	# of Participants, Spectators, Visitors	How Verified?	# of Hotel Rooms Booked	How Verified?



## TOURISM GRANT | EVENT APPLICATION REQUEST 2026

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Will this be a ticketed event? \_\_\_\_\_ Yes \_\_\_\_\_ No

Price of ticket / admission / entry fee (*Differ between adults, children, seniors, military, etc.*):

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Description of participants / teams (geographic or qualifying information, by invitation only, etc.):

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Please describe how this event/program will increase tourism or have an economic impact on the City of Denison?

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How will this event/program generate overnight stays in Denison lodging?

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How much Hotel Occupancy Tax is projected to be generated in Denison by this event/program?  
# of Rooms: \_\_\_\_\_ X # of Nights: \_\_\_\_\_ X room rate \$ \_\_\_\_\_ X tax \$0.07 =  
\$ \_\_\_\_\_

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

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

Geographical reach of attendees (check one)

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

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





## TOURISM GRANT | EVENT APPLICATION REQUEST 2026

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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 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 2026

Venue: \_\_\_\_\_

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 # \_\_\_\_\_

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 \_\_\_\_\_

**For events that will have live music**

Residence of Artists

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



## TOURISM GRANT | EVENT APPLICATION REQUEST 2026

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### BUDGET FOR PROPOSED EVENT/PROGRAM

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#### EXPENSES

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

#### ADVERTISING

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

**Total Advertising Costs:** \_\_\_\_\_

**Notes:**

#### OTHER EXPENSES NOT LISTED ABOVE:

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

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

**REVENUES**

Cash Incentives:	_____
Donations:	_____
In-Kind Services:	_____
Discover Denison Funding:	_____
Sponsorships:	_____
Ticket Sales:	_____
Other:	_____
	_____
	_____

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

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**A Post-Event/Program Report is required to be submitted within 60 days of completion of the event/program.** The completed form may be emailed to [jstarr@denisontx.gov](mailto:jstarr@denisontx.gov) or delivered to the Discover Denison Visitor Center, at 321 W. Main Street, Denison, TX 75020.  
*Failure to submit a Post-Event/Program report could affect future funding recommendations for HOT funds.*

*It is required that you will include financial statements, receipts of expenditures, and receipts of revenues with your Post-Event Report. Please initial to acknowledge:\_\_\_\_\_*  
*Failure to do so will jeopardize funding.*

**I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand the use of HOT funds is subject to audit.**

\_\_\_\_\_  
**Signature HOT Fund Recipient**

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

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



## 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 Tourism Manager for Discover Denison by the seasonal deadline in order to be considered for the HOT funds. The CVB Advisory Board will 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 work with Group to provide hotel booking numbers prior and following the event
- Applicant is responsible for balance of amounts due
- 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
- Invoices and/or quotes that match the expenses and amounts requested for funding.
- Required documents
- 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

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

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

TOURISM MANAGER | JORDAN STARR  
321 W. MAIN STREET | DENISON, TX 75020  
(903) 647-7976 | JSTARR@DENISONTX.GOV

Are you comfortable presenting your application to the CVB Board? \_\_\_\_\_ Yes \_\_\_\_\_ No



# EVENT

## POST-EVENT REPORT FOR TOURISM GRANT 2026

**NOTE:**

*THE POST-EVENT REPORT IS A REQUIRED FOLLOW-UP DOCUMENT AND IS NOT PART OF THE INITIAL GRANT APPLICATION. IT MUST BE SUBMITTED WITHIN 60 DAYS FOLLOWING THE CONCLUSION OF THE FUNDED EVENT. PLEASE DO NOT COMPLETE THIS SECTION AT THE TIME OF APPLICATION. WE RECOMMEND YOU RETAIN A COPY OF THIS REPORT FORM TO COMPLETE AND SUBMIT AFTER YOUR EVENT HAS TAKEN PLACE.*



## TOURISM GRANT | POST-EVENT REPORT 2026

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### Event Overview

Name of Event: \_\_\_\_\_ Date(s) of event: \_\_\_\_\_

Amount of Funds Awarded: \_\_\_\_\_

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

Name of Person Submitting Report: \_\_\_\_\_ Title: \_\_\_\_\_

Address of Organization: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Media / Advertising Information

Please provide a summary of media/advertising exposure received (local, regional, state, and national print/television/radio advertising) with copies of receipts, contracts or copies of checks. Please include examples of promotional materials (social media posts, digital ads, brochures, posters, programs, etc.) and a listing of areas of distribution.

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### Participant / Spectator / Visitor Information

# Total Attendees (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_

# Out-Of-Town Visitors (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_

# Day Visitors (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_



## TOURISM GRANT | POST-EVENT REPORT 2026

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Total # Room Nights: \_\_\_\_\_

Date	Establishment: Hotel, Motel, B&B, SRT	Total Room Nights	Room Rate	How Verified?

How did you promote hotel stays for the event?

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### Survey

Please attach any survey(s) conducted during or after the event. Additional literature pertaining to the event such as e-mails, newspaper or magazine articles, etc. should also be submitted.





## TOURISM GRANT | POST-EVENT REPORT 2026

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### Tourism Impact

Please provide a brief summary of the event, including its primary goals, key activities, and overall outcomes. Be sure to describe how the event attracted visitors from outside the community, supported tourism-related businesses (such as hotels, restaurants, or attractions), and contributed to the promotion of Denison as a destination:

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Would you consider this event a success in attracting visitors to Denison?

\_\_\_\_\_ Yes    \_\_\_\_\_ No

What worked well for your event? What challenges did you encounter, if any?

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Do you plan on holding this event in Denison next year? \_\_\_\_\_ Yes    \_\_\_\_\_ No    \_\_\_\_\_ Undecided

If Yes, will you be applying for the grant again? \_\_\_\_\_ Yes    \_\_\_\_\_ No    \_\_\_\_\_ Undecided

If No, please explain why: \_\_\_\_\_

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## TOURISM GRANT | POST-EVENT REPORT 2026

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### Financial Reporting

Please provide a breakdown of how the grant funds were spent.

*(Attach financial statements and receipts for the project. The financials should include expenses for items such as clean-up services, rentals, equipment, entertainment, sanction fees, facility rental, security, officials, insurance, housing, labor, marketing/promo, event director, etc.)*

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Were any matching funds or additional funding sources used? If so, please list them.

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Were there any unexpected costs or savings?

☐ Yes

☐ No

If yes, explain:

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## TOURISM GRANT | POST-EVENT REPORT 2026

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### EXPENDITURE REPORT FOR EVENT/PROGRAM

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#### EXPENSES

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

#### ADVERTISING

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

**Total Advertising Costs:** \_\_\_\_\_

**Notes:**

#### OTHER EXPENSES NOT LISTED ABOVE:

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

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

**REVENUES**

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

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

In-Kind Services: \_\_\_\_\_

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

Sponsorships: \_\_\_\_\_

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

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

\_\_\_\_\_

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

**Notes:**

**USE OF HOT FUNDS**

Total Amount of HOT Funds Received: \_\_\_\_\_

Total Amount Spent on Eligible Expenses: \_\_\_\_\_

Were any HOT funds unspent or saved: \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, explain how the remaining funds were used or if they will be returned:

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Briefly describe how HOT funds were used (e.g., marketing, production, vendor services):

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## TOURISM GRANT | POST-EVENT REPORT 2026

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### Acknowledgment

By initialing below, I acknowledge that:

- I have included all required financial statements, receipts of expenditures, and receipts of revenues with this Post-Event Report. \_\_\_\_\_
- This report is being submitted within 60 days of the event. \_\_\_\_\_
- I understand that failure to submit complete details or meet reporting requirements may impact future eligibility for Hotel Occupancy Tax (HOT) funding. \_\_\_\_\_
- I understand and agree to abide by the Texas State limitations placed on the use of HOT funds, and I certify that all funds will be used solely for purposes described in this report or as approved by the City. \_\_\_\_\_
- I understand that all HOT fund usage is subject to audit. \_\_\_\_\_

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### Signature HOT Fund Recipient

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

\_\_\_\_\_  
Date



# **CONVENTION**

## **APPLICATION REQUEST FOR TOURISM GRANT 2026**



## TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

Date of Application: \_\_\_\_\_ Name of Applicant: \_\_\_\_\_

Type of Event: \_\_\_\_\_

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

*NOTE: CONVENTION APPLICATIONS MUST BE SUBMITTED AT LEAST 60 DAYS PRIOR TO EVENT DATE*

Event Venue(s): \_\_\_\_\_

Event Times: \_\_\_\_\_

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

Event and/or Organization Website(s): \_\_\_\_\_

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

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

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

Mission of Organization: \_\_\_\_\_

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., booking activities, dinner reservations, providing welcome bags, hotel reservations and blocks, etc.)*



## TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

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's website 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 Jordan Starr at [jstarr@denisontx.gov](mailto:jstarr@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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If this request for funding is denied, will the event continue? \_\_\_\_\_ Yes \_\_\_\_\_ No

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

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## TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

Has the Organization previously received HOT Funding from the City of Denison?

\_\_\_\_\_ Yes      \_\_\_\_\_ No

If Yes, what year(s) and for what purpose?

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Has this convention been held previously?

\_\_\_\_\_ Yes      \_\_\_\_\_ No

If Yes, please complete the following:

Date(s) Held	Location	# of Participants/ attendees	How Verified?	# of Hotel Rooms Booked	How Verified?



## TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

Will this be a registration-based event? \_\_\_\_\_ Yes \_\_\_\_\_ No

Please explain (Detail the ticket structure or registration fees or state that the event is free and open to the public): \_\_\_\_\_  
\_\_\_\_\_

Price of registration/tickets/entry: \_\_\_\_\_

Description of participants/attendees (geographic or qualifying information, etc.):  
\_\_\_\_\_

Please describe how this event/program will increase tourism or have an economic impact on the City of Denison (restaurants, shopping, etc.)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this event/program generate overnight stays in Denison lodging?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How much Hotel Occupancy Tax is projected to be generated in Denison by this event/program?

# of Rooms: \_\_\_\_\_ X # of Nights: \_\_\_\_\_ X Room Rate \$ \_\_\_\_\_ X Tax \$0.07 =  
\$ \_\_\_\_\_

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

How many vendors/exhibitors do you expect: \_\_\_\_\_

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

Geographical reach of attendees (check one)

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

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



## TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

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What is your plan to market and promote the event and attract visitors to Denison, outside of the use of the HOT funds? *(Include advertising channels, geographic markets, and any partnerships)*

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What marketing initiatives will you utilize to promote hotel and convention activity for this event (Attach examples or mockups of marketing materials, if available)?

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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-Convention Report. Please initial to acknowledge: \_\_\_\_\_  
*Failure to do so will jeopardize funding.*



## TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

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### BUDGET FOR PROPOSED CONVENTION/EXPO

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#### EXPENSES

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

#### ADVERTISING

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

**Total Advertising Costs:** \_\_\_\_\_

**Notes:**

#### OTHER EXPENSES NOT LISTED ABOVE:

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

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

**REVENUES**

Cash Incentives:	_____
Donations:	_____
In-Kind Services:	_____
Discover Denison Funding:	_____
Sponsorships:	_____
Ticket/Registration Sales:	_____
Other:	_____
	_____
	_____
<b>Total Anticipated Revenues:</b>	_____

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**A Post-Convention Report is required to be submitted within 60 days of completion of the event/program.** The completed form may be emailed to [jstarr@denisontx.gov](mailto:jstarr@denisontx.gov) or delivered to the Discover Denison Visitor Center, at 321 W. Main Street, Denison, TX 75020.

*Failure to submit a Post-Convention report could affect future funding recommendations for HOT funds.*

*It is required that you will include financial statements, receipts of expenditures, and receipts of revenues with your Post-Convention Report. Please initial to acknowledge:\_\_\_\_\_*

*Failure to do so will jeopardize funding.*

**I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand the use of HOT funds is subject to audit.**

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**Signature HOT Fund Recipient**

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**Printed Name of HOT Fund Recipient**

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**Date**



## LETTER OF AGREEMENT

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

The application must be submitted to the Tourism Manager for Discover Denison by the seasonal deadline in order to be considered for the HOT funds. The CVB Advisory Board will 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 work with Group to provide hotel booking numbers prior and following the event
- Applicant is responsible for balance of amounts due
- Discover Denison must be listed as a sponsor

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

- Completed RFP for convention or expo on DiscoverDenison.com
- Completed HOT Funding Application
- Current W-9 for payment
- Invoices/quotes that match the expenses and amounts requested for funding.
- Required documents
- 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

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

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

TOURISM MANAGER | JORDAN STARR  
321 W. MAIN STREET | DENISON, TX 75020  
(903) 647-7976 | JSTARR@DENISONTX.GOV

Are you comfortable presenting your application to the CVB Board? \_\_\_\_\_ Yes \_\_\_\_\_ No



# CONVENTION

## POST-CONVENTION REPORT FOR TOURISM GRANT 2026

**NOTE:**

*THE POST-CONVENTION REPORT IS A REQUIRED FOLLOW-UP DOCUMENT AND IS NOT PART OF THE INITIAL GRANT APPLICATION. IT MUST BE SUBMITTED WITHIN 60 DAYS FOLLOWING THE CONCLUSION OF THE FUNDED EVENT. PLEASE DO NOT COMPLETE THIS SECTION AT THE TIME OF APPLICATION. WE RECOMMEND YOU RETAIN A COPY OF THIS REPORT FORM TO COMPLETE AND SUBMIT AFTER YOUR EVENT HAS TAKEN PLACE.*



## TOURISM GRANT | POST-CONVENTION REPORT 2026

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### Event Overview

Name of Event: \_\_\_\_\_ Date(s) of event: \_\_\_\_\_

Amount of Funds Awarded: \_\_\_\_\_

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

Name of Person Submitting Report: \_\_\_\_\_ Title: \_\_\_\_\_

Address of Organization: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Media / Advertising Information

Please provide a summary of media/advertising exposure received (local, regional, state, and national print/television/radio advertising) with copies of receipts, contracts or copies of checks. Please include examples of promotional materials (social media posts, digital ads, brochures, posters, programs, etc.) and a listing of areas of distribution.

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### Participant / Spectator / Visitor Information

# Total Attendees (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_

# Out-Of-Town Visitors (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_

# Day Visitors (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_

# Vendors/Exhibitors (If multiple day event, please list by date): \_\_\_\_\_

How Verified (event registration, head count, sign in, estimate, other): \_\_\_\_\_





## TOURISM GRANT | POST-CONVENTION REPORT 2026

Total # Room Nights: \_\_\_\_\_

Date	Establishment: Hotel, Motel, B&B, SRT	Total Room Nights	Room Rate	How Verified?

How did you promote hotel stays for the event?

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### Survey

Please attach any survey(s) conducted during or after the event. Additional literature pertaining to the event such as e-mails, newspaper or magazine articles, etc. should also be submitted.



## TOURISM GRANT | POST-CONVENTION REPORT 2026

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### Tourism Impact

Please provide a brief summary of the event, including its primary goals, key activities, and overall outcomes. Be sure to describe how the convention/expo attracted visitors from outside the community, supported tourism-related businesses (such as hotels, restaurants, or attractions), and contributed to the promotion of Denison as a destination:

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Would you consider this event a success in attracting visitors to Denison?

\_\_\_\_\_ Yes \_\_\_\_\_ No

What worked well for your event? What challenges did you encounter, if any?

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Do you plan on holding this event in Denison next year? \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ Undecided

If Yes, will you be applying for the grant again? \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ Undecided

If No, please explain why: \_\_\_\_\_

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## TOURISM GRANT | POST-CONVENTION REPORT 2026

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### Financial Reporting

Please provide a breakdown of how the grant funds were spent.

*(Attach financial statements and receipts for the project. The financials should include expenses for items such as clean-up services, rentals, equipment, entertainment, sanction fees, facility rental, security, officials, insurance, housing, labor, marketing/promo, event director, etc.)*

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Were any matching funds or additional funding sources used? If so, please list them.

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Were there any unexpected costs or savings?

☐ Yes

☐ No

If yes, explain:

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## TOURISM GRANT | POST-CONVENTION REPORT 2026

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### EXPENDITURE REPORT FOR CONVENTION/EXPO

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#### EXPENSES

Space Rental: \_\_\_\_\_

Food & Beverage: \_\_\_\_\_

Audio/Visual: \_\_\_\_\_

Internet: \_\_\_\_\_

Security: \_\_\_\_\_

Staff Costs: \_\_\_\_\_

Entertainment: \_\_\_\_\_

Lodging: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

#### ADVERTISING

Newspaper: \_\_\_\_\_

Radio: \_\_\_\_\_

TV: \_\_\_\_\_

Other Paid Advertising: \_\_\_\_\_

Social Media Costs: \_\_\_\_\_

Direct Mailings: \_\_\_\_\_

Press Releases/Media Alerts: \_\_\_\_\_

**Total Advertising Costs:** \_\_\_\_\_

**Notes:**

#### OTHER EXPENSES NOT LISTED ABOVE:

\_\_\_\_\_

\_\_\_\_\_

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

**REVENUES**

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

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

In-Kind Services: \_\_\_\_\_

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

Sponsorships: \_\_\_\_\_

Ticket/Registration Sales: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

Notes:

\_\_\_\_\_

**USE OF HOT FUNDS**

Total Amount of HOT Funds Received: \_\_\_\_\_

Total Amount Spent on Eligible Expenses: \_\_\_\_\_

Were any HOT funds unspent or saved: \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, explain how the remaining funds were used or if they will be returned:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Briefly describe how HOT funds were used (e.g., marketing, production, vendor services):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## TOURISM GRANT | POST-CONVENTION REPORT 2026

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### Acknowledgment

By initialing below, I acknowledge that:

- I have included all required financial statements, receipts of expenditures, and receipts of revenues with this Post-Convention Report. \_\_\_\_\_
- This report is being submitted within 60 days of the event. \_\_\_\_\_
- I understand that failure to submit complete details or meet reporting requirements may impact future eligibility for Hotel Occupancy Tax (HOT) funding. \_\_\_\_\_
- I understand and agree to abide by the Texas State limitations placed on the use of HOT funds, and I certify that all funds will be used solely for purposes described in this report or as approved by the City. \_\_\_\_\_
- I understand that all HOT fund usage is subject to audit. \_\_\_\_\_

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### Signature HOT Fund Recipient

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

\_\_\_\_\_  
Date



# **HISTORIC PRESERVATION**

## **APPLICATION REQUEST FOR TOURISM GRANT**

### **2026**



## TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST 2026

\_\_\_\_\_

Date of Application: \_\_\_\_\_ Name of Applicant: \_\_\_\_\_

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

Address of Location: \_\_\_\_\_

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

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

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

Mission of Organization: \_\_\_\_\_

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe the historic site, structure, or artifact for which funding is being requested.

\_\_\_\_\_

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\_\_\_\_\_





## TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST 2026

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What is the anticipated timeline for completion of the project? \_\_\_\_\_

Is this request to fund a historical preservation, restoration, or heritage-related activity?

\_\_\_\_\_ Yes    \_\_\_\_\_ No

If yes, please explain:

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Is this request to fund a restoration project of a historical asset? \_\_\_\_\_ Yes    \_\_\_\_\_ No

If yes, please explain:

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How does this preservation project support heritage tourism in Denison?

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Describe the specific preservation, restoration, or rehabilitation work proposed:

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Why is this project necessary at this time?

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## TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST 2026

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Will the work maintain the historical integrity of the site or asset?

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Have professional assessments or recommendations been completed? \_\_\_\_\_ Yes \_\_\_\_\_ No

Please explain:

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Who will oversee and manage the project? \_\_\_\_\_

Will licensed or qualified preservation professionals be used? \_\_\_\_\_ Yes \_\_\_\_\_ No

What is the total number of yearly visitors? \_\_\_\_\_

How Verified: \_\_\_\_\_

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Geographical reach of visitors (check one)

- Primarily local attendees \_\_\_\_\_ How Verified: \_\_\_\_\_
- Primarily out-of-town attendees \_\_\_\_\_ How Verified: \_\_\_\_\_
- Total # Visitors using Denison lodging: \_\_\_\_\_

How will this project improve the visitor experience or educational opportunities?

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Does the site host events, tours, or educational programming that attract visitors from outside the local area? \_\_\_\_\_ Yes \_\_\_\_\_ No

Please explain:

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## TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST 2026

### BUDGET FOR PROPOSED HP REQUEST

#### EXPENSES

Preservation or restoration labor: \_\_\_\_\_

Professional assessments or evaluations: \_\_\_\_\_

Specialized restoration services: \_\_\_\_\_

Preservation consultants/licensed contractors \_\_\_\_\_

Artifact or collection conservation services \_\_\_\_\_

Monument or memorial restoration services \_\_\_\_\_

Foundation stabilization or repair \_\_\_\_\_

Exterior wall or façade restoration \_\_\_\_\_

Repair of original features or finishes \_\_\_\_\_

Cleaning, conservation, or repair of artifacts \_\_\_\_\_

Restoration of statues, monuments, or memorials \_\_\_\_\_

#### Notes:

How will grant funds be tracked and documented to ensure compliance?

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#### OTHER EXPENSES NOT LISTED ABOVE:

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



## 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 Tourism Manager for Discover Denison by the seasonal grant deadline in order to be considered for the Historic Preservation funds.

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

- Completed HOT Funding Application
- Current W-9 for payment
- Invoices and/or quotes for scope of work which match the expenses and amounts requested for funding.
- Any additional information which allow for better understanding of the scope of the project.
- 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

It is **required** that you will include financial statements, receipts of expenditures, and receipts of revenues with your Post Project Report. Please initial to acknowledge: \_\_\_\_\_

**A HISTORIC PRESERVATION PROJECT REPORT is required to be submitted within 60 days of completion of the restoration project.** The completed form may be emailed to [jstarr@denisontx.gov](mailto:jstarr@denisontx.gov) or delivered to the Discover Denison Visitor Center, at 321 W. Main Street, Denison, TX 75020.

*Failure to submit a HISTORIC PRESERVATION PROJECT REPORT could affect future funding recommendations for HOT funds.*

**I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand the use of HOT funds is subject to audit.**

\_\_\_\_\_  
**Signature HOT Fund Recipient**

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

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

Are you comfortable presenting your application to the CVB Board? \_\_\_\_\_ Yes \_\_\_\_\_ No

TO SUBMIT AN APPLICATION OR INQUIRE ABOUT EVENT FUNDING, PLEASE CONTACT:

TOURISM MANAGER | JORDAN STARR  
321 W. MAIN STREET | DENISON, TX 75020  
(903) 647-7976 | [JSTARR@DENISONTX.GOV](mailto:JSTARR@DENISONTX.GOV)



# **HISTORIC PRESERVATION**

## **HISTORIC PRESERVATION PROJECT REPORT FOR TOURISM GRANT 2026**

**NOTE:**

*THE HISTORIC PRESERVATION PROJECT REPORT IS A REQUIRED FOLLOW-UP DOCUMENT AND IS NOT PART OF THE INITIAL GRANT APPLICATION. IT MUST BE SUBMITTED WITHIN 60 DAYS FOLLOWING THE CONCLUSION OF THE FUNDED PROJECT. PLEASE DO NOT COMPLETE THIS SECTION AT THE TIME OF APPLICATION. WE RECOMMEND YOU RETAIN A COPY OF THIS REPORT FORM TO COMPLETE AND SUBMIT AFTER YOUR EVENT HAS TAKEN PLACE.*



## TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

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### Project Overview

Please describe the funded project or activity:

*(Include details such as restoration work completed, exhibits installed, programs held, etc.)*

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What was the primary goal of this project?

*(e.g., preservation, restoration, etc.)*

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Which historical asset or activity was the focus of this project?

*(Include the name, location, and a brief historical significance.)*

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Please detail the specific work completed.

*(e.g., roof repairs, artifact conservation, structural stabilization)*

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***Attach before-and-after photos, invoices, or contractor reports to support restoration claims.***



## TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

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### Financial Reporting

Total Amount of HOT Funds Received: \$ \_\_\_\_\_

Total Amount Spent on Eligible Expenses: \$ \_\_\_\_\_

Please provide a breakdown of how the grant funds were spent.

***(Attach financial statements and receipts for the project.)***

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Were any matching funds or additional funding sources used? If so, please list them.

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Were any HOT funds unspent or saved?

☐ Yes

☐ No

If yes, explain how the remaining funds were used or if they will be returned:

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## TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

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### Tourism Impact

Has the restoration or preservation project increased visitation to the site?

☐ Yes

☐ No

If Yes, please describe how.

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Estimate the number of tourists or out-of-town visitors drawn by this project: \_\_\_\_\_

How Verified: \_\_\_\_\_

Number of attendees: \_\_\_\_\_ How Verified: \_\_\_\_\_

What kind of visitors are engaging with the site (locals, day-trippers, overnight tourists)?

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How was this data collected? (Ticketing, surveys, sign-ins, etc.)

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Did the site visitation result in hotel overnight stays?

☐ Yes

☐ No

If yes, estimate the number of rooms booked: \_\_\_\_\_

How was this determined? (e.g., partner hotel feedback, event surveys)

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Would you consider this project a success in attracting visitors and preserving history?

\_\_\_\_\_ Yes    \_\_\_\_\_ No

What long-term benefits do you anticipate from this project for tourism and heritage preservation?

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## TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

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### Acknowledgment

By initialing below, I acknowledge that:

- I have included all required financial statements, receipts of expenditures, and receipts of revenues with this HISTORIC PRESERVATION PROJECT REPORT. \_\_\_\_\_
- This report is being submitted within 60 days of the completion of the restoration project. \_\_\_\_\_
- I understand that failure to submit complete details or meet reporting requirements may impact future eligibility for Hotel Occupancy Tax (HOT) funding. \_\_\_\_\_
- I understand and agree to abide by the Texas State limitations placed on the use of HOT funds, and I certify that all funds will be used solely for purposes described in this report or as approved by the City. \_\_\_\_\_
- I understand that all HOT fund usage is subject to audit. \_\_\_\_\_

---

### Signature HOT Fund Recipient

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

\_\_\_\_\_  
Date



# **ADVERTISING AND PROMOTION**

## **APPLICATION REQUEST FOR TOURISM GRANT**

### **2026**



## TOURISM GRANT | ADVERTISING & PROMOTION APPLICATION REQUEST 2026

Date of Application: \_\_\_\_\_ Name of Applicant: \_\_\_\_\_

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

Address of Location: \_\_\_\_\_

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

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

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

Mission of Organization: \_\_\_\_\_

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

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

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

Describe **specifically** how the funds will be used for advertising and promotional efforts?

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## TOURISM GRANT | ADVERTISING & PROMOTION APPLICATION REQUEST 2026

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What is the planned timeline for the advertising campaign? \_\_\_\_\_

What target audience(s) will this advertising campaign focus on?

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How will this advertising effort encourage overnight visitation or increased visitor spending in Denison?

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What platforms or media outlets will be used to promote this project?

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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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## TOURISM GRANT | ADVERTISING & PROMOTION APPLICATION REQUEST 2026

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How will Discover Denison be recognized in the advertising materials?

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Will the advertising promote Denison as a destination beyond this single project or event?

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Who will manage and execute the advertising campaign?

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What is the total number of yearly visitors? \_\_\_\_\_

How Verified:

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Geographical reach of visitors (check one)

- Primarily local attendees \_\_\_\_\_ How Verified: \_\_\_\_\_
- Primarily out-of-town attendees \_\_\_\_\_ How Verified: \_\_\_\_\_
- Total # Visitors using Denison lodging: \_\_\_\_\_

What metrics will be used to measure the success of the advertising and promotion?



## TOURISM GRANT | ADVERTISING & PROMOTION APPLICATION REQUEST 2026

### BUDGET FOR PROPOSED ADVERTISING & PROMOTION

#### ADVERTISING

Newspaper: \_\_\_\_\_  
Radio: \_\_\_\_\_  
TV: \_\_\_\_\_  
Audio Streaming: \_\_\_\_\_  
Social Media Costs: \_\_\_\_\_  
Direct Mailings: \_\_\_\_\_  
Press Releases/Media Alerts: \_\_\_\_\_  
Google Ads (SEM): \_\_\_\_\_  
Display Ads: \_\_\_\_\_  
Travel Influencers: \_\_\_\_\_  
Print Advertising: \_\_\_\_\_  
Travel-related Websites: \_\_\_\_\_  
Sponsored posts: \_\_\_\_\_  
Digital placements: \_\_\_\_\_  
Rack Cards or Brochures: \_\_\_\_\_  
Website edits or updates: \_\_\_\_\_  
Graphic design services: \_\_\_\_\_  
Photography services: \_\_\_\_\_  
Videography services: \_\_\_\_\_  
Billboards or outdoor signage: \_\_\_\_\_  
Wayfinding signage: \_\_\_\_\_  
  
**Total Advertising Costs:** \_\_\_\_\_

#### Notes:

#### OTHER EXPENSES NOT LISTED ABOVE:

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

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



## LETTER OF AGREEMENT

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

The application must be submitted to Tourism Manager for Discover Denison by the seasonal grant deadline in order to be considered for the Advertising/Promotion grant funds.

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

- Completed HOT Funding Application
- Current W-9 for payment
- Marketing plan
- Invoices and/or quotes that match the expenses and amounts requested for funding.
- Any additional information which allow for better understanding of the scope of the project.
- 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

It is **required** that you will include financial statements, receipts of expenditures, and receipts of revenues with your Post Advertising/Promotion Report. Please initial to acknowledge: \_\_\_\_\_

**A POST-ADVERTISING/PROMOTION REPORT is required to be submitted within 60 days of completion of the project.** The completed form may be emailed to [jstarr@denisontx.gov](mailto:jstarr@denisontx.gov) or delivered to the Discover Denison Visitor Center, at 321 W. Main Street, Denison, TX 75020. *Failure to submit a POST-ADVERTISING/PROMOTION REPORT could affect future funding recommendations for HOT funds.*

**I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand the use of HOT funds is subject to audit.**

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**Signature HOT Fund Recipient**

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**Printed Name of HOT Fund Recipient**

---

**Date**

Are you comfortable presenting your application to the CVB Board? \_\_\_\_ Yes \_\_\_\_ No

TO SUBMIT AN APPLICATION OR INQUIRE ABOUT EVENT FUNDING, PLEASE CONTACT:

TOURISM MANAGER | JORDAN STARR  
321 W. MAIN STREET | DENISON, TX 75020  
(903) 647-7976 | [JSTARR@DENISONTX.GOV](mailto:jstarr@denisontx.gov)



# **ADVERTISING & PROMOTION**

## **ADVERTISING & PROMOTION REPORT FOR TOURISM GRANT 2026**

**NOTE:**

*THE POST-ADVERTISING/PROMOTION REPORT IS A REQUIRED FOLLOW-UP DOCUMENT AND IS NOT PART OF THE INITIAL GRANT APPLICATION. IT MUST BE SUBMITTED WITHIN 60 DAYS FOLLOWING THE CONCLUSION OF THE FUNDED PROJECT. PLEASE DO NOT COMPLETE THIS SECTION AT THE TIME OF APPLICATION. WE RECOMMEND YOU RETAIN A COPY OF THIS REPORT FORM TO COMPLETE AND SUBMIT AFTER YOUR EVENT HAS TAKEN PLACE.*





## TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

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### Project Overview

Please describe the funded campaign or promotion:

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What was the primary goal of your advertising and/or promotion?

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Which advertising and promotion methods were utilized?

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Provide the dates the advertising and promotion activities ran.

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What geographic market(s) were targeted?

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What measurable results were achieved as a result of the advertising?

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## TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

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### Financial Reporting

Total Amount of HOT Funds Received: \$ \_\_\_\_\_

Total Amount Spent on Eligible Expenses: \$ \_\_\_\_\_

Please provide a breakdown of how the grant funds were spent.

***(Attach financial statements and receipts for the project.)***

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Were any matching funds or additional funding sources used? If so, please list them.

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Were any HOT funds unspent or saved?

☐ Yes

☐ No

If yes, explain how the remaining funds were used or if they will be returned:

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## TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

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### Tourism Impact

Has the advertising or promotional campaign increased visitation to the site?

☐ Yes

☐ No

If Yes, please describe how.

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Estimate the number of tourists or out-of-town visitors drawn by this campaign: \_\_\_\_\_

How Verified: \_\_\_\_\_

Number of attendees: \_\_\_\_\_ How Verified: \_\_\_\_\_

What kind of visitors are engaging with the site (locals, day-trippers, overnight tourists)?

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How was this data collected? (tickets, surveys, sign-ins, etc.)

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Did the site visitation result in hotel overnight stays?

☐ Yes

☐ No

If yes, estimate the number of rooms booked: \_\_\_\_\_

How was this determined? (e.g., partner hotel feedback, event surveys)

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Would you consider this campaign a success in attracting visitors?

\_\_\_\_\_ Yes \_\_\_\_\_ No

What lessons were learned from this advertising effort that could inform future promotions?

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## TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

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### Acknowledgment

By initialing below, I acknowledge that:

- I have included all required financial statements, receipts of expenditures, and receipts of revenues with this POST-ADVERTISING/PROMOTION REPORT. \_\_\_\_\_
- This report is being submitted within 60 days of the completion of the advertising/promotion campaign. \_\_\_\_\_
- I understand that failure to submit complete details or meet reporting requirements may impact future eligibility for Hotel Occupancy Tax (HOT) funding. \_\_\_\_\_
- I understand and agree to abide by the Texas State limitations placed on the use of HOT funds, and I certify that all funds will be used solely for purposes described in this report or as approved by the City. \_\_\_\_\_
- I understand that all HOT fund usage is subject to audit. \_\_\_\_\_

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### Signature HOT Fund Recipient

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Printed Name of HOT Fund Recipient

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Date