



**CITY OF DENISON
CONVENTION AND VISITOR'S BUREAU BOARD MEETING
AGENDA
Monday, January 12, 2026**

After determining that a quorum is present, the Convention and Visitor's Bureau Board of the City of Denison, Texas will convene in a Regular Meeting on **Monday, January 12, 2026, at 2:00 PM** in the Council Chambers at City Hall, 300 W. Main Street, Denison, Texas, at which the following items will be considered:

1. CALL TO ORDER

- A. Administer Statements of Officer and Oaths of Office to newly appointed members.
- B. Hold a discussion and take action on the selection of a Chair and Vice Chair, each to serve a one-year term,.

2. PUBLIC COMMENTS

Citizens may speak on action items listed on the Agenda. A "Request to Speak Card" should be completed and returned to the Board Secretary upon arrival, prior to the Board reaching the Public Comment section of the agenda. Citizen comments are limited to three (3) minutes, unless otherwise required by law.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. Receive a report, hold a discussion, and take action on approving the Minutes from the December 8th, 2025, Convention and Visitors Bureau Advisory Board Meeting.
- B. Hold a discussion and take action on approving the 2026 Discover Denison Convention and Visitors Bureau Tourism Grant Applications and Post-Grant Reports.

4. DIRECTOR'S REPORT

- A. Tourism
- B. Main Street
- C. Parks and Recreation

- D. Denison Area Chamber of Commerce
 - E. Denison Arts Council
 - F. Downtown Denison, Inc.
 - G. Lake Texoma Association
 - H. Eisenhower Birthplace State Historic Site
 - I. Perrin Air Force Base Museum
- 5. PRESENTATION ON BOARD MEMBER RESPONSIBILITIES, THE TEXAS OPEN MEETINGS ACT, PUBLIC INFORMATION ACT, AND CONFLICTS OF INTEREST**
 - 6. PRESENTATION ON HOTEL OCCUPANCY TAXES, ELIGIBLE EXPENDITURES, AND USE IN TOURISM GRANT PROGRAMS**
 - 7. ADJOURNMENT**

CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front window of City Hall readily accessible to the general public at all times, and posted on the City of Denison website on the 5th day of January 2026.

Karen L. Avery, Deputy City Clerk

In compliance with the Americans with Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending City Council meeting. To better serve you, requests should be received 48 hours prior to the meetings. Please contact the City Clerk's Office at 903-465-2720, Ext: 2437.



**CITY OF DENISON
CONVENTION AND VISITORS BUREAU ADVISORY BOARD MEETING
MINUTES**

Monday, December 8, 2025

1. CALL TO ORDER

Chairman Zac Duce called the meeting to order at 2:06 p.m. Board Members present were Amanda Lanum, Laura Longmire, and Brandi Burkhalter. Board Member Michael Roberts arrived at 2:26 p.m., at which time a quorum was established.

2. PUBLIC COMMENTS

Board Chair Duce called for any public comments at this time. Emily Agans, Director of Marketing and Communications, confirmed there were no Request to Speak Cards received by this point in the meeting. Therefore, no public comments were received.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. Receive a report, hold a discussion, and take action on approving the Minutes of the Convention and Visitors Bureau Meeting of September 22, 2025.

Board Action

On motion by Board Member Roberts, seconded by Board Member Longmire, the Convention and Visitor’s Bureau Advisory Board approved the Minutes as presented at 2:44 p.m.

- B. Receive a report and hold a discussion on the Post-Event Report provided by Frontier Village for the “D-Day” Denison, September 12-14, 2025, Historic Reenactment event.

Board Action

The Convention and Visitor’s Bureau Advisory Board received a post-event report from Frontier Village representatives, Scott Doepper, Laura Doepper, and Sam Wortz, for the D-Day Denison Historic Reenactment held September 12–14, 2025. Mr. Scott Doepper reported an estimated attendance of approximately 197 visitors/reenactors on September 13 (Homeschool Day), 146 attendees and 50 reenactors on September 14, and

approximately 37 attendees and 40 reenactors on the final day. They noted challenges in accurately completing the report due to recent Board turnover and limited access to data during preparation. Of the \$5,000 tourism grant awarded, details regarding hotel stays and direct tourism impact were unavailable, and no hotel room blocks were established for attendees or reenactors. Event revenue was reported at approximately \$1,900 compared to the \$5,000 grant amount, raising concerns regarding the appropriate use of Hotel Occupancy Tax (HOT) funds and the ability to measure overnight tourism impact. Most submitted receipts were related to signage, supplies, and event operations rather than lodging or marketing efforts. Sam Wortz also noted that reenactors were permitted to stay on-site during the event, a practice that will not be allowed moving forward. While the Board acknowledged Frontier Village's transparency under the circumstances, members emphasized that future applications will require clearer documentation, measurable tourism outcomes, and stronger alignment with HOT fund objectives. No action or vote was taken on this item.

- C. Hold a discussion and take action on determining the 2026 meeting dates for the Convention and Visitors Bureau Board.

Board Action

The Board reviewed the proposed meeting schedule, and Director of Communications and Marketing Emily Agans confirmed that meetings are planned to continue on the second Monday of each month at 2:00 p.m. Board Member Longmire raised inaudible concerns regarding scheduling, and Chairman Duce stated that meetings are typically canceled when there are no agenda items requiring action, such as grant approvals. The Board discussed potential scheduling challenges, noting a general consensus to avoid December meetings due to scheduling conflicts and acknowledging that one proposed meeting date falls on Columbus Day and may require further consideration. Chairman Duce stated that the 2026 meeting dates would be revisited and finalized at the January 12, 2026 meeting. Later in the meeting, after a quorum was established, Director Agans noted that January 12, 2026 was also identified as a potential Board retreat to provide a refresher for current Board Members and orientation for the newest Board Member, Amy Dennis. The retreat would include information on Board responsibilities, Hotel Occupancy Tax (HOT) guidelines, and general housekeeping items. On motion by Board Member Roberts, seconded by Board Member Longmire, the Convention and Visitors Bureau Advisory Board approved the 2026 meeting dates.

4. DIRECTOR'S REPORTS

A. Tourism

Director of Marketing and Communications Emily Agans provided an overview of the new tourism map currently in development. Board Members reviewed the map and offered feedback, including the addition of historical markers, with specific discussion on including the dam as a historical marker, as well as incorporating public art locations. Additional suggestions included adding Elves Christmas Tree Farm, considering the inclusion of Grayson College and Munson/Vinita-area attractions, and evaluating the use of the Texoma FC logo in connection with Munson Stadium. The Board generally approved the map concept, noting that minor edits and refinements remain. Specific business listing edits were also requested, including updating the Horses' Axe description by replacing "arcade games" with "darts" and changing "full service" to "bar and GF kitchen." Director Agans also provided a recap of the recent Expedition Texas filming during the Christmas season, noted the launch of the Day Tripper Giveaway later in the day, and encouraged Board Members to share the post on social media. She further shared that the City of Denison will be receiving a Tourism Friendly Community proclamation at an upcoming City Council meeting, to which Board Members were invited. Finally, Director Agans reported that a new CVB Board Member, Amy Dennis, is scheduled for appointment pending City Council approval.

B. Main Street

Main Street Director Donna Dow highlighted that Downtown Denison was recognized as the Texas Best Downtown award winner and was featured in recent publications, including an article in Preservation Magazine and a photograph of Denison in a National Trust publication. Director Dow reported on upcoming holiday programming, including Christmas at the Depot on Saturday, December 13, which will feature free horse and buggy rides. Small Business Saturday was noted as a success, with strong participation from local businesses. Additionally, Director Dow shared that Downtown Denison will be formally recognized at the December 15 City Council meeting by Texas State Senator Hagenbuch for the Great American Main Street Award, and that a flag presentation from the Grayson County Historical Society will take place in recognition of Denison's America 250 involvement.

C. Denison Parks and Recreation

No representative present was present to provide an update; however, Director of Marketing and Communications Emily Agans noted that Denison On Ice appears to be going really well, with reports of strong attendance and an expanded facility with additional Christmas décor and features. She also shared that the Wonders of Winter event is scheduled to take place on Friday.

D. Denison Area Chamber of Commerce

Chairman Duce reported that fundraising totals for the Scott Middle School Cocoa Challenge are nearing completion, with final winners expected to be announced by Thursday, December 11th. While the students set a goal of \$27,000 to earn the opportunity to shave Chairman Duce's beard, current estimates place the total raised at approximately \$17,000. The recent Christmas parade was praised for its improved pacing and overall execution. Chairman Duce also noted that the Chamber's focus is now shifting toward planning for the upcoming annual banquet.

E. Denison Arts Council

No representative was present to provide an update.

F. Downtown Denison, Inc.

No representative was present to provide an update

F. Lake Texoma Association

Board Member Burkhalter reported that the Hard Rock hotel is confirmed. She also shared that while attending an event in Sherman, she was approached by a representative of a company that organizes bus tours for investors. The company is planning a fall bus tour that would include the Texoma area, Downtown Denison, Lake Texoma, and surrounding communities, with multiple buses expected to attend. While dates have not yet been confirmed, the tour is intended to increase general awareness and exposure to the region.

G. Eisenhower Birthplace State Historic Site

Board Member Lanum reported that the recent birthday celebration at the Eisenhower Birthplace drew approximately 500 attendees, one of the largest celebration attendances the site has hosted. She also noted that holiday programming has begun at the site and includes tree displays and children's activities held every weekend leading up to Christmas. Planning is also underway for the 2026 calendar year.

I. Perrin Air Force Base Museum

Board Member Longmire reported recent media features on KTEN and KXII highlighting the Cold War and the NORAD radar system, which is linked to the Santa Tracker program. Santa will be visiting the museum on Saturday, an event that was not originally listed on the museum's calendar, and families and children are invited to attend. Additionally, the museum is in the process of updating its bylaws, which have not been revised since 2019, with a vote scheduled for the following day.

December 8, 2025

Convention and Visitors Bureau Advisory Board Meeting MINUTES

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5. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 2:48 p.m.

Zac Duce, Chairman

Cindy Salem, Vice Chairman

Jordan Starr, Tourism Manager



**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



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

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 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:

If this request for funding is denied, will the event/program continue? _____ Yes _____ No

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



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?

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

Will this be a ticketed event? _____ Yes _____ No

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

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

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

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? _____

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

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 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



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

BUDGET FOR PROPOSED EVENT/PROGRAM

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: _____

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 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

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?

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

EXPENDITURE REPORT FOR EVENT/PROGRAM

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: _____

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):



TOURISM GRANT | POST-EVENT REPORT 2026

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. _____

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 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:

If this request for funding is denied, will the event continue? _____ Yes _____ No

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



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?

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

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)*

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

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-Convention Report. Please initial to acknowledge: _____

Failure to do so will jeopardize funding.



TOURISM GRANT | CONVENTION APPLICATION REQUEST 2026

BUDGET FOR PROPOSED CONVENTION/EXPO

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: _____

Total Anticipated Revenues: _____

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 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.

Signature HOT Fund Recipient

Printed Name of HOT Fund Recipient **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

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.

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?

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

EXPENDITURE REPORT FOR CONVENTION/EXPO

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):



TOURISM GRANT | POST-CONVENTION REPORT 2026

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. _____

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.



TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST 2026

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:

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

If yes, please explain:

How does this preservation project support heritage tourism in Denison?

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

Why is this project necessary at this time?



TOURISM GRANT | HISTORIC PRESERVATION APPLICATION REQUEST 2026

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

Have professional assessments or recommendations been completed? _____ Yes _____ No

Please explain:

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: _____

Geographical reach of visitors (check one)

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

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

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

Please explain:



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?

OTHER EXPENSES NOT LISTED ABOVE:

Total Anticipated Expenses: _____



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 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



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

Project Overview

Please describe the funded project or activity:

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

What was the primary goal of this project?

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

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

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

Please detail the specific work completed.

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

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



TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

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.)

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

Were any HOT funds unspent or saved?

Yes

No

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



TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

Tourism Impact

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

- Yes
- No

If Yes, please describe how.

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)?

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

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)

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?



TOURISM GRANT | HISTORIC PRESERVATION PROJECT REPORT 2026

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?



TOURISM GRANT | ADVERTISING & PROMOTION APPLICATION REQUEST 2026

What is the planned timeline for the advertising campaign? _____

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

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

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

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?



TOURISM GRANT | ADVERTISING & PROMOTION APPLICATION REQUEST 2026

How will Discover Denison be recognized in the advertising materials?

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

Who will manage and execute the advertising campaign?

What is the total number of yearly visitors? _____

How Verified:

Geographical reach of visitors (check one)

- o Primarily local attendees _____ How Verified: _____
- o Primarily out-of-town attendees _____ How Verified: _____
- o 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 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.

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



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

Project Overview

Please describe the funded campaign or promotion:

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

Which advertising and promotion methods were utilized?

Provide the dates the advertising and promotion activities ran.

What geographic market(s) were targeted?

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



TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

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.)

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

Were any HOT funds unspent or saved?

Yes

No

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



TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

Tourism Impact

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

Yes

No

If Yes, please describe how.

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)?

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

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)

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?



TOURISM GRANT | ADVERTISING & PROMOTION REPORT 2026

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. _____

Signature HOT Fund Recipient

Printed Name of HOT Fund Recipient

Date



Meeting Schedule for the Convention and Visitors Bureau Board

Calendar Year 2026

- January 12, 2026 (Board Retreat Day)
- February 9, 2026
- March 9, 2026 (Approve Spring Tourism Grants)
- April 13, 2026
- May 11, 2026
- June 8, 2026 (Approve Summer Tourism Grants)
- July 13, 2026
- August 10, 2026
- September 14, 2026 (Approve Fall Tourism Grants)
- October 12, 2026 (Columbus Day)
- November 9, 2026 (Approve Winter Tourism Grants)
- No December Meeting