



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

Wednesday, September 4, 2024

After determining that a quorum is present, the Convention and Visitors Bureau Advisory Board of the City of Denison, Texas will convene in a Regular Meeting on **Wednesday, September 4, 2024, at 10:00 AM** in the Conference Room at the Katy Depot, 101 E. Main Street, Suite 103, Denison, Texas at which the following items will be considered:

1. CALL TO ORDER

2. PUBLIC COMMENTS

Citizens may speak on items listed on the Agenda. A “Request to Speak Card” should be completed and returned to the City Clerk 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 the Tourism Grant request for 37th Annual Fall Festival hosted by the Denison Area Chamber of Commerce.

4. DIRECTOR'S REPORT

5. ADJOURNMENT

CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front windows of City Hall readily accessible to the general public at all times and posted on the City of Denison website on the 30th day of August 2024.

Christine Wallentine, City Clerk

In compliance with the Americans With Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending Convention and Visitors Bureau Advisory Board 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.

CVB Board Meeting Staff Report



Agenda Item

Receive a report, hold a discussion, and take action on the Tourism Grant request for 37th Annual Fall Festival hosted by the Denison Area Chamber of Commerce.

Staff Contact

Rachel Reinert, Tourism Manager

reinert@denisontx.gov

903-647-7976

Summary

- The Denison Chamber of Commerce will host the 37th Annual Fall Festival on October 5, 2024 in downtown Denison.
- The organization is requesting \$5,000 and will use funding to advertise to area regions, and purchase signage for visitors to locate dining and shopping options in downtown.
- There is an estimated 35,000 attendees and 200 overnight visitors.

Staff Recommendation

Staff recommends approval of the \$5,000 grant to the Denison Area Chamber of Commerce for the 37th Annual Fall Festival.

Recommended Motion

“I move to approve the \$5,000 grant to the Denison Area Chamber of Commerce for the 37th Annual Fall Festival.”

Financial Considerations

Funding for this grant will be taken from the Special Events budget.

Prior Commission or Council Action

This event has not previously received funding from the Denison CVB.

Alternatives

The CVB Board may deny the request or suggest alternative actions.



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

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



HOT FUNDING APPLICATION OVERVIEW

What is a HOT grant?

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

Who is eligible for a grant?

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

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

What can the funds be used for?

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

What can funds NOT be used for?

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

Who decides if I receive the grant?

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

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

Events: pages 5-11
 Conventions: pages 12-15
 Historic Preservation: pages 16-20

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

Please return completed applications to:

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



APPLICATIONS FOR HOT FUNDING FISCAL YEAR 2024

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

- Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: _____
- Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: _____
- Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$5000
- Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: _____
- Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: _____
- Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: _____
- Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: _____
- Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: _____



EVENT
APPLICATION REQUEST FOR HOT FUNDING
FISCAL YEAR 2024



EVENT APPLICATION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

Date of Application: 7/19/2024 Date Application Received: _____

Event Name: Denison 37th Annual Fall Festival

Event Date(s) & Day(s): October 5, 2024

Event Location(s): Downtown Denison Texas Main Street

Times Open To The Public: 9AM - 4 PM

Reason For Event: Promote our downtown merchants, parks and attractions to the City. Promote our entire region via the various vendors who represent many of our organizations

Event Website: denisontexas.us

Name of Event Organization: Denison Area Chamber of Commerce

Address of Event Organization: 313 W. Woodard Street, Denison, Texas 75020

Non-Profit Organization: Yes No

Tax ID #: 75-0232500 Organization Creation Date: 1912

Event Coordinator Contact Name & Mailing Address: Diana Theall, President and CEO

313 W. Woodard Street, Denison, Texas 75020

Phone: 9034651551 Email: dtheall@denisontexas.us

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: Will be completed in August



EVENT APPLICATION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

Is this a first-time event?: _____ Yes _____ No

If no, please list past years' successes and locations: Always on Main Street, the event has been touted as the biggest and best in the region for 37 years!

Are you considering an alternative location to the City of Denison? If yes, where?: NO

How will you measure the return on investment of the requested amount of HOT funds for your event?:
By comparing Sales Tax totals for the weekend as compared to the two weekends before and after and by looking at hotel rooms booked for the weekend.

Do you have other sponsors?: Yes _____ No If yes, please list their **names**:
FIRST UNITED BANK 931 W MAIN DENISON TEXAS 75020 is our presenting sponsor. there will be others but do not have names at this time

What is the estimated number of attendees?: 35,000

Geographical reach of attendees (check one)

- Primarily local attendees _____
- Primarily out-of-town attendees _____
- Balanced

How many day visitors (not requiring lodging) do you expect?: 35,000

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

If yes, what percent of your attendees will be utilizing air travel?: 5%



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

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

We utilize our FB (almost 10,000 followers), our IG, Twitter and our digital newsletter. We use radio, tv and print advertising as well.

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

What geographic areas does your advertising and promotion reach?

South Oklahoma and North Texas including the Metroplex and west of Gainesville,

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: DT

Failure to do so will jeopardize funding



EVENT APPLICATION REQUEST FOR HOT FUNDING FISCAL YEAR 2024

Amount of Hotel Occupancy Tax (HOT) funds requested: \$5000

Number of local hotel rooms anticipated for this event: 25

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: DT

Hotel rooms must be secured in Denison in order to receive HOT funding. Room blocks made outside of Denison will jeopardize funding.

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

Detailed description of event:

DENISON'S 37TH ANNUAL FALL FESTIVAL

Fall is in the air, and the Denison Fall Festival is back! Saturday, October 5, 2024, marks the 37th year of the Denison Fall Festival. The event is hosted by the Denison Area Chamber of Commerce, the City of Denison, and Main Street Denison. Main Street Denison is alive and growing more every day! New bars, candy stores, unique clothing and gifts, antiques, and more!

There's no better place on Saturday, October 5, than Downtown Denison, Texas!
Don't let the construction fool you - WE ARE OPEN FOR BUSINESS!

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

Advertising the event on radio, tv and print to area regions. Purchasing signage for visitors to locate shopping and dining options downtown.

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

Placer. AI



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

For events that will have live music

Residence of Artists

- Local performers/artists 60 %
- Out-of-town performers/artists 40 %

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

Overnight Visitors # 200 Day Visitors Only # 35000

Room Block Room Rate (\$) Unknown Room Block (qty) _____

Overnight Airline Travelers # _____

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

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

- Area Maps & Visitor Guides Quantity _____
- Coupons to local businesses Quantity _____
- Swag Bags _____ Quantity _____



EVENT APPLICATION REQUEST FOR HOT FUNDING
FISCAL YEAR 2024

PROPOSED BUDGET OUTLINE

EXPENSES

Space Rental:	_____
Food & Beverage:	500 _____
Audio/Visual:	_____
Internet:	_____
Security:	_____
Staff Costs:	2000 _____
Entertainment:	2000 _____
Lodging:	_____
Other:	_____
Total Anticipated Expenses:	4500 _____

ADVERTISING

Newspaper:	1000 _____
Radio:	1500 _____
TV:	2000 _____
Other Paid Advertising:	_____
Social Media Costs:	500 _____
Direct Mailings:	_____
Press Releases/Media Alerts:	500 _____

Total Advertising Anticipated Costs:
5500 _____

OTHER EXPENSES NOT LISTED ABOVE:

Printing of banners, signage, water for volunteers, maps for visitors (this is very expensive, over \$500)

Notes:

Empty box for notes.

REVENUES

Cash Incentives: Type text here
Donations: 30,000
In Kind Servies: _____
Discover Denison Funding: 5000
Ticket Sales: _____
Other: _____

Total Anticipated Revenues: 35000

Diana Heall
Signature HOT Fund Recipient

8-1-24
Date

Diana theall
Printed Name of HOT Fund Recipient

8-1-24
Date