



CITY COUNCIL SPECIAL SESSION

Thursday, May 23, 2024 – 4:00 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

Our mission: to provide effective and fiscally responsible municipal services in a manner which promotes our high standard of community life.

Vision Statement Mount Vernon is a caring community committed to excellence and quality of life, aspiring to be the community of choice for ourselves, our children, and future generations – beautiful, clean, vibrant, and safe. We will strive to preserve our heritage, our friendly hometown atmosphere, and celebrate the diversity of all our citizens.

AGENDA

Call to order and announce a quorum is present.

Invocation and Pledges

Report on Items of Community Interest

The City Council will have an opportunity to address items of community interest, including: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the City of Mount Vernon; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the City of Mount Vernon that was attended or is scheduled to be attended by a member of the City Council or an official or employee of the City of Mount Vernon; and announcements involving an imminent threat to the public health and safety of people in the City of Mount Vernon that has arisen after posting the agenda.

Citizen Participation (3 minutes)

The Texas Open Meetings Act prohibits the Council from responding to any comments other than to refer the matter to a future agenda, to an existing policy, or to a staff person with specific information. Claims against the City, Council Members, or employees, as well as individual personnel appeals are not appropriate for citizens' forum.

Items to be Considered:

1. Consider and act upon approval of MHS Planning and Design Park Plan.

Discussion Items and Mayor/Council/City Administrator Reports

HOT Fund Applications

Infrastructure, Streets, Parks, Grants, Budget Preparation, retaining wall on square

2. plaza wall

3. HOT Fund applications

Presiding Officer to Adjourn the City Council Meeting

Notes to the Agenda:

Items marked with an * are consent items considered to be non-controversial and will be voted on in one motion unless a council member asks for separate discussion.

The Council may vote and/or act upon each of the items listed in this Agenda except for discussion-only items.

The Council reserves the right to retire into executive session under Sections 551.071/551.074 – of the Texas Open Meetings Act concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 903-537-2252 two working days prior to the meeting so that appropriate arrangements can be made.

CERTIFICATION

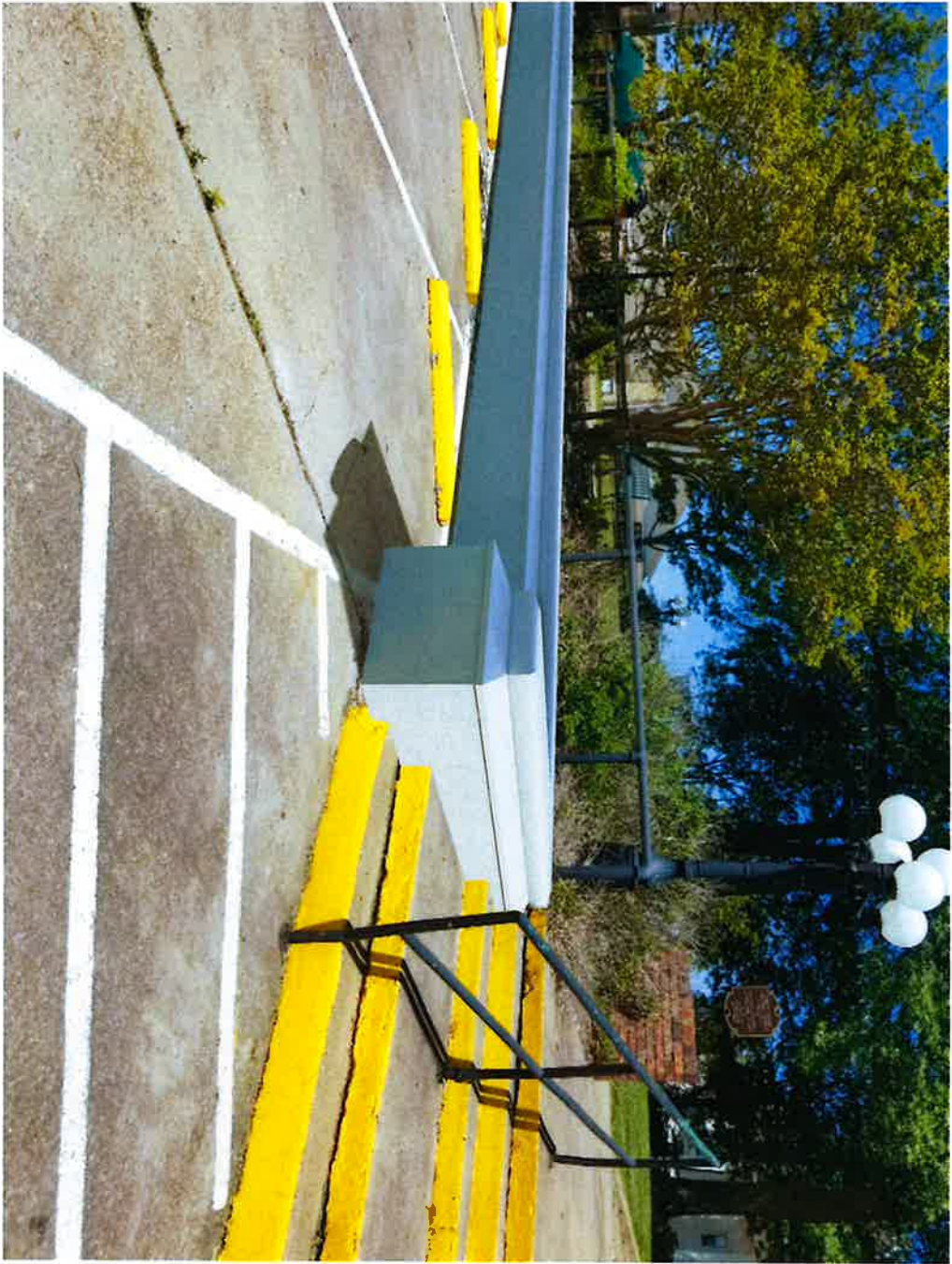
I do hereby certify that this Public Meeting Notice was posted on the outside bulletin board, at the front entrance of City Hall located at 109 N Kaufman St., Mount Vernon, Texas, a place convenient and readily accessible to the general public at all times, and said Notice was posted on the following date and time:

Posted May 20, 2024 by 4:00 p.m. and remained so posted at least 72 hours before said meeting was convened.

Kathy Lovier, City Secretary

NOTE: The City of Mount Vernon, Texas meets regularly on the second Monday night of each month at 6:00 p.m. The Council follows a printed Agenda for official action. ***Any individual desiring official action should submit his/her request to the office of the City Manager not later than fifteen (15) days prior to the Council Meeting.***

 /s/ Kathy Lovier
Kathy Lovier, City Secretary



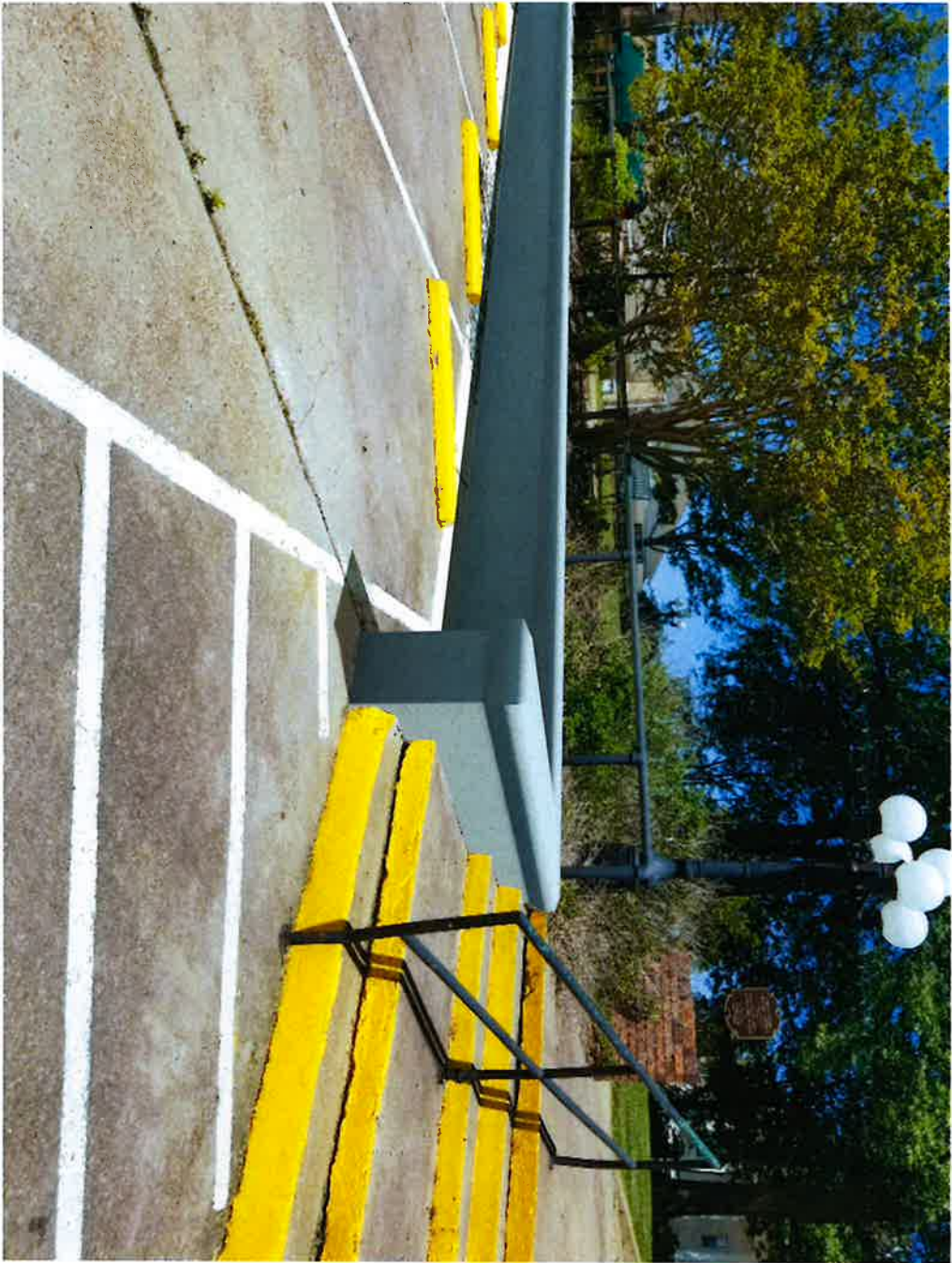
OPTION 03- RETROFIT EXISTING

OPTION 03 DESCRIPTION:
Existing retaining wall to be prepared for receiving new adjacent layer of cast in place concrete and precast coping. All exposed existing and new concrete surface to receive paint finish.



EXHIBIT C-RETROFIT EXISTING

MTV078



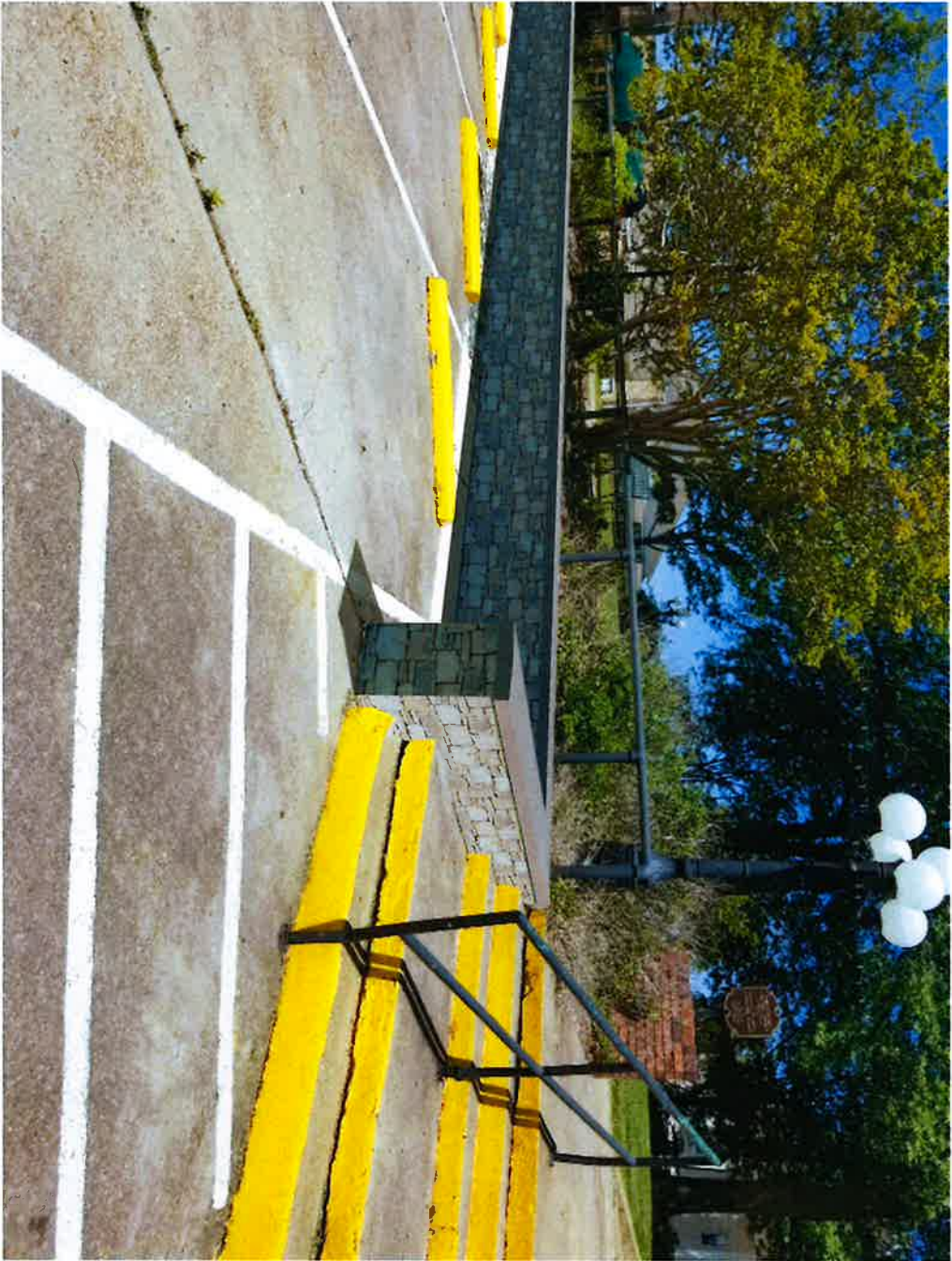
OPTION 01 DESCRIPTION:
New cast in place concrete retaining wall with precast coping to match existing. All exposed concrete surfaces to receive paint finish.

OPTION 01 - REPLACE IN LIKE KIND



EXHIBIT A- REPLACE IN LIKE KIND

MTV/078



OPTION 02- REPLACE WITH NEW AESTHETIC

OPTION 02 DESCRIPTION:
New cast in place concrete retaining wall with stone or masonry veneer with stone or precast coping cap.



EXHIBIT B- REPLACE WITH NEW AESTHETIC

MTV/078

How is Local HOT Revenue Used?

Local HOT revenue may only be used to promote tourism and the convention and hotel industries.

The following projects may be funded with local HOT revenue:

- Constructing, improving, enlarging, equipping, repairing, operating and maintaining a convention center or visitor information center;
- Furnishing of facilities, personnel and materials for the registration of convention delegates or registrants;
- Advertising and conducting promotional programs to attract tourists and convention delegates or registrants;
- Encouragement, promotion, improvement and application of the arts;
- Historical restoration and preservation projects or advertising and conducting promotional programs to encourage tourists to visit preserved historic sites or museums;
- Expenses related to a sporting event in which a majority of participants are tourists;
- Enhancement and upgrading of existing sports facilities or fields;
- Constructing, improving, enlarging, equipping, repairing, operating and maintaining a coliseum or multiuse facility; and
- Signage directing public to sights and attractions that are visited by hotel guests.

Refer to the Texas Municipal League's *The Hotel Tax Two-Step* (PDF) for details.

Cities and counties may also pledge local HOT revenue to pay for bonds used for eligible projects, as well as contract project management services to manage their HOT projects.

THE HOTEL TAX “TWO-STEP”

By **Bill Longley**, TML Legislative Counsel



In the grand scheme of things, city hotel occupancy taxes account for just a small amount of city revenue. Property taxes and sales taxes are far more important to most cities. Why does it seem, then, that hotel taxes generate so much confusion and controversy?

The answer is this: Hotel taxes, unlike most other taxes, are levied on a specific category of businesses—hotels. As a result, these businesses tend to pay close attention to how cities expend these funds. Spend city sales taxes in a controversial way, and no particular category of business feels singled out enough to raise a fuss. Perceived misuses of hotel taxes, on the other hand, are a different story.

Fortunately, it's very easy for a city official to remember how to legally spend hotel taxes. A city simply needs to remind itself to always follow the "two-part test." The key element of a two-part test is – surprise – that it has two parts! Cities frequently remember to meet one element of the test, but then entirely forget the other part. This article will succinctly describe the two-part test, and then describe some common situations to which we can apply the test.

Part 1: Heads in Beds

The first element of the two-part test is this: Every expenditure of hotel taxes must put "heads in beds." What this means is that every funded project must attract overnight tourists to the city's hotels and motels, thus promoting the city's hotel industry.

For example, how about a weekend-long arts and crafts show? There's a very good chance that out-of-town guests might come to visit such an event, so expenditure of hotel tax money on that event would likely qualify.

On the other hand, how about a quilting bee at a local nursing home? While a worthy cause, the quilting bee is unlikely to attract overnight tourists and, therefore, probably wouldn't qualify to receive hotel tax funds.

Part 2: The Nine Categories

Once a project has cleared the first part of the test, it's time for – you guessed it – the second part of the test. Here it is: Every expenditure of hotel taxes must also fit into one of nine statutorily authorized categories. These are the nine categories: (1) convention and visitor centers; (2) convention registration; (3) advertising the city; (4) promotion of the arts; (5) historical restoration and preservation; (6) sporting events in a county under one million in population; (7) enhancing or upgrading existing sports facilities or sports fields (only in certain cities); (8) tourist transportation systems; and (9) signage directing the public to sights and attractions that

are visited frequently by hotel guests in the city.

Thus, even if an event puts heads in beds, it cannot receive hotel tax money unless it also fits into one of the nine categories. For instance, what about a livestock auction that will attract attendees from surrounding counties? While that event is likely to attract overnight tourists, it doesn't fit neatly into one of the nine categories. Therefore, it's likely not a valid recipient of hotel tax money.

It's not enough to meet one of the two prongs of the two-part test. A city must meet both! The following are some real-life examples that have been the focus of inquiries received by the Texas Municipal League (TML) Legal Department.

Fireworks, Anyone?

The prototype hotel tax controversy is an event like a fireworks show or a parade. Cities frequently ask if they can fund a fireworks show with hotel tax money.

Let's subject a fireworks show to the two-part test. Does a fireworks show put heads in beds? The answer is "probably not," unless it is a truly spectacular event. But let's give it the benefit of the doubt. Suppose the Town of Pyrotechnic, Texas, truly does put on a fireworks extravaganza that attracts tourists from around the state. So far, so good.

But what about the second part of the test – the nine categories? Do fireworks shows fit neatly into any of the nine? Not really. Some may argue that such shows "advertise" the city, but this is likely not what that category means. Advertising the city literally means some sort of print or other media that explicitly promote the city. Otherwise, a city could simply say that any popular event "advertises" the city that holds it. Direct funding of fireworks displays and the like are, usually, not a very good fit.

Signs of the Times?

Another frequent question concerns highway signs promoting the city. May a city fund a billboard touting the city's attractions, restaurants, and hotels? Let's put it to the two-part test. Heads in beds? Well, why not? If a billboard encourages motorists to stop in town, those motorists might stay the night, whereas without the sign they would have driven on to the next city. This is exactly what the statute intends. The nine categories? How about advertising? Prior to 2009, a convincing argument could be made that because a billboard literally advertises the city it refers to, that it would fit within the advertising category. All doubt was erased in 2009, when the Texas Legislature added the ninth category – signage directing the public to



sights and attractions. Travel signs are a perfect fit for hotel occupancy tax expenditures.

Chambers of Commerce?

Cities frequently wonder if they can fund the local chamber of commerce using hotel tax money. Do chambers put heads in beds? Maybe, maybe not. Chambers of commerce are typically charged with promoting economic development, not tourism. Even assuming a chamber does promote tourism though, how about the nine categories? Funding a chamber doesn't, in itself, fall into any of the nine categories.

Fortunately, there is an easy solution. The laws governing hotel tax expenditures permit the city to delegate expenditure of hotel tax money to another entity, typically a chamber or convention and visitor bureau. As long as the chamber spends the money on projects that otherwise meet the two-part test mentioned above, it's fine to delegate some funds to them. There must be a written contract laying out the duties of the chamber, though. Also, the chamber must keep the hotel funds in an account separate from its general operating fund.

Arts Organizations

City arts organizations are a common trouble area. It seems that every arts council in the state knows that promotion of the arts is one of the nine categories on which city hotel taxes may be expended. Cities know this because these

arts groups frequently come asking for the money.

The thing to remember about arts groups is this: Direct funding of the organization's operations does nothing in and of itself to put "heads in beds." Put another way, funding the operating budget of an arts council meets the second part of the test (promotion of the arts) but not necessarily the first.

The solution? The city should encourage the group to seek funding only for its festivals and shows that do, in fact, attract tourists to the city. By limiting the expenditure to such events, the city meets both parts of the test.

Don't Forget to Report

Legislation passed in 2017 that requires cities to annually report hotel occupancy tax information to the comptroller, including information on how the funds are spent. Not later than February 20 of each year, a city that imposes a hotel occupancy tax must submit to the comptroller information that includes the city's hotel occupancy tax rate, the amount of revenue generated by the tax, and the amount and percentage of the revenue spent for each of the following purposes:

- Convention or information centers
- Convention delegates registration
- Advertising to attract tourists
- Arts promotion and improvement
- Historical restoration and preservation projects
- Signage directing the public to sights and attractions

Cities must comply with the annual reporting requirements by either submitting the report to the comptroller on a form prescribed by the comptroller, or alternatively providing the comptroller a direct link to, or a clear statement describing the location of, the information required to be reported that is posted on the city's website.

What Else?

There are numerous other technical details about how to legally expend hotel tax funds. In truth, by simply learning and remembering the two-part test, city officials are 99 percent of the way toward full compliance with hotel tax laws. City officials with questions about the hotel occupancy tax should call the TML Legal Department at 512-231-7400. ★



Application for Hotel Occupancy Tax Funds

The City of Mount Vernon collects Hotel Occupancy Tax from lodging and hospitality establishments located within the city limits at a rate of 7% per night for every customer staying at the establishment for fewer than 30 days. The State of Texas permits these funds to be reinvested into community efforts at promoting tourism and/or historic preservation.

All applications submitted will be reviewed by the Mount Vernon City Council. The City Council may elect to award none, all, or some of the requested funding for each individual request. Incomplete applications will not be considered. For any information that is not relevant to your organization please place "N/A" in the space provided.

All applications must be submitted to City Hall (109 N. Kaufman St) by 4:30 PM on Thursday, May 23, 2024 . Late applications will not be accepted.

Applications will be reviewed by the City Council at 6:00 PM on Monday, May 27, 2024.

Franklin Co. Historical Association	
Lauren Lewis	903-537-9300
fchaoffice@gmail.com	
Archival Facility	6.1.2024
Phase II of the Archival Facility has gone OK over budget. We are asking for assistance in final expenses such as finish out, lighting, and relocation from our current storage to the new building.	
100s	unknown.

<input type="checkbox"/> Convention and Visitors Centers	<input checked="" type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions

By signing below, I certify that all of the following are true statements:

- All information presented in this document is accurate.
- All estimates presented in this document are reasonable and based on evidence
- The applicant understands that HOT funds are limited and funding is not guaranteed
- The applicant understands that in order to be fully compliant with uses allowable by the State of Texas, these funds must be applied to an event or project and may not be used to fund general operations of the organization.

Lauren Lewis
Applicant Signature

Lauren Lewis
Applicant Printed Name

Franklin Co. Historical Assn.
Applicant Organization

5.10.2024
Date of Application Submission



APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS

The City of Mount Vernon collects Hotel Occupancy Tax from lodging and hospitality establishments located within the city limits at a rate of 7% per night for every customer staying at the establishment for fewer than 30 days. The State of Texas permits these funds to be reinvested into community efforts at promoting tourism and/or historic preservation.

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Organization Name	
THE ALAMO MISSION MUSEUM OF FRANKLIN COUNTY a 501 © 3 non-profit	EIN: 90-018-4247 Federal Number
Point of Contact	
Jacqueline Miller	Contact Phone 903 380-2739
Contact Email	
Texastraditions11@gmail.com	
Project Name	
ADVERTISING THROUGH PROFESSIONAL WEB PAGE AND FACE BOOK PAGE;	Project Date 365 DAYS THROUGHOUT THE YEAR
Project Description (if necessary additional information may be attached)	
<p>A TWO FOLD PROJECT: The Alamo website (www.thealamomission.com) and face book page (the Alamo Mission of Franklin County) is managed by James Pickering at a fee of \$125.00 per month (\$1,500 per year) in an effort to further our exposure through social media, therefore further exposing the City of Mt. Vernon to more public recognition.</p>	
Additional Information	
<p>¼ Page Ads promoting the historical City of Mt. Vernon along with a variety of Alamo activities published tri-monthly in "Piney Woods Life magazine at a cost of \$332.50 each for a total of \$997.50 per year.</p>	

ESTIMATED PROJECT ATTENDENCE after Pandemic
 900 – 1,500 THROUGH THE YEAR WITH EVENTS AND TOURS; 120 OUT OF STATE WEDDING GUESTS IN 2019
 OTHER WEDDINGS DRAW OUT OF AREA

Project category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers <input type="checkbox"/> Convention Registration <input checked="" type="checkbox"/> Advertising the City <input type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Historical Restoration and Preservation <input type="checkbox"/> Sporting Events <input type="checkbox"/> Tourist Transportation Systems <input type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested	\$2,497.50

1. Amount requested (\$1,500 advertising expenses) to pay for promotion programs to attract tourists with the help of webmaster, James Pickering, who's monthly fee is \$125 to be paid in 3 month increments plus the required.
2. Amount requested (**\$997,50**) total cost of (3) 1/4 page ads in the publication "Piney woods Life" for the year 2025.
3. By signing below, I certify that all of the following are true statements:
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 Applicant Signature

Jacqueline Miller

 Applicant Printed Name

THE ALAMO MISSION MUSEUM OF
FRANKLIN COUNTY

 Applicant Organization

May 07, 2024

 Date of Applicant Submission



Piney Woods Life
www.pineywoodslife.com

Invoice #0177

Issued : May 9, 2024
Due : May 9, 2024
\$332.50

Bill to
Jacque Miller
The Alamo Mission
texastraditions11@gmail.com

Ship to
Jacque Miller
The Alamo Mission

Items

1/4 Page Ad

\$475.00

1 x \$475.00

Full color ad

Subtotal

\$475.00

Discount (30%)

-\$142.50

Shipping

\$0.00

Total

\$332.50

Seller note to customer

Thank you for your business. I will be creating the ad at no charge for you.

Please send all events in advance to submissions@pineywoodslife.com

Seller's Terms and Conditions

Due Upon Receipt- Thank you!

Last updated on May 13, 2024 at 6:36:44 AM PDT

Amount due:

\$0.00

Payment receipt

Invoice #2024-02-SC4

for The Alamo Mission Museum of Franklin County
Paid on Apr 2, 2024

James H Pickering, Jr
400 North Beech Street
#133
Winnsboro, Texas 75494
United States

214-930-3204

Hi The Alamo Mission Museum of Franklin County,

Here's your payment receipt for Invoice #2024-02-SC4, for
\$375.00 USD.

You can always view your receipt online, at:

<https://link.waveapps.com/z48hpa-qkkn9t>

If you have any questions, please let us know.

Thanks,

James H Pickering, Jr

Payment Amount: \$375.00

PAYMENT METHOD: CHECK

Or [View receipt on web](#)

Thanks for your business. If this invoice was sent in error, please
contact jam.h.pick@gmail.com



APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS

The City of Mount Vernon collects Hotel Occupancy Tax from lodging and hospitality establishments located within the city limits at a rate of 7% per night for every customer staying at the establishment for fewer than 30 days. The State of Texas permits these funds to be reinvested into community efforts a promoting tourism and/or historic preservation. All applications submitted will be reviewed by the Mount Vernon City Council. The City Council may elect to award none, all, or some of the requested funding for each individual request. Incomplete applications will not be considered. For any information that is not relevant to your organization please place "N/A" in the space provided.

All applications must be submitted to City Hall (109 N. Kaufman St.) by 4:30 PM on Thursday May 23, 2024. Late applications will not be accepted.

Applications will be reviewed BY THE City Council 6:00 PM on Thursday, May 23 2024.

Organization Name	
Mount Vernon Main Street Alliance	
Point of Contact	Contact Phone
Kassidy Wesson	903-537-4070
Contact Email	
mountvernonmainstreet@comvtx.com	
Project Name	Project Date
Tourism/Events	Throughout the year
Project Description (if necessary additional information may be attached)	
Advertising, Signage, & other Expenses related to the various events that brings visitors to the city, for example: <ul style="list-style-type: none"> • Spring Festival • October Event • Ladies Night Out • Holiday activities around Plaza, etc. 	
<i>*See Attachment for more information</i>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
700	50-100



May 20, 2024

City of Mount Vernon
P.O. Box 597
Mount Vernon, TX 75457

RE: Hotel Occupancy Tax Funds Application
Mount Vernon Main Street Alliance

Dear Mayor Hyman, Mr. Lindholm, and City Council Members,

I have attached the Main Street application for the consideration of HOT Funds. The funds requested will be used for various events to draw more visitors to our historic downtown and to promote tourism. Such events are: Spring Festival, Ladies Night Out, Farmer's Market, Fall Event, etc. Main Street also makes use of social media, news outlets, signs, and a website to keep the downtown area of the City of Mount Vernon in the public eye. We are partnering with every organization in town, supporting their events as well.

Thank you for the consideration of this application.

Respectfully,

A handwritten signature in blue ink that reads "Cassidy Wesson". The signature is fluid and cursive, with a long horizontal line extending to the right.

Kassidy Wesson
Main Street Manager
City of Mount Vernon
mountvernonmainstreet@comvtx.com
(903)537-4070

City of Mount Vernon

Project category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input checked="" type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input checked="" type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input checked="" type="checkbox"/> Promotion of the Arts	<input checked="" type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested	\$10,000

By signing below, I certify that all of the following are true statements:

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Applicant Signature

Kassidy Wesson
Applicant Printed Name

Mount Vernon Main Street Alliance
Applicant Organization

May 20, 2024
Date of Applicant Submission

May 16, 2024

Mount Vernon City
Hotel/Motel
Funds
109 N. Kaufman
Mt. Vernon, Texas 75457

Dear HOT Funds Committee,

Thank you for the opportunity to be considered for support by the Mount Vernon City Hotel/Motel Funds. The Franklin County Chamber has been extremely busy with the opening of businesses, tourists inquiring about birding/nature trails, museums, Disc Golf, hotel/motel accommodations, restaurants, events occurring during the year, a visitor and tourist guide and real estate inquiries.

The Franklin County Chamber of Commerce, a 501 (c) (6), is requesting \$5,000.00 from the Mount Vernon City Hotel/Motel Funds to help support the chamber's advertising, promotional and operational budget which has been proven to have a meaningful economic impact and promotes tourism into the city. A contribution from the City Hotel/Motel Funds will give some of the support we need to continue these promotional, event and advertising campaigns. The goal of the Franklin County Chamber of Commerce is to encourage a strong local economy and quality of life by promoting a receptive business climate for the industry and tourism which complements and enhances your need for increasing the city's hotel occupancy tax revenues.

The Franklin County Chamber plans on continuing the Gun Drawing, Disc Golf tournaments, the Amazing Race, the Stew contest at CountryFest and any future event to promote the City of Mount Vernon and bring in tourism and tax dollars. The Chamber continues to support new lodging & hotel "heads in beds" to promote tourism and impact our economy.

The chamber promotes all activities in Franklin County to draw people to the City of Mount Vernon and to spend the night and shop. Multi-day events, disc golf tournaments, rodeo's, and the sporting complex tournaments meet all the requirements for HOT Funding, while adding local sales tax & other tourism dollars throughout the year. The chamber has been able to find lodging, restaurants, shopping and activities for groups coming to these venues. Supporting the

chamber also enhances the Quality of Life in Franklin County, which new businesses and companies look for when they consider new locations.

Thank you for your time and consideration.

Sincerely,



Bonnie McAllister, Manager
Ronnie Barnard, Chamber President
Franklin County Chamber of
Commerce
P.O. Box 554
Mt. Vernon, Texas 75457

All circumstances are subject to change if there is another outbreak of the COVID. Answers on the application are as accurate as can be as of this date.



Application for Hotel Occupancy Tax Funds

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Organization Name	
Franklin County Chamber of Commerce	
Point of Contact	Contact Phone
Bonnie McAllister, Chamber Manager	903-537-4365
Contact Email	
chambermvtx@gmail.com	
Project Name	Project Date
Project Description (if necessary additional information may be attached)	
See attached	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon

Project Category (check all that apply)	
<input checked="" type="checkbox"/> Convention and Visitors Centers	<input checked="" type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input checked="" type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input checked="" type="checkbox"/> Promotion of the Arts	<input checked="" type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested	

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Bonnie McAllister
Applicant Signature

Bonnie McAllister
Applicant Printed Name

Franklin County Chamber of Commerce
Applicant Organization

May 15 2024
Date of Application Submission



Rotary Club of Mount Vernon

Item 3.

**P. O. Box 930
Mount Vernon, Texas 75457
Michael Ramsay, President
Scott Lee, President-Elect**

May 3, 2024

Craig Lindholm
Administrator
City of Mount Vernon

Dear Craig:

Attached is the GRANT APPLICATION for the 2025 Hotel-Motel Tax Grant to the Mount Vernon Rotary Club for Tour de Cypress.

Thank you very much for your support of Tour de Cypress.

Please contact me if there is something that you do not understand.

Best regards,

A handwritten signature in black ink that reads "Pat Wright". The signature is written in a cursive, flowing style.

Pat Wright, Co Chair
Tour de Cypress
Mount Vernon Rotary Club

903.537.4241



Application for Hotel Occupancy Tax Funds

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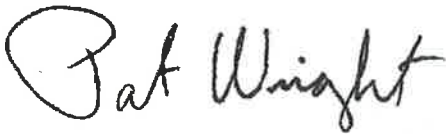
Applications will be reviewed by the City Council at **6:00 PM on Monday, May 27, 2024**.

Organization Name	
Mount Vernon Rotary Club	
Point of Contact	Contact Phone
Patricia Wright	903.537.4241
Contact Email	
info@tourdecypress.com	
Project Name	Project Date
Tour de Cypress Bike Ride	April 18-19, 2025
Project Description (if necessary additional information may be attached)	
<p>Tour de Cypress was organized to attract visitors to Franklin County to discover nature, our community and visit our overnight accommodations, shops, and restaurants. Money earned with the bike tour goes directly back into lunches of love, Rotary Youth Leadership Awards, Dictionaries for Third Graders, Academic Banquet, and other Rotary youth and civic programs.</p> <p>It is a tour, not a race, and is conducted on the third Saturday of April every year. It has traditionally attracted up to 300 riders. The visitors are treated to a ride through Franklin County and across Lake Cypress Springs in the springtime. Most of the riders come from the Dallas-Fort Worth Metroplex. Registration opens online on January 1.</p>	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
300	100

Project Category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input checked="" type="checkbox"/> Sporting Events
<input type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested	\$7,950.00

By signing below, I certify that all of the following are true statements:

- All information presented in this document is accurate.
- All estimates presented in this document are reasonable and based on evidence
- The applicant understands that HOT funds are limited and funding is not guaranteed
- The applicant understands that in order to be fully compliant with uses allowable by the State of Texas, these funds must be applied to an event or project and may not be used to fund general operations of the organization.



Applicant Signature

Patricia Wright

Applicant Printed Name

Mount Vernon Rotary Club

Applicant Organization

May 3, 2024

Date of Application Submission

2025 TOUR DE CYPRESS
CITY OF MOUNT VERNON HOT-MOT GRANT REQUEST

COMPANY	DESCRIPTION	CATEGORY	AMOUNT	CUM. TOTAL
Assorted Companies	Supplies	Ride expense	800	800
Just Sayin	T-Shirts for Riders	Advertising	2500	3300
Band	Entertainment	Ride expense	600	3900
Bikin Mike	emarketing	Advertising	200	4100
Assorted Companies	Lunch for Riders	Ride expense	2100	6200
Sam's Brookshire's	Food for rest stops	Ride expense	600	6800
Wheel Brothers	Ride promotion online	advertising	300	7100



Application for Hotel Occupancy Tax Funds

The City of Mount Vernon collects Hotel Occupancy Tax from lodging and hospitality establishments located within the city limits at a rate of 7% per night for every customer staying at the establishment for fewer than 30 days. The State of Texas permits these funds to be reinvested into community efforts at promoting tourism and/or historic preservation.

All applications submitted will be reviewed by the Mount Vernon City Council. The City Council may elect to award none, all, or some of the requested funding for each individual request. Incomplete applications will not be considered. For any information that is not relevant to your organization please place "N/A" in the space provided.

All applications must be submitted to City Hall (109 N. Kaufman St) by **4:30 PM on Thursday, May 23, 2024**. Late applications will not be accepted.

Applications will be reviewed by the City Council at **6:00 PM on Monday, May 27, 2024**.

Organization Name	
Mount Vernon Music Association	
Point of Contact	Contact Phone
Mark Miller	903-563-3780
Contact Email	
mountvernonmusictx@gmail.com	
Project Name	Project Date
Mariachi on the Plaza	TBD, September 2024 or May 2025
Project Description (if necessary additional information may be attached)	
Mount Vernon Music, a 501(c)(3) performing arts organization, is requesting \$2,000 to support an event presenting the Mariachi group Rosas Divinas. Admission to this event will be free, and we plan to have it on the Plaza in downtown Mt. Vernon. Date to be determined pending negotiation with the band.	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
200	10

Project Category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input checked="" type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input checked="" type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested	\$2,000

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Applicant Signature

Mark Miller
Applicant Printed Name

Mount Vernon Music
Applicant Organization

May 20, 2024
Date of Application Submission



May 20, 2024

Mt. Vernon City Council,

The Franklin County Arts Alliance appreciates the opportunity to apply for Hotel Occupancy Tax Funds. Our focus is to fulfill our mission statement of promoting cultural arts within the community. We continue to acquire new artists to display and sell their art in our gallery. FCAA manages the only frame shop in Mt. Vernon, Winnsboro and Mt. Pleasant. Painting and drawing classes are available for children and adults as well as special art events for the community and surrounding communities to participate in.

Specific events that we have planned are outlined in the attached page titled "Estimated Expenses for 2024-2025."

We remain a non-profit, volunteer based organization with one part time employee. Commission on art sales, memberships and rentals are our primary sources of revenue and we need financial assistance to continue to offer these services to the community.

Sincerely,

Linda Hammond, President
Franklin County Arts Alliance



Application for Hotel Occupancy Tax Funds

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Franklin County Arts Alliance (FCAA)	
Linda Hammond, President	903-588-5549
franklincountyarts@gmail.com	
Bluegrass Concert / Art Programs and Classes	September 2024 – August 2025
<p>The Hunt Brothers Band from Guthrie, Oklahoma, will present a bluegrass courtyard concert in October. We are requesting assistance with the cost of hiring the band, advertising and refreshments. The 2023 concert had approximately 50 in attendance.</p> <p>In addition to displaying and selling art for numerous artists, FCAA hosts classes and programs throughout the year for children and adults in an effort to promote the awareness of and love for art. An itemized list has been attached.</p>	
350	20

<input type="checkbox"/> Convention and Visitors Centers <input type="checkbox"/> Convention Registration <input type="checkbox"/> Advertising the City <input checked="" type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Historical Restoration and Preservation <input type="checkbox"/> Sporting Events <input type="checkbox"/> Tourist Transportation Systems <input type="checkbox"/> Signage Directing the Public to Sites and Attractions
	\$3,480

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 Applicant Signature

___Linda Hammond___
 Applicant Printed Name

___Franklin County Arts Alliance___
 Applicant Organization

___May 20, 2024___
 Date of Application Submission

Estimated Expenses for 2024-2025

Hunt Brothers Band Courtyard Concert

Cost of hiring band	\$1000
Advertising	\$400
Refreshments	\$200

Children's programs

Summer Children's Art Day

Advertising	
Class Supplies	
Refreshments	
Total	\$200

Christmas Ornament Class for Children

Advertising	
Class Supplies	
Refreshments	
Total	\$200

Tablescapes

Advertising	\$75
Refreshments	\$150
Prizes	\$250

Christmas Tree Contest on the Square

Advertising	\$40
Refreshments	\$75
Trophies	\$50

"Painting With Friends" type Art Class for Adults (3 per year)

Advertising	\$120
Refreshments	\$225

Bow Making Class

Supplies	\$50
Refreshments	\$50

Jingle Your Jolly Journaling

Supplies	\$40
----------	------

Refreshments	\$50
4-H Art Show	
Refreshments	\$75
Prizes	\$180
Literary Lovers Book Reading	
Refreshments	\$50
TOTAL	\$3,480

RATE CARD

Item 3.

WEB ADVERTISING

WWW.TRIBNOW.COM

Top Leaderboard - \$75/week

Middle Leaderboard - \$45/week

Bottom Leaderboard - \$35/week

Center Middle Banner - \$35/week

Page Curl Expandable - \$75/week

Pencil Expandable - \$75 week

Weather Button - \$25 week

Top Button - \$35 week

In-Story Box - \$45 week

Big Box - \$45 week

Mobile Banner - \$35 week

DISPLAY AD RATE:

\$10 per column inch

2x5: \$100

1/4 Page: \$300

1/2 Page: \$630

Full Page: \$1,245

Church Directory and
Business Spotlight: \$25/week

***ADD COLOR FOR \$125**

FRONT PAGE ADVERTISING:

Top banner: \$200

Bottom banner: \$150

OBITS AND ANNOUNCEMENTS:

Obituaries:

*Up to 200 words: \$50

*Over 200 words: \$75

*Over 400 words: Call for
special pricing

Announcements: \$50

TALK TO US

(903) 572-1705

Advertising representative, Lincoln Oglesby:

lincoln@tribnow.com

For a listing of staff and email addresses, please visit
our website at www.tribnow.com

The Mount Pleasant Tribune has served Titus,
Franklin and Camp counties since 1874. The
newspaper is published each Wednesday and
Saturday by mail, as well as news racks throughout
the county and in-store sales.

LIMITS OF LIABILITY AND TERMS:

The Mount Pleasant Tribune will not assume responsibility for the accuracy of any submitted camera-ready advertising. The publisher's liability for other errors or omissions in connection with an advertisement that is created by our creative services department is strictly limited to publication of a corrected advertisement in any subsequent issue of the refund of monies paid for the advertisement. All customers may request proof of an advertisement before published if requested. All accounts are due by the 10th of the month following publication. All rates are in cash with order until credit is established or approved. The Mount Pleasant Tribune reserves the right to reject any advertisement that is submitted for publication. Copyright 2024 Mount Pleasant Tribune, P.O. Box 1177, Mount Pleasant, Texas 75456.

ABOUT US AND WHAT WE OFFER

The Mount Pleasant Tribune is your local
news source, published every Wednesday and
Saturday.

In addition to our semi-weekly publication,
we offer advertising opportunities - in print,
through our quarterly magazine, NETX
Crossroads, and digitally, with Localrithm
Interactive.



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Organization Name	
SRS Auction Services	
Point of Contact	Contact Phone
Joe D Stanley	903 439 9013
Contact Email	
srsauctions@yahoo.com	
Project Name	Project Date
Auctions in Mt. Vernon, TX	Throughout the Year
Project Description (if necessary additional information may be attached)	
We have around a dozen different type of auctions in a year that we advertise in many different ways to come to Mt. Vernon, TX! We do a monthly mailout, magazines, newspapers & so much more. All advertising is very expensive especially magazines but we want to bring buyers from all over for this unique experience in this great town & community	
Estimated Project Attendance	Estimated Overnight Stays in Mount Vernon
300 per auction	10 per auction

Project Category (check all that apply)	
<input type="checkbox"/> Convention and Visitors Centers	<input type="checkbox"/> Historical Restoration and Preservation
<input type="checkbox"/> Convention Registration	<input type="checkbox"/> Sporting Events
<input checked="" type="checkbox"/> Advertising the City	<input type="checkbox"/> Tourist Transportation Systems
<input type="checkbox"/> Promotion of the Arts	<input type="checkbox"/> Signage Directing the Public to Sites and Attractions
Amount Requested \$ 4,800	

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[Handwritten Signature]
Applicant Signature

Joe D Stanley
Applicant Printed Name

SRS Auctions Services
Applicant Organization

5-21-24
Date of Application Submission