

Denton Air Fair, Inc.
P.O. Box 2800
Denton, TX 76202

May 24, 2016

Hotel Occupancy Tax Committee
City of Denton
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 25 2016

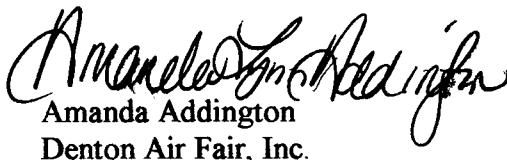
Re: Denton Airshow HOT Fund Increase Request

Denton Air Fair, Inc. respectfully requests an increase to funding for 2017 for the purpose of adding a qualifying amount to include historical preservation as part of our program. The Denton Air Show has consistently requested funding for advertising over the years, but under the law and guidelines for HOT Funds, find that we qualify for funding for our temporary aviation museum.

Denton Airshow has always maintained in our mission statement to promote aviation education in an entertaining setting and to provide the history of aviation in the City of Denton. Each year the Denton Airshow provides historically preserved aircraft on our static display creating a temporary museum setting allowing people to see these wonderful machines that played a part in the history of not only our city, but our nation.

Over the last few years we have been able to bring historical aircraft from several area Aviation Heritage Museums as the Cavanaugh Air Museum to the Denton Enterprise Airport; encouraging our spectators to visit all aviation museums. These aircraft incur an expense for promotion and fuel to airshows around the US. And it is our wish to use HOT dollars for these expenses.

Thank you for your time and consideration.


Amanda Addington
Denton Air Fair, Inc.



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Air Fair, Inc.
Name of Event: Denton Air Show 2016
Website Address: www.denton.schultzairshows.com
Mailing Address: P.O. Box 2800
Denton, TX 76202-2800
Physical Address: Denton Enterprise Airport, 5000 Airport Road, Denton, TX 76207
Telephone #: _____ **Fax #:** _____

Primary Contact Name: Amanda Addington
(Project Director)
Mailing Address: 3201 Montecito
Denton, TX 76205
Telephone #: 940-368-0772 **Fax #:** _____
Email Address: aladdington23@hotmail.com

Secondary Contact Name: Don Smith
(Local Board Chairman)
Mailing Address: 3901 Monticeto #822
Denton, TX 76201
Telephone #: 940-391-4623 **Fax #:** _____
Email Address: donwileys@vizon.net

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The Denton Air Fair Inc. is dedicated to promoting the benefits of the Denton Airport
to the residents of the City of Denton, Denton County, and surrounding counties, including
southern Oklahoma area. We seek to educate the public, targeting school age children
about the opportunities and rewards of aviation. We also highlight the capabilities of the
Denton spirit, its strategic location and extensive services. The airshow entertains visitors
from North Texas and Southern Oklahoma. It is a family event encouraging travel to Denton
to view a living history program and learn about aviation.

- 3) Does your organization have paid staff?

 Yes # Full-time # Part-time
X No

- 4) Does your organization use volunteers?

X Yes Approximately how many? 100
 No

5) Does your organization N/A own or N/A rent office space?

6) Does your organization own a vehicle?

	Yes
<u>X</u>	No

7) Is the event that the organization is requesting HOT funds for held on City property?

<u>X</u>	Yes	Name Location(s)	Denton Enterprise Airport, 5000 Airport Road
	No	Name Location(s)	

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes
No

9) List ALL other sources of funding your organization receives and how much.

X Check here if information is attached.

[illegible]

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Denton Air Show 2017	

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2013	15,000	10,500	65	Denton Airshow 2013
2014	12,000	8,000	60	Denton Airshow 2014
2015	10,000	7,000	106	Denton Airshow 2015

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The airshow promotes and highlights historical aircraft, both flying and static displays

The airshow promotes the Denton Enterprise Airport as a center of commerce and gateway to the City of Denton. Advertising dollars will help bring individuals interested in Aviation programs and the history of aviation to the City of Denton. The airshow provides a Historical opportunity to view Aircraft from regional museums with a focus on pioneers of the aviation movement. The Cavanaugh Flight museum in Addison, TX and the Vintage Flying Museum of Fort Worth, TX participate in the Denton Airshow. Denton Air Fair is dedicated to promotion and preservation of aviation history.

A temporary Historical Aviation Musuem is established at the Airshow. New funding request is being made to expand the Historical offerings of the Denton Air Show.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The Denton Airshow targets the general public, appealing to the aviation community.

Marketing efforts will concentrate on attracting families looking for an entertaining weekend of fun that includes action packed airshow flying and static events. We cater to those people interested in or involved with aviation history, lore and mystic of flying.

The Denton Air Show uses local publications and live radio broadcasts to the metroplex to promote the event.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Denton Airshow contracts with a professional airshow producer. Dave Schultz Airshows provides an airshow including government and civilian aircraft performers. These high profile acts and exhibits put Denton in a national spotlight that brings a national following. All of the guests and performers, crew members stay in Denton hotel accommodations for multiple overnight stays. The Denton Air Fair Inc. is responsible for providing hotel rooms for performers. This out of town performers and guests patronize local restaurants and other retail businesses during their stay. The Airshow attracts attendees from the DFW Metroplex, and surrounding states who stay in Denton while attending the Airshow event.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014	\$ 18,487.21	\$ 58,149.08	\$ 76,009.06	\$ 627.23
2015	2015	\$ 627.23	\$ 60,151.30	\$ 60,729.78	\$ 48.75

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.
- Denton Air Show plans on maintaining its relationship with Dave Schultz Airshows, Inc.
to continue strengthening and growing the air show with attendance by attracting new aircraft and flight demonstration teams. A long time goal is to bring one of the Military's premier flight demonstration teams as the Navy Blue Angels or Air Force Thunderbirds. The committee continues working to involve more advertisers and philanthropic organizations to increase the quality of the event.
A long term goal is to develop a traveling historical museum of aviation items to present to Denton's school children and interested groups.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
_____ No

- 18) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Don W. Smith
(Print Name)

x Don W. Smith

Date: May 23, 2016

Project Director

Amanda Lynn Addington
(Print Name)

x Amanda Lynn Addington

Date: 23 May 2016

Late applications are subject to reduction or denial of funding.

Denton Air Fair, Inc.

Denton Air Show 2017

Program Year 2017 Budget Request

Advertising

Radio	\$	8,000
Printed Matter		3,000
CVB Coop		1,500
Internet		2,500
		<hr/>
	\$	15,000

Historical

Temporary Aviation Museum (aircraft fuel and fees)	\$	10,000
--	----	--------

Total Budget Request \$ 25,000



HOTEL OCCUPANCY TAX
PROGRAM YEAR 2017
APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 25 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Black Chamber of Commerce
Name of Event: Denton Blues Festival 2017
Website Address: www.DentonBlackChamberOnline.org
Mailing Address: PO Box 51026
Denton, TX 76206
Physical Address: 1125 Wilson St., Denton, TX 76205
Telephone #: 940-382-9100 **Fax #:** 940-382-9695

Primary Contact Name: John Baines
(Project Director)
Mailing Address: PO Box 51026
Denton, TX 76206
Telephone #: 940-565-9015 **Fax #:** 940-382-9695
Email Address: jbaines@johnbainescpa.com

Secondary Contact Name: Kerry Goree
(Local Board Chairman)
Mailing Address: 525 Ft. Worth Dr., Ste 301
Denton, TX 76205
Telephone #: 940-382-9100 **Fax #:** 940-565-0059
Email Address: kerry@kerrygoree.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

☒ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

☒ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

☐ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

☐ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The Denton Black Chamber serves as an alliance of area businesses, professionals, and
organizations working together to support and promote increased awareness and
participation of minority-owned and small businesses in the general marketplace in order
to identify and stimulate the components of prosperous businesses in our minority
community environment.

- 3) Does your organization have paid staff?

☐ Yes ☐ # Full-time ☐ # Part-time
☒ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? >50
☐ No

5) Does your organization _____ own or X rent office space?

6) Does your organization own a vehicle?

_____ Yes
 X No

7) Is the event that the organization is requesting HOT funds for held on City property?

 X Yes Name Location(s) _____
 _____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

 X Yes
 _____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
<u>Corporate Donations</u>	<u>Earned</u>	Donated	\$ <u>18,625.00</u>
<u>Black Chamber Funds</u>	<u>Earned</u>	Donated	\$ <u>2,553.00</u>
<u>Beverage Sales</u>	Earned	<u>Donated</u>	\$ <u>10,400.00</u>
<u>Vendor Booths</u>	Earned	<u>Donated</u>	\$ <u>4,000.00</u>
<u>Gate Receipts</u>	<u>Earned</u>	<u>Donated</u>	\$ <u>0</u>
<u>City Funds</u>	<u>Earned</u>	Donated	\$ <u>26,522.00</u>
<u>Major Donor</u>	<u>Earned</u>	Donated	\$ <u>15,000.00</u>
_____	<u>Earned</u>	<u>Donated</u>	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

<u>Internet</u>	<u>1,500.00</u>
<u>Artists</u>	<u>8,000.00</u>
<u>Radio, Newspaper, Brochures</u>	<u>5,500.00</u>
<u>Billboards and Printing</u>	<u>11,572.00</u>
_____	_____
_____	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2010	4000 - 6000	40%		Blues Fest 2010
2011	4000 - 6000	40%		Blues Fest 2011
2012	4000 - 6000	42%		Blues Fest 2012
2013	5000 - 7000	44%		Blues Fest 2013
2014	5500 - 7500	46%		Blues Fest 2014
2015	4000 - 5500	42%	?	Blues Fest 2015

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested expenditures will promote tourism in the City of Denton and impact the hotel and convention industry by attracting spectators from Oklahoma, Dallas, and Ft. Worth areas. The Denton Black Chamber of Commerce is a non-profit organization. Our market and promotional efforts act as a catalyst by promoting Denton as a city of rich cultural diversity. This annual Blues Festival enhances Denton's reputation as a city known for its culture, arts, and universities. Our diverse membership demonstrates that we do not discriminate based upon race, color, national origin and disability. We have successfully fulfilled all contractual obligations.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Mid Cities to South Oklahoma (examples are attached)

We had nine (9) billboards for the 2015 campaign.

We would like to add 3 - 5 more bill boards in 2017.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Our conventional marketing strategies and website promotions attract attendees from Oklahoma, Austin, Houston, Dallas, and Ft. Worth. Many of our attendees return annually.

- *The request has been made to spend the night in Denton with a larger advertising budget. The plea will be made again.*

- *More work with the Convention and Visitors Bureau to generate more state-wide presence is our effort for this year.*

- *This year we plan to utilize more social media experts for the younger audience*

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2013-14	Oct-Sep	155	64,287	64,423	49
2014-15	Oct-Sep	49	68,259	62,231	6,077

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The long term goal of the Blues Festival is to create an event that is as beneficial to the City as the Arts and Jazz Festival. We anticipate an increase in attendance each year until we can permanently expand the festival into a 3-day event. The City of Denton's continuing partnership is vital as we continue to increase awareness and attendance at this event. There is a possibility that we have the momentum to have a 3-day event in two more years, but that will depend on the funding available. We had planned to move the festival to the area near the swimming pool, but construction plans have delayed that now.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

☒ Yes

☐ No

- 18) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

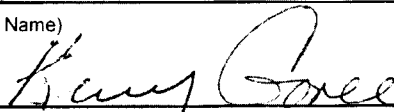
We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Kerry Goree

(Print Name)

X



Date:

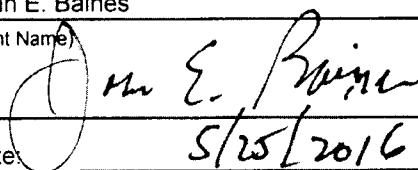
5-25-2016

Project Director

John E. Baines

(Print Name)

X



Date:

5/25/2016

Late applications are subject to reduction or denial of funding.

Black Chamber of Commerce
Denton Blues Festival 2017
Program Year 2017 Budget Request

Advertising

Internet	\$	1,500
Radio		5,500
Billboards		10,500
Printed Matter		<u>1,072</u>
	\$	18,572

Art

Musicians	\$	8,000
-----------	----	-------

Total Budget Request \$ 26,572



DENTON CONVENTION & VISITORS BUREAU

May 25, 2016

RECEIVED MAY 25 2016

City of Denton Hotel Occupancy Tax Committee
C/o Randee Klingele, City of Denton - Finance Department
Treasury Service Specialist
City of Denton Finance Department
215 E. McKinney
Denton, Texas 76201

To the Members of the City of Denton Hotel Occupancy Tax Committee:

Thank you for your consideration of the attached 2017 budget proposal for the Denton Convention & Visitor Bureau (CVB).

As chairman of the CVB Advisory Board, I want to thank the City of Denton HOT committee for your continued investment in the Denton tourism industry through our CVB. It continues to amaze me what our CVB staff is capable of doing, and the positive impact on Denton their work is reaping. Those numbers on the cover of our budget are very real, and they are absolutely significant to the business community and our quality of life as Dentonites. Tourism in Denton matters.

I encourage you to consider the purpose for which the state created the Hotel Occupancy Tax. The CVB is not just any organization seeking a grant. Rather, the CVB is a contractor managing and conducting the business of the City. This is our Destination Marketing Organization aggressively engaged in marketing and promoting Denton year-round, successfully and with obviously impressive results.

The **Denton Convention Center** is the most significant project on Denton's horizon relevant to the city's visitor industry. In early May, CVB staff hosted the board of directors of the DFW Chapter of Meeting Professional International, the top of their industry in North Texas and recognized for their leadership across the nation. These pros were hosted to a hard-hat tour of the convention center site and on excursions to expose them to the Denton vibe. Excited as they are about Denton's arrival on the convention destination scene, these planners shared that they are already working meetings with dates as far in the future as 2020 and beyond. There is nothing last-minute about the convention business, which is why we must market Denton aggressively and now to shorter-term planners for immediate 2018 business as well as the traditional planners.

The budget increase reflected in the following document specifically addresses the CVB's commitment to utilize the convention center to promote Denton in the meetings and convention market, an obligatory aspect of the incentive agreement between the City of Denton and O'Reilly Hospitality to be delivered through the CVB contract. CVB staff is already working hand-in-hand with the O'Reilly Hospitality sales team, and have developed a divide-and-conquer strategy for maximizing its impact on the entire Denton hospitality industry and, as a result, the entire city.

The **Discover Denton Welcome Center** was approved last budget, 2016. Staff has worked on this uniquely-Denton, experiential center throughout the year. It is opening in June with the mission to engage and immerse visitors and citizens into a meaningful Denton experience, ensuring the delivery of our Original Independent Denton brand promise. (*Exhibit C, Marketing Plan, page 10*)

Denton has a strong reputation in Texas tourism. Our CVB Vice President, Kim Phillips, is the 2016 recipient of the Texas Department of Transportation's highest tourism award, the Gene Phillips Hospitality Award. She and the whole CVB team are people who are passionate about Denton and truly believe in the product they promote: this incredible, desirable destination, Denton, Texas.

I respectfully challenge each of you to invest in the continued marketing of Denton through our CVB by adequately allocating the HOT funds that have proved again and again to get measurable, impactful results. **Denton has something wonderful:** an original and independent spirit, with an organic culture that is creatively expressed in ways others can experience...from music and art, to history and sports. The CVB tells that story to the world like no one else, hand-in-hand with our festivals, attractions, hospitality partners, universities, and many city amenities. And the story must go on, because it is evolving now like never before. We are on the threshold of major transformation and unbelievable opportunity. I am confident you will provide the appropriate resources to our CVB, so we can continue to effectively lead Denton's tourism industry in this exciting time of economic growth.

We welcome the opportunity to answer any questions, or to clarify any of the content presented in our written 2017 Budget proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Moses", with a long horizontal flourish extending to the right.

Bob Moses, Chairman
Denton Convention & Visitors Bureau

\$1.75
million
travel spending

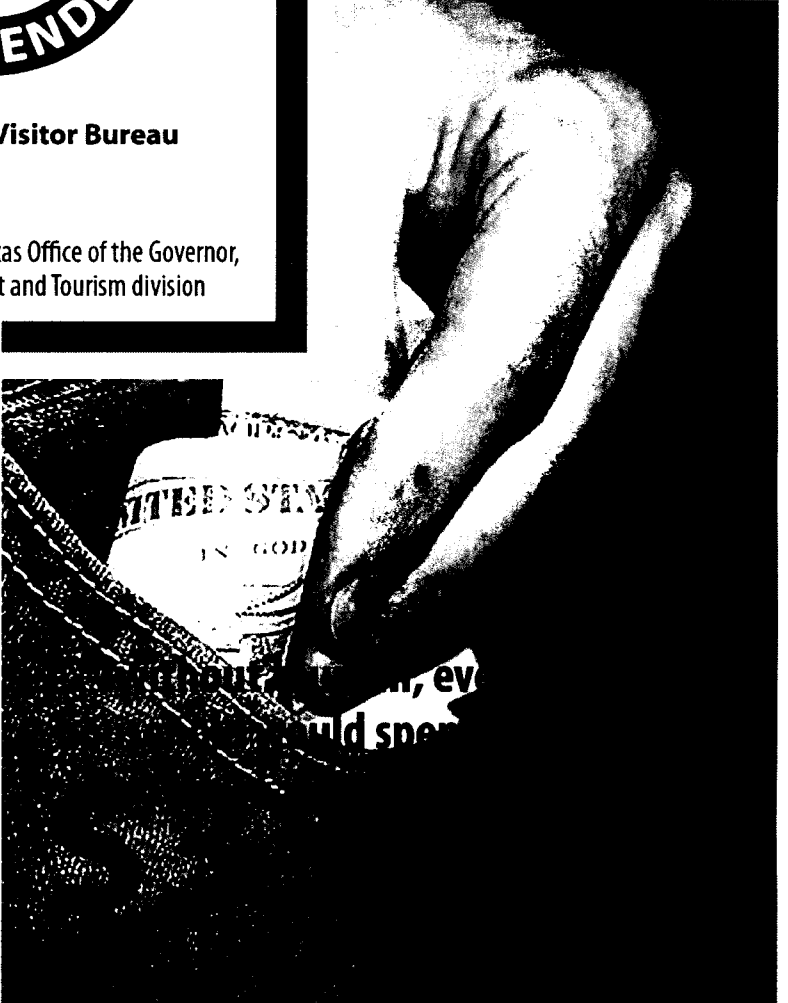
travel spending accounts for
\$5.2
million
local denton taxes



Convention & Visitor Bureau

Figures courtesy of the Texas Office of the Governor,
Economic Development and Tourism division

travel/prior
620
City of Denton jobs

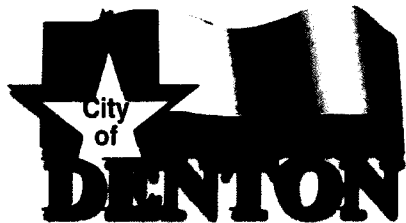




Convention & Visitors Bureau

TABLE OF CONTENTS

Hotel Occupancy Tax 2017 Application		Pages 1-7
Exhibit A	Inquiry/Advertising Tracking Reports	Pages 8-121
	DiscoverDenton Digital/Social Metric Snapshot Report	Page 9
	Simpleview Inquiry Tracking Reports	Pages 10-16
	Simpleview Group Business Reports	Pages 17-28
	<i>Meetings by Arrival Dates</i>	<i>Pages 17-20</i>
	<i>Meetings – Definite Bookings</i>	<i>Pages 21-22</i>
	<i>Meetings – Leads Report (live, not booked)</i>	<i>Page 23</i>
	<i>Meetings – Lost Business Report</i>	<i>Pages 24-26</i>
	<i>Group Tours – Definite Bookings</i>	<i>Page 27-28</i>
	Press Tracking and Annual Value	Pages 29-38
	SXSWi 2016 Final Metric Report	Pages 39-62
	Sample Co-op Campaign Metric Reports	Pages 63-115
	<i>Mean Green Game Day 2016</i>	<i>Pages 63-91</i>
	<i>Denton Black Film Festival 2016</i>	<i>Page 92-115</i>
	Advertising Samples / Per Insertion Metric Report	Pages 116-121
Exhibit B	Last Two Years' Audited Financials or Balance Sheets	Pages 122-132
	Hotel Occupancy Tax account	Pages 123-124
	CVB Operations account	Pages 125A-125B
	CVB Welcome Center Merch & Sponsors account	Pages 126-132
	<i>2016 pages 126-129</i>	
	<i>2015 pages 130-132</i>	
Exhibit C	Income and Expenses for HOT Revenue	Pages 133-142
	<i>2015 pages 134-138</i>	
	<i>2014 pages 139-142</i>	
Exhibit D	Proposed 2016 Budget	Pages 143-163
	Budget with notes and detail	Pages 144-152
	<i>Sample Convention Request for Bid pages 153-163</i>	
	2017 Marketing Plan	Pages 164-173
Exhibits E-K		Pages 174-186



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Chamber of Commerce and Convention & Visitor Bureau

Name of Event: _____

Website Address: www.discoverdenton.com

Mailing Address: P.O. Box 1719

Denton, Texas 76202

Physical Address: 414 W. Parkway, Denton, TX 76201

Telephone #: 940-382-7895 Fax #: 940-382-6287

Primary Contact Name: Kim Phillips

(Project Director)

Mailing Address: Same as above

Telephone #: Same as above Fax #: Same as above

Email Address: kim@discoverdenton.com

Secondary Contact Name: Bob Moses, CVB Advisory Board Chairman

(Local Board Chairman)

Mailing Address: Beth Marie's Old Fashioned Ice Cream

117 W. Hickory St., Denton, Texas 76201

Telephone #: 940-243-0870 Fax #: _____

Email Address: majltd@aol.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

funds in the attached budget request.

 X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 X **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 X **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 X **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 X **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 X **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.

The mission of the Denton CVB is: The Denton CVB exists to market and promote
Denton for the purpose of attracting individual visitors, tour groups, convention/meeting/sports
groups, and events to Denton and to ensure a positive visitor experience while they are here.

3) Does your organization have paid staff?

 X Yes 5 # Full-time 6 # Part-time
 No

4) Does your organization use volunteers?

 X Yes Approximately how many? 10
 No

5) Does your organization _____ own or X rent office space?

6) Does your organization own a vehicle?

 Yes
 X No

- 7) Is the event that the organization is requesting HOT funds for held on City property?

☐ N/A ☐ Yes Name Location(s) _____
☐ No Name Location(s) _____

- 8) Will the organization be able to provide insurance coverage for the event if held on City property?

☐ N/A ☐ Yes
☐ No

- 9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Souvenir Sales	<input checked="" type="checkbox"/> Earned	<input type="checkbox"/> Donated	\$ 2,499
Horse Country Tours	<input checked="" type="checkbox"/> Earned	<input type="checkbox"/> Donated	\$ 17,530
Ad Sales	<input checked="" type="checkbox"/> Earned	<input type="checkbox"/> Donated	\$ 19,895
Sponsors	<input checked="" type="checkbox"/> Earned	<input checked="" type="checkbox"/> Donated	\$ 38,663
Co-op advertising partners	<input checked="" type="checkbox"/> Earned	<input type="checkbox"/> Donated	\$ 43,775
			<i>shared social media campaigns,</i>
			<i>Internet & print ads</i>

- 10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Administration	Print Collateral
Meeting/Convention Sales/Service	Discover Denton Welcome/
Group Tour Sales/Service	Visitor Center
Sports Event Sales/Service	
Marketing/Advertising	See Marketing Plan, Exhibit C
Communications/Social Media/PR	for more detail
Tourism Promotion/Service	
Travel Shows	

- 11) Provide three years attendance history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event	
------	---------------	--------------------	--------------	-------	--

For details on advertising, promotions, and responses generated, please refer to Exhibit A

Please see the attached performance measurement reports that provide stats for meeting/convention attendees, tour groups, response to marketing/advertising, room nights sold for meeting/convention/sports events, visitor counts, consumer contact through various marketing, social media, and communications campaigns and activities.

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

For details on advertising, promotions, campaigns and responses generated, please refer to **Exhibit A**

The **promotional publications, materials and ads** produced by the CVB are provided to educate visitors on the accommodations, restaurants, attractions, special events and leisure opportunities available to them in the City of Denton. The Denton CVB annually distributes approximately 100,000 Denton rack cards and 120,000 **Denton Live** magazines, distributed through an annual contract with Certified Folder distribution company; Texas Travel Information Centers across Texas; Denton hotels/motels/B&B's; local businesses; local attractions; in delegate welcome packets, and through the Chamber/CVB lobby. In the upcoming year, the Discover Denton Welcome Center will become another major visitor touch point and information distribution point. Denton Live is also a free, interactive digital magazine with an infinite audience.

Please see **Exhibit A** for a complete recap of conferences and tour groups serviced, visitor responses, visitor counts in the Chamber/CVB lobby, and through the CVB's www.discoverdenton.com website

Utilize **DentonRadio.com** and its proven, geographical boundary-less format to promote Denton, the Denton music scene, local businesses, events, and local attractions. Produce video, music, and photographic content to support CVB sales and marketing efforts as well as to promote and further develop a healthy, productive creative community able to be experienced by visitors.

The Denton CVB continues pursuit of the **sports market**. CVB staff and Denton Parks & Recreation Department officials work together to identify facility availability seasons, appropriate sports for specific venues, and identification of national associations with event criteria compatible to Denton. CVB staff has also identified some regional venues such as polo fields, horse arenas, along with our fairgrounds and disc golf courses that can play host to non-traditional events such as Ultimate Frisbee, Disc Golf Tournaments, youth rode events, dog and other animal shows, horse events. Finally, the CVB has promoted Lake Ray Roberts and realized increased activity from fishing sports groups.

The Denton CVB continues to cultivate and build the **convention, meeting, sports, and group sales** effort. Staff has a dedicated effort to researching, mining, developing, and aggressively pursuing convention, meeting, sport/event, and group leads and then tracking the results. This department continues to produce the PLANNER ZONE trade show created as a means to promote Denton meeting venues, facilities, and services available to local meeting/event planners. It also provides an opportunity for local services and vendors to enhance awareness of their service to Denton meetings. For the past nine years, the event has attracted 50+ vendors and 350+ attendees. The 10th annual Planner Zone will be held at the Gateway Center on October 27, 2016. CVB and TWU worked together to produce the first annual Wedding Planner show much like the Planner Zone but at TWU focusing on Denton wedding venues and services. More than 500 brides-to-be attended the event. Now that the O'Reilly Hotel & Convention Center project is moving forward with construction, CVB staff is already working in tandem with O'Reilly staff marketing the new venue which will be a major source of new business for Denton beginning in 2018.

Please see **Exhibit A**) for more details regarding Convention, Meetings, Sports, and Group Marketing strategy and future targets.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The CVB targets: families, individuals, seniors, leisure travelers, business travelers, outdoorsmen, students, athletes, and groups such as conventions, meetings, tour groups, and sport events. Primary regions targeted are: Texas, Oklahoma, Louisiana, Arkansas, the I 35 and I 20 corridors, and the Dallas Fort Worth metro area.

In today's tech-world, social media marketing has erased the geographic boundaries of market identification in many ways. The CVB does, however, employ the strategic use of market criteria for the most effective outreach to specific social media interest audiences, some criteria which do include physical regions.

Please see Marketing Plan for details, **Exhibits C and A**.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

For the past 40 years, the Denton Chamber of Commerce and CVB have been in partnership with the City of Denton through the Hotel Occupancy Tax contract. The partnership promotes and attracts tourism and convention business to Denton. The Denton CVB Marketing Plan (**Exhibit C**) outlines in detail the program initiatives for the use of the H.O.T. funds.

The five main goals in the CVB's Marketing Plan are as follows:

I. Positively impact hotel occupancy tax in Denton by advertising and promoting Denton to attract visitors.

A. Increase awareness of Denton as an exciting adventure, music, arts, cultural, and heritage destination

B. Promote Denton as a Convention, Meetings, Sports, and Group market destination

C. Support current events and efforts to bring meetings, tour groups, and events to Denton

D. Utilize Denton's unique festivals, special events, and attractions as tourism product for promoting Denton as a viable tourism destination for families, individuals, and groups

II. Attract Leisure Travelers and Day Visitors

Promote Leisure Travel by using Denton's unique festivals, special events, and attractions promoting Denton as a viable tourism destination for families, individuals, and groups

III. Maximize Economic Opportunities Provided by each Visitor

Form strategic partnership with tourism related entities

IV. Research and Development in Order to Strengthen Denton's Tourism Package

A. Evaluate results of overall marketing efforts and campaigns

B. Develop new product recognized in the marketplace as unique to Denton

V. Develop Alternative Revenue to Supplement Growth and Enhancement of CVB Programs, Activity, and Effectiveness

A. Utilize CVB programs already in place in creative revenue generating programs

B. Support enhanced tourism product development to positively impact Denton's tourism industry. (Horse Country Tours and DentonRadio.com directly address this objective.)

VI. Operate, manage and promote Discover Denton Welcome Center
Manage the new, official Denton Visitor/Welcome Center and Store and
and DentonRadio.com studio in order to maximize visitor interaction and experience.

*The tactics for each goal and strategy can be found in the Marketing Plan, **Exhibit C.***

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	4/01-3/31	\$12,615	\$745,600	\$723,494	\$34,721
2015	4/01-3/31	\$34,721	\$792,889	\$759,159	\$68,451

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Denton CVB will continue developing tourism products and services to enhance Denton's overall image and product value to visitors. The CVB will continue to market and sell Denton's hotel, motel, meeting, convention and athletic facilities to individuals, associations, events, and groups. Long term plans include aggressively pursuing the convention, meetings, sports, and group tour markets for NEW business to Denton. We will continue to work on development of alternative revenue streams for the CVB. We will manage the Denton Store and Visitor Center, including merchandising/marketing/guest outreach and experience management. We will also work closely with DCTA to take advantage of the A-Train passengers and encourage them to experience Denton and return for future experiences, positively impacting tourism in Denton and ridership on the A-Train. Integrated now into the Welcome Center, DentonRadio.com will itself serve as an interactive attraction even while we continue to grow it as an external and internal communication vehicle for other Denton attractions, events, and exposure to Denton creativity. We will also pursue it as an alternative, self-sustaining initiative.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

☒ Yes
☐ No

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Bob MOSES
 (Print Name)

X RE Moses

Date: 5/24/16

Project Director Kim Phillips
 (Print Name)

X Kim Phillips

Date: 5-24-16

Late applications are subject to reduction or denial of funding.

Denton Chamber of Commerce
Convention and Visitors Bureau
Program Year 2017 Budget Request

Advertising

General Administration:

Salaries & Benefits	\$ 165,000		
Liability Insurance	800		
Travel & Training	10,000		
Memberships & Subscriptions	9,000		
Computer Equipment (Adding: server, photo drive, POS Square)	35,000		
Copy Machine	6,000		
Office Supplies (Adding building maintenance to Chamber)	5,800		
Telephones	17,000		
Postage	6,500		
Office Rent (Increase)	16,155	\$	271,255

Program Disbursements:

Print Advertising (Adding Welcome Center, Refresh Brand)	\$ 85,000		
DentonRadio.Com	12,000		
Internet Marketing	40,000		
Tourism Promotional Material	10,000		
Brochures (Increase print for Welcome Center)	15,000		
Travel & Trade Shows	24,000		
Tourism & PR Services	9,000		
Event Magazine	65,000		
Event Magazine Distribution (increase from 20K to 60K 2X's a year)	12,000	\$	272,000

Communications & Social Media

Salaries & Benefits	\$ 180,000		
Memberships & Professional Development	12,000		
Website (maintenance, updates, 3 new apps)	15,000		
Communications (eNewsletter, email outreach)	2,400		
Social & Digital Media (FaceBook, Pinterest, Twitter...)	92,000		301,400

Convention & Group Sales & Servicing

Salaries and Benefits (Adding one Full Time Position \$64,000)	175,000		
Travel & Training	10,000		
Electronic Advertising (\$33,900 increase due to Convention Center)	41,900		
Sales & Marketing Missions (\$33,000 increase due to Convention Center)	34,000		
Trade Shows & Conferences (\$27,000 increase due to Convention Center)	34,500		
Research, Mining, Lead Gen & Tracking (\$21,100 increase due to Convention Center)	27,100		
Site Visits & Fam Tours	8,000		
Servicing	2,500		
Bid Fees (\$19,500 increase due to Convention Center)	20,000		
Memberships & Professional Development	1,650	\$	354,650

Group Tour Marketing:

Electronic Advertising	\$ 5,500		
Sales & Marketing Missions	6,000		
Trade Shows & Conferences	12,000		
Site Visits & Fam Tours	3,000		
Servicing	1,000		
Memberships & Professional Development	2,050	\$	29,550

Downtown Welcome Center & Denton Store:

Lease	\$ 57,500		
Computer Equipment	8,000		
Operations & Maintenance	15,000		
Insurance	7,500		
Office Supplies	6,000		
F/T Manager	66,000		
Professional Development	4,000		
P/T Assistant & Paid Interns	84,000	\$	248,000

Total Budget Request \$ 1,476,855



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

RECEIVED MAY 25 2016

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Civic Center
Name of Event: _____
Website Address: www.dentonciviccenter.com
Mailing Address: 601 E. Hickory St., Suite B
Denton, TX 76205
Physical Address: 321 E. McKinney St., Denton, TX 76201
Telephone #: (940) 349-8733 **Fax #:** (940) 349-8166

Primary Contact Name: Christine Taylor
(Project Director)
Mailing Address: 601 E. Hickory St., Suite B
Denton, TX 76205
Telephone #: (940) 349-7889 **Fax #:** _____
Email Address: christine.taylor@cityofdenton.com

Secondary Contact Name: Maria Denison
(Local Board Chairman)
Mailing Address: 601 E. Hickory St., Suite B
Denton, TX 76205
Telephone #: (940) 349-7463 **Fax #:** (940) 349-8166
Email Address: maria.denison@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

 X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 Arts 351.101 (a) 4
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 X **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

Denton Civic Center is used for local and regional meetings, training, and special events.
Examples include Arts and Jazz Festival, Cinco de Mayo, Blues Festival, trade shows,
wedding receptions, family reunions, and Quinceañeras attended by both Denton
residents and many out-of-town visitors. The center's budget does not include funds to
upgrade the facility with much needed technology to better promote the center for meetings,
training, and special events.

- 3) Does your organization have paid staff?

 x Yes # Full-time 3 # Part-time
 No

- 4) Does your organization use volunteers?

 Yes Approximately how many?
 x No

4) Does your organization use volunteers?

_____ Yes Approximately how many? _____
 x No

5) Does your organization X own or rent office space?

6) Does your organization own a vehicle?

<u> </u>	Yes
<u> x </u>	No

7) Is the event that the organization is requesting HOT funds for held on City property?

<u>x</u>	Yes	Name Location(s)	Denton Civic Center and Quakertwon Park
	No	Name Location(s)	

8) Will the organization be able to provide insurance coverage for the event if held on City property?

x	Yes
	No

9) List ALL other sources of funding your organization receives and how much.

x Check here if information is attached.

[illegible]

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	284,121		undetermined	
2014	329,669		undetermined	
2013	313,618		undetermined	

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Advertising 351.101 (a) 3 and Convention Center 351.101 (a) 2

The advertising funds requested would be used to promote the Civic Center both online and offline directly targeting event planners and organizers.

The requested Convention Center funds would be used to improve the rotunda, which is the center's largest meeting space. The rotunda lacks current technology that would assist with maximizing its selling points. This request would help us promote better use of the space by giving renters and guests access to equipment and technology to stage better events, presentations, training, classes, etc.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Target audience: Social and business meeting planners and event organizers in the DFW and US southwest regions.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Making technology improvements will allow us to be more competitive, increase the use of the facility, and will help expand our reach. These improvements combined with a great location will make us more appealing to overnight guests looking to stage their event.

These upgrades will also help other HOT Fund recipients by providing the ability to expand their services, therefore assisting them in increasing attendance and participation.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B Please see attached

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015 GF	14-15	N/A	32,334	156,515	-124,181
2015 RF	14-15	N/A	6,510	4,854	1,655
2014 GF	13-14	N/A	32,788	157,924	-125,136
2014 RF	13-14	N/A	13,094	6,314	6,780

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Our long-term plan is to retrofit Denton Civic Center with the ability to market it as a perfectly located venue that is unique, beautiful, and "hi-tech" with our goal being to accommodate large and small catered events, business training and workshops, retreats, trade shows, conferences, and other private rentals.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Maria Senison
(Print Name)

X [Signature]

Date: May 25, 2016

Project Director

Christine Taylor
(Print Name)

X C. Taylor

Date: 5/24/16

Late applications are subject to reduction or denial of funding.

Civic Center
Annual Operations
Program Year 2017 Budget Request

Advertising

Printed Publications (Brides of NT, Texas Meetings & DFW Familia) \$ 19,885

Convention Center

Rotunda IT Upgrade (Audio System, Control Panel & Projection System) \$ 24,359

Total Budget Request \$ 44,244



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 18 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: City of Denton Economic Development Division
Name of Event: South by Southwest Interactive Trade Show
Website Address: www.dentonedp.com
Mailing Address: 215 E. McKinney Street
Denton, TX 76201
Physical Address: 215 E. McKinney Street
Telephone #: 940-349-7732 **Fax #:** 940-349-8596

Primary Contact Name: Julie Glover
(Project Director)
Mailing Address: 215 E. McKinney Street
Denton, TX 76201
Telephone #: 940-349-7732 **Fax #:**
Email Address: julie.glover@cityofdenton.com

Secondary Contact Name: Caroline Booth
(Local Board Chairman)
Mailing Address: 215 E. McKinney Street
Denton, TX 76201
Telephone #: 940-3497751 **Fax #:**
Email Address: caroline.booth@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

☒ **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

☐ **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐ **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐ **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

☐ **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

☐ **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

Economic Development is charged with recruiting new businesses to Denton and the technology sector is one of our targets. The knowledge-based, high-paying jobs that tech sector businesses bring are highly desirable for our community.

- 3) Does your organization have paid staff?

☒ Yes 5 # Full-time 1 # Part-time
☐ No

- 4) Does your organization use volunteers?

☐ Yes Approximately how many? _____
☐ No

5) Does your organization _____ x own

6) Does your organization own a vehicle?

____ Yes
x ____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

____ Yes Name Location(s) _____
x ____ No Name Location(s) Austin Convention Center, Austin, TX

8) Will the organization be able to provide insurance coverage for the event if held on City property?

____ Yes
NA ____ No

9) List ALL other sources of funding your organization receives and how much.

____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
<u>COD General fund</u>	<u>Earned</u>	<u>Donated</u>	<u>\$ 2,960,490 (includes incentives)</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>
_____	<u>Earned</u>	<u>Donated</u>	<u>\$ _____</u>

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Programs, activities or exhibits	Amount
<u>South by Southwest Interactive</u>	<u>\$23,000</u>
<u>Trade Show</u>	_____
_____	_____
_____	_____
_____	_____
_____	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
NA				

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)
- Attending SXSWi as a partner with the Convention and Visitors Bureau, the University of North Texas and Texas Woman's University will allow us to solicit tourists as well as tech businesses. Using tourism and business attractions, together, will increase our cooperative efforts to bring people to Denton, both as visitors and as residents.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
Technology industry business, start-ups, tourism

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

3.2 Make Denton a destination for visitors

3.4 Encourage development, redevelopment, recruitment and retention of businesses

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

One recruitment focus of Economic Development is entrepreneurial and technology-based businesses. SXSWi is a trade show that attracts the creative class and cutting-edge technology businesses.

Many of these are looking to locate in a city that is vibrant, with a strong arts community.

We are in a cooperative partnership with the Denton Convention and Visitors

Bureau, the University of North Texas, Texas Woman's University, the Denton Chamber of Commerce Economic Development department and local businesses to secure the funds needed to showcase Denton as a destination for visitors and business creation and relocation.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016	2015-16	22430	0	2243	0

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.
We sponsored a trade show booth at SXSWi in March 2016 ,
partnering with the CVB, UNT, TWU and the Chamber on the
outstanding costs. We found the audience to be the type of creative businesses
that we are actively recruiting to Denton. As part of our long-term plan,
we are opening an Innovation Center on East Hickory Street that will house a tech incubator
to help nurture and create new businesses in Denton. At SXSWi, we can reach out
to these startup companies and offer them an affordable space to grow their businesses.
Statistics show that a majority of startups remain in the community when they expand.

17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes Separate COD account
 No

18) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Caroline Booth
(Print Name)

x Caroline Booth

Date:

Project Director

Julie Glover
(Print Name)

x [Signature]

Date:

6-1-16

Late applications are subject to reduction or denial of funding.

City of Denton Economic Development Department

SXSW, Austin, TX

Program Year 2017 Budget Request

Advertising

Event Space Partnership	\$	20,000
Travel		<u>3,000</u>
	\$	23,000

Total Budget Request \$ 23,000



**Denton African-American
Scholarship Foundation,
Inc.**

Board of Directors

*Harry Eaddy, President
Stan Morton, Treasurer
Val Morgan, Secretary
Simon Allo, M.D.
Rev. Reginald Logan, Sr.
Carolyn Mohair*

DBFF Volunteers

*Harry Eaddy Director
Mesha George Sp Projects
James Marin Programming
Linda Eaddy Operations
Meredith Buie Director
Daniel Amotsuka Di Media
Mary Boyce Digital Media
Nick Nicholson Music Dir
Jackie Sasser Event Co
Annette Lawrence Director
Shirley Ingram Content
Ed Ingram Production
Sharon Ingram Dir Comm
Dianne Randolph Art
Diana Nogay Soc Media
Bethany Garling Soc Media
Mark Spychala Soc Media
Linda Gaines Merch
TK Henderson Content
Rehonda Hudson Operation
Cheylon Brown Sponsorship
Dianna Frierson Operations
Jennifer Batchelder Media
Paul Batchelder Operations
Frances Punch Content
Ellen Ryfle Content
Ashlyn Lee Art
Daisah Riley Dig Media
Messina Minter E Plans
Cynthia Jones E Plans
Shonedra Redd E Plans
Brittney Mitchell E Plans
Carron Perry E Plans
Dorothy Watts E Plans
Delana Gaines E Plans*

Dear City of Denton,

The Denton African-American Scholarship Foundation is dedicated to raising funds to support college scholarships to deserving Black students in the Denton Independent School District. From a modest beginning of one \$250 scholarship in 1984, we have awarded more than \$380,000 in scholarships to over 300 graduates of DISD in the past 32 years. We would not have been able to do this without the generous financial support from the community.

Thank you for the opportunity to request Hot Funds from the city of Denton. We strongly believe this festival shares culture and builds community and we appreciate your consideration.

In January of this year we held our second Denton Black Film Festival (DBFF). Over **2546** attendees came to the 3 day event and we **tripled** last year's attendance. We expanded the festival to include Music, Art and Spoken Word. Thanks to sponsorships we exceeded our attendance goal for the festival. This event will continue to enhance Denton's reputation as an educational, cultural and entertainment destination.

The third Denton Black Film Festival is January 27-29, 2017 at the historic Campus Theatre. We believe, based on the success of the second year, DBFF will attract over 4,000 attendees in 2017. We hope you will share our vision for the film festival and for scholarships for African-American students by being a sponsor for this event. If you have any questions, please email me at harrydbff@gmail.com or call (940)368-6918.

Thank you for considering our request to sponsor DBFF.

Sincerely,

Harry Eaddy
President

Denton African-American Scholarship Foundation



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton African American Scholarship Foundation, Inc
Name of Event: Denton Black Film Festival
Website Address: www.dentonbff.com
Mailing Address: PO Box 1217 Denton Texas 76202

Physical Address: 29 Wellington Oaks Circle Denton Texas 76210
Telephone #: 940 380-0761 **Fax #:** 940 381-0020
Mobile 940 368-6918

Primary Contact Name: Harry Eaddy
(Project Director)
Mailing Address: 29 Wellington Oaks Circle Denton Texas 76210
Telephone #: 940 380-0761 **Fax #:** 940 381-0020
Email Address: hleaddy@hotmail.com

Secondary Contact Name: Val Morgan
(Local Board Chairman)
Mailing Address: 1931 Willowcrest Loop Denton Texas 76205
Telephone #: 940 391-4148 **Fax #:** 940 387-4397
Email Address: vbmorgan@msn.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

XXX **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

XXX **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

DAASF, Inc - The Denton African American Scholarship Foundation, Inc is a
thirty-two year old organization that initially began as a scholarship award
to one student from the NAACP in 1984. With tremendous support from the community the
scholarship organization has since become a separate 501(c) 3 organization. Over the last three
decades the organization continues to award educational scholarships to deserving
high school students. DAASF has given over \$380,000 dollars to more than 300 students.
DAASF is the sponsoring organization for the Denton Black Film Festival.

- 3) Does your organization have paid staff?

 Yes # Full-time # Part-time
XXX No

- 4) Does your organization use volunteers?

XXX Yes Approximately how many? 90+ for DBFF
 No

5) Does your organization DBFF does not own or No

6) Does your organization own a vehicle?

Yes
XXX No

7) Is the event that the organization is requesting HOT funds for held on City property?

XXX Yes Name Location(s) Campus Theatre, GDAC and various venues in Denton
No Name Location(s)

8) Will the organization be able to provide insurance coverage for the event if held on City property?

XXX Yes
No

9) List ALL other sources of funding your organization receives and how much.

XXX Check here if information is attached.

Source	Please Circle One		Dollar Amount
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108) **DBFF 2017**

<u>Opening/VIP Reception</u>	<u>Lifetime Achievement Award</u>
<u>Films Fri, Sat & Sun</u>	<u>Gospel Music Event</u>
<u>Spoken Word</u>	<u>Music Venues R&B & Jazz</u>
<u>Buliding Bridges Event</u>	<u>Comedy Event(s)</u>
<u>Art Exhibit & Artist discussions</u>	<u>Workshops & Panel Discussions</u>
<u>Filmmaker Mixers</u>	<u>Film Awards Event</u>

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	800 Attendees	300 or 37%	20 nights	DBFF
2016	2546 Attendees	1500 or 58%	60 nights	DBFF
2017 Est	4000 Attendees	2500 or 62%	120 nights	DBFF

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested budget expenditures meet the 2 categories of Advertising and Arts.

1. Advertising - DBFF will use the funds to promote and advertise all the events of the festival including film, art, music, spoken word, etc. The focus will be to get filmmakers, artist, moviegoers, musicians from all over the country/world to come to Denton to share in the event. We will accomplish this through social media, print media, ads, bill boards, posters, flyers.

2. Arts - We will meet the definition with the promotion of dance, visual art and promote it in social media, advertising, posters, print media, ads, posters, flyers, billboards

- 13) What specific market will you target with the organization's marketing plan?

DBFF will target the 30-50 year old market of all ethnic groups to share black culture.

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

See attached Exhibit A

DBFF's goal is to share culture and build community and to that end we are working with CVB to target a demographic market that likes independent films, travel, new experiences, etc.

The age range is 30-50 years old and that should get older and younger attendees as well.

DBFF will focus on the young urban professional between 30-50 that has similar interest in film, food, travel, new experiences.

Our promotional material, ads and social media will reflect a fresh look and feel to it! We are changing our social media platform to accommodate a new look to attract more people.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

DBFF is a national if not international film festival. This year is our first year for submissions and we anticipate a very strong response from filmmakers around the world. Our goal is to share black culture through film, art, music, spoken word, comedy, dance, etc. We expanded the festival to include other art forms and we tripled attendance. We anticipate an attendance of over 4000 attendees and over 75% will come from outside of Denton.

In specific we have several marketing strategies that will increase attendance in 2017.

1. Continue our co-marketing plan with CVB targeting different demographic markets
2. Submissions will increase attendance because of our Texas filmmakers will bring their networks with them which we have already started working with filmmakers.
3. Start a campaign with CVB, hotels and city of Denton to spend the weekend in Denton.
- 4 We have a started a customer experience group which will work with various meet up groups and drive attendance.
5. Targeted social media campaigns. Expand university student offerings to have their parents attend the festival.
6. Expand our music offering and look for National Chair for the festival.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The long term plan for DBFF is to grow into a destination location for sharing Black culture thru Film, Art, Spoken Word, Music, Comedy and other cultural offerings that create awareness and bring the community together. We will bring major celebrities, entertainers, sports figures, individuals together yearly similar to Sundance to celebrate independent filmmakers and artist together. We believe we will grow to an attendance 10K-20K people yearly in 5 years. Attendees will come from all over the world to attend this event and bring their collective networks. In years to come the majority of the attendees will be a diverse group of talented artistic people. We will need marketing and advertising dollars to promote Denton.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

XXX Yes

 No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

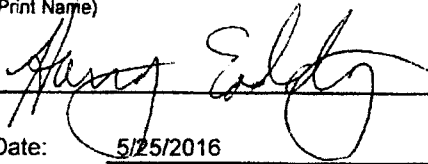
Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Harry Eaddy

(Print Name)


x 

Date: 5/25/2016

Project Director

Val Morgan

(Print Name)

x 

Date: 5/25/2016

Late applications are subject to reduction or denial of funding.

Denton African American Scholarship Foundation, Inc.

Denton Black Film Festival

Program Year 2017 Budget Request

Advertising

Social Media & Coops	\$ 5,000
Printed Matter	2,700
Billboards	<u>1,800</u>
	\$ 9,500

Art

Speakers & Performers	\$ 1,800
Sound Equipment	1,600
Sound Contract Labor	<u>1,200</u>
	\$ 4,600

Total Budget Request \$ 14,100



DENTON AREA RUNNING CLUB

RECEIVED MAY 25 2016

May 25, 2016

Hotel Occupancy Tax Committee:

I am contacting you on behalf of the Denton Area Running Club (DARC) requesting an allocation funds from the City of Denton of Denton Hotel Occupancy Tax (HOT) Program.

On November 24, 2016 the Denton Area Running Club, a 501(c)(3) nonprofit organization, will be hosting the *2nd Annual Downtown Denton Turkey Trot 5k Run/Walk and Kids' Gobble Wobble 1k*.

Last year the *Inaugural Downtown Denton Turkey Trot and Kids' Gobble Wobble* attracted over 1500 registrants. This includes 612 residents of Denton and nearly 80 registrants from 27 other states. The U.S.A. Track and Field Certified Course starts and finishes in front of the Denton Civic Center and travels through the Texas Woman's University campus passing several prominent landmarks such as the Old Main Building and the Little Chapel-In-The-Woods. After exiting TWU the route heads south; *The Downtown Denton Turkey Trot* is the only race that completely loops around the historic downtown square before returning to the finish line. The course showcased Downtown Denton and TWU to the over 900 registrants from outside of Denton.

Additionally the Denton Area Running Club, an organization with the goal of promoting health and wellness through running and runner/pedestrian safety, was able to donate a large portion of the proceeds to the Denton Community Food Center. This donation totaled \$8235 and was one of the top 5 single donations to the Denton Community Food Center in 2015. We will continue to partner with the Denton Community Food Center in 2016.

Thank you for your consideration.

Very Respectfully,

Tony Roman
President, Denton Area Running Club
Race Director, Downtown Denton Turkey Trot
(734)945-2734
dentonarearc@gmail.com

Enclosure:
HOT Program Application
USATF Course Certification (Map)

P.O. Box 2591
Denton, TX 76202
DentonAreaRunningClub.org



HOTEL OCCUPANCY TAX
PROGRAM YEAR 2017
APPLICATION

MUST BE TYPED

RECEIVED MAY 25 2016

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Area Running Club
Name of Event: Downtown Denton Turkey Trot
Website Address: www.dentonarearunningclub.org
Mailing Address: P. O. Box 2591
Denton, TX 76202
Physical Address: NA
Telephone #: 734 945 2734 **Fax #** NA
(President Tony Roman)

Primary Contact Name: Tony Roman
(Project Director)
Mailing Address: 6303 Shady Shores Rd #118
Denton, TX 76208
Telephone #: 734 945 2734 **Fax #:** NA
Email Address: awroman79@gmail.com

Secondary Contact Name: Audrey Word
(Local Board Chairman)
Mailing Address: 2308 Loon Lake Rd
Denton, TX 76210
Telephone #: 940 390 9523 **Fax #:** NA
Email Address: wordaudrey@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

- ☒ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.
- ☐ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.
- ☐ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.
- ☐ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.
- ☐ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.
- ☐ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.
- ☐ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The Denton Area Running Club is a non profit organization serving the greater
Denton County in an effort to promote the sport of running and physical fitness
as both a form of exercise as well as providing community involvement. We are actively
involved in the Denton community hosting free weekly social runs, promoting
National Walking Day and World Running Day, as well as volunteering in various
aspects throughout Denton County

- 3) Does your organization have paid staff?

☐ Yes # Full-time _____ # Part-time _____
☒ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 50-60
☐ No

- Page 3 of 6

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The Downtown Denton Turkey Trot falls under the "Advertising" category. The event provides a family friendly activity for those traveling to Denton to celebrate Thanksgiving with their friends or families. The event attracts people both from the DFW area and from out of state. Last year, the Downtown Denton Turkey Trot attracted 1,500 registrants, including 612 Denton residents, and nearly 80 participants from 27 other states. The event brings a significant number of participants to Denton, while also encouraging Denton residents to remain in town instead of traveling to other events in the Dallas/Fort Worth area on Thanksgiving Day. The 5K run/walk course showcases Downtown Denton and TWU. All advertising, awards, and race swag (t-shirts, race packets, and additional products) will feature the City of Denton and any other required logos. Our advertising includes the Ticket Radio station, race event web pages that run nationally and list races throughout the contiguous United States, and posters and fliers distributed to Run On!, Lukes Locker and other sporting good stores throughout the Dallas Ft Worth metroplex.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
The Downtown Denton Turkey Trot provides participants a healthy and family friendly event. Our targeted audience includes people interested in running and/or fitness, but extends much wider than that. Our goal is to reach participants in a wide demographic range and to inspire them to incorporate the Downtown Denton Turkey Trot into their Thanksgiving Day traditions. Last year, participants came from as far as New York City and San Diego. Our 1,500 registrants last year included participants ranging from 4 years old to 77. Our event also includes a 1K Gobble Wobble, which encourages even younger runners to get involved. This year we intend on expanding our social media marketing area to major markets in Texas and Oklahoma with the goal of encouraging more participation from those in the region.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

This event promotes tourism and the hotel and convention industry in several ways. First, the Downtown Denton Turkey Trot promotes tourism by showcasing the Historic Downtown Denton area and drawing attention to all of the new restaurants and businesses. The course is the only race that completely loops around the Square. The course also includes the prominent TWU landmarks, including the Old Main Building and the Little Chapel in the Woods. Secondly, the Turkey Trot provides an event that encourages residents to stay in town and attracts out of town families to Denton. With increased regional advertising this year, the event has the potential to make a large impact on hotel reservations during the Thanksgiving holidays.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2015	\$0	\$51,496	\$40,079	\$11,417

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Our long term plan is to improve the participation, quality, and experience of the event.

There are several ways in which we can do this. First, over the next 3-5 years, we will add the option of another distance (for example a 10K). This addition will increase the participation of the more "serious" or "competitive" runners. Such a goal involves working closely with the city to establish a suitable route and to negotiate necessary road closures. Secondly, our aim is to make the event more "Denton Centric", providing Denton themed awards and entertainment. Lastly, we plant to improve the staging area. We would like to give the event a fair type feeling with vendor booths and local entertainment. We would like participants to linger around for the awards ceremonies and get a taste of Denton while doing so.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 x Yes
 No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Anthony Roman

(Print Name)

x

[Signature]

Date:

5-25-2016

Project Director

Audrey G. Word

(Print Name)

x

Audrey G. Word

Date:

5-25-2016

Let's applications are subject to review and approval of funding.

Road Runners Club of America

Denton Area Running Club's Downtown Denton Turkey Trot

Program Year 2017 Budget Request

Advertising

Banners	\$	500
Posters		500
Flyers		1,000
Radio		1,500

Total Budget Request \$ 3,500



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 25 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Community Market
Name of Event: Denton Community Market
Website Address: www.dentonmarket.org
Mailing Address: P.O Box 3057
Denton, TX 76202
Physical Address: 317 W Mulberry Street, Denton, TX 76201
Telephone #: 940-367-8029 **Fax #:** _____

Primary Contact Name: Vicki Oppenheim
(Project Director)
Mailing Address: 600 Windfields Street,
Denton, TX 76209
Telephone #: 940-367-8029 **Fax #:** _____
Email Address: vicki@greenlep.com and planner@dentonmarket.org

Secondary Contact Name: Kati Trice
(Local Board Chairman)
Mailing Address: P.O. Box 3057
Denton, TX 76202
Telephone #: 972-536-3145 **Fax #:** _____
Email Address: marketcoordinator@dentonmarket.org

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

☒ **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

☒ **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐ **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐ **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

☐ **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

☐ **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The mission of the Denton Community Market is to strengthen

Denton and surrounding communities by providing economic

opportunities for local artists, businesses, food vendors, and food producers to

contribute to the vitality and livability of Denton.

- 3) Does your organization have paid staff?

☒ Yes ☐ # Full-time ☐ 3 # Part-time

☐ No

increase to 4 part-time employees in 2017 with growing staff needs

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 1-5 per week

☐ No

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Advertising: The marketing expenses for design of fliers and printed materials, website upgrades, and publications in the DFW region will reach a large audience of potential visitors to Denton.

The DCM continues to gain regional recognition as one of the best markets in DFW (see <http://www.dallasobserver.com/restaurants/north-texas-produce-party-a-guide-to-the-best-farmers-markets-in-dfw-8284609>)

The increased marketing will emphasize our strengths as a tourist destination and bring visitors to Denton as well as extend stays at hotels. Special events at the Market will also help encourage tourists to travel to Denton to experience unique Denton activities at the DCM.

Edible Dallas and DFW Child reach thousands of people and are widely distributed in DFW.

The DCM weekly music is very important to support local musicians from DentonRadio.com

and other sources. The music adds to the visitor experience and creates a unique atmosphere only found in Denton.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5) see Facebook reach data.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Denton Community Market is one of the best farmers and artisan markets in DFW (see Dallas Observer article link above). The diversity and number of food, artisan, and community vendors attracts tourists each week. Even if tourists are visiting for UNT graduation or another reason, vendors often hear that people stayed an extra night so that they could visit the DCM. Recent visitors from Florida, for example, were extremely impressed and said we really have something unique. About 25% of visitors are from outside of Denton, and certainly many people come to Denton just to visit the Market and then go to the Downtown and other areas. Our counts show 2000-3000 per week at least. The DCM is a unique amenity that showcases the music, creative talent, and independent spirit of Denton.

We estimate up to 30 people per week most likely stay an extra hotel night to visit the Market on Saturday morning.

As the DCM continues to grow, we expect that number will increase.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014	0	43,928	38,557	5,371
2015	2015	0	69,119	68,583	536

See Exhibits
B and C

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The DCM expects some growth over the next 3-5 years, but the number of vendors will most likely level off at under 200 total because of space constraints and staffing constraints. The marketing funds requested are essential for the planned move to the City of Denton's Community Event Center, now in the design phase. The move will occur within the next two years, depending upon completion of the site upgrades. At a minimum, the DCM will be marketing special events for the new site in 2017, even if at the old one. The music at the DCM is an essential element of the Market to attract visitors and to create a unique atmosphere. The weekly paid performances help bolster Denton's important music scene that attracts tourists from DFW and beyond. The DCM will continue the music at the new site. See Strategic Plan.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Kati Trice

(Print Name)

x [Signature]

Date:

5/25/17

Project Director

Vicki Oppenheim

(Print Name)

x [Signature]

Date:

5/25/16

Late applications are subject to reduction or denial of funding.

Denton Community Market
Program Year 2017 Budget Request

Advertising

Coordinator Salary	\$	1,400
Publications		7,000
Printed Matter		3,000
Internet/Website		1,800
Marketing Designs		<u>2,600</u>
	\$	15,800

Art

Coordinators Salary	\$	7,875
Performers		<u>5,250</u>
	\$	13,125

Total Budg \$ 28,925



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

RECEIVED MAY 20 2016

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Community Theatre
Name of Event: 2016/17 Season
Website Address: dentoncommunitytheatre.com
Mailing Address: 214 W. Hickory
Denton, TX 76201
Physical Address: 214 W. Hickory Denton, TX 76201
Telephone #: 940-382-7014 **Fax #:** 940-891-1691

Primary Contact Name: Mike Barrow
(Project Director)
Mailing Address: 214 W. Hickory
Denton, TX 76201
Telephone #: 940-382-7014 **Fax #:** 940-891-1691
Email Address: mike.barrow@campustheatre.com

Secondary Contact Name: Kay Lamb
(Local Board Chairman)
Mailing Address: 214 W. Hickory
Denton, TX 76201
Telephone #: 940-367-7816 **Fax #:** 940-891-1691
Email Address: kaylambalso@yahoo.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

☒ **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

☐ **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐ **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐ **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

☐ **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

☐ **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

Denton Community Theatre is a non-profit theatre that has been in existence for over
47 years. The theatre supplies local actors, technicians, and designers a place to
perform in their community. The theatre also supplies the community with exceptional
performance productions and entertainment in Denton as opposed to driving to
Ft. Worth or Dallas for the same caliber of productions. In addition, Denton Community Theatre
operates 4 semesters of theatre classes for youths aged 4-18, and offers no cost
outreach programs to the community such as play reading and writing groups and an
interactive performance group for children.

- 3) Does your organization have paid staff?

☒ Yes 3 # Full-time 4 # Part-time
☐ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 2000
☐ No

5) Does your organization _____ own or X

6) Does your organization own a vehicle?

____ Yes
X ____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

____ Yes Name Location(s) _____
X ____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X ____ Yes
____ No

9) List ALL other sources of funding your organization receives and how much.

X ____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Noises Off	Curtains
_____ The Crucible	_____ Bonnie & Clyde the Musical
_____ The Christmas Express	_____ 3 Theatre School Productions TBA
_____ Who's Afraid of Virginia Woolf	_____ 4 Black Box Productions TBA
_____ Oliver	_____ 5 DCT Roadshow Performances
_____ Vasha & Masha & Sonya & Spike	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	16200	4536	50	Play Season
2014	16000	4480	50	Play Season
2013	15500	4340	45	Play Season

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

37% of all mailings from The Denton Community Theatre go outside the city of Denton.

This includes monthly mailings of show announcement cards and brochurss. Our Web sites, dentoncommunitytheatre.com and campustheatre.com supply information that is available 24 hours a day from anywhere in the world. Our Facebook and Twitter accounts are also broadcast throughout the world. Billboard advertising will be done outside of Denton. Advertising on Denton Radio.com can also be heard throughout the world wide web. Denton Community Theatre will also have a major presence in Denton's new Visitor center on the square, where tickets to all performances will be available.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
DCT will target those with moderate to high income who reside in a 200 mile radius of Denton
We will specifically target those w with an interest in the arts.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Denton Community Theatre, performing at both the Texas state Historic Landmark Campus Theatre and the PointBank Black Box Theatre continue to attract large audiences from Denton, the surrounding area, and from national and international tourists. As Denton continues to grow as a destination city with it's primary attraction focused on the arts and culture scene, Denton Community Theatre plans to remain as one of the major draws to that scene. Each year we meet and visit with more and more people who have come to Denton for a weekend of dining and entertainment instead of just coming for a one day single event. Right now, we are in early stage talks with one of the countries largest service organizations about possible plans to bring their national convention to Denton and include a night of live theatre as one of their events.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
	2013/2014	138769	420269	408497	150541
	2014/2015	150541	401267	376420	175388

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Over the next 3 to 5 years, DCT will continue on our path to become one of the top ranking community theatres in the country. With every production that we produce, we see more and more actors and directors from around the entire DFW region willing to make the trip to Denton night after night to be involved with this organization. We are also seeing a substantial increase from that same area in our audiences. Internet and social media have continually proved themselves as some of our most effective tools, and our plan is to continue to expand our audience and volunteer base with them. As the area around Denton continues to grow, we will also increase our direct mail programs to match that growth.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
 No

- 18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Kay Lamb
(Print Name)

X Kay Lamb

Date: 5-19-16

Project Director

Mike Barrow
(Print Name)

X 

Date: 05-19-2016

Late applications are subject to reduction or denial of funding.

Denton Community Theatre
Program Year 2017 Budget Request

Advertising

CVB Coops	\$ 4,000
Brochures & Postcards	7,500
Internet / Website	12,500
Print Advertising	<u>1,000</u>
	\$ 25,000

Total Budget Request \$ 25,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 24 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton County Office of History and Culture
Name of Event: Denton County Museums
Website Address: www.dentoncounty.com/chos
Mailing Address: 110 W. Hickory Street
Denton, Texas 76201
Physical Address: same as mailing address
Telephone #: 940-349-2850 **Fax #:** _____

Primary Contact Name: Peggy Riddle
(Project Director)
Mailing Address: 110 W. Hickory Street
Denton, Texas 76201
Telephone #: 940-349-2852 **Fax #:** _____
Email Address: peggy.riddle@dentoncounty.com

Secondary Contact Name: The Honorable Mary Horn, Denton County Judge
(Local Board Chairman)
Mailing Address: 110 W. Hickory Street
Denton, Texas 76201
Telephone #: 940-349-2820 **Fax #:** 940-349-2821
Email Address: mary.horn@dentoncounty.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

 Advertising 351.101 (a) 3

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 X **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The mission of the Denton County Office of History and Culture is to enhance the quality of
life of residents and visitors through educational programs that acquire, preserve, protect
promote and interpret the history and culture of Denton County. To accomplish our goal as
being the premier Historical Commission in the State of Texas and the top County history
museum, the OHC incorporates into our projects and programs cultural heritage tourism—
the concept of visitors traveling to experience the places and activities that authentically
represent the stories and people of the past and present. It includes historic, cultural and
natural resources.

- 3) Does your organization have paid staff?

 X Yes 5 # Full-time 1 # Part-time
 No

- 4) Does your organization use volunteers?

 X Yes Approximately how many? 70
 No

5) Does your organization X own or rent office space?

6) Does your organization own a vehicle?

	Yes
<u>X</u>	No

7) Is the event that the organization is requesting HOT funds for held on City property?

	Yes	Name Location(s)	
X	No	Name Location(s)	Denton County property

8) Will the organization be able to provide insurance coverage for the event if held on City property?

<u>n/a</u>	Yes
n/a	No

9) List ALL other sources of funding your organization receives and how much.

Check here if information is attached.

Source	Please Circle One	Dollar Amount
Donations - 2015	Donated	\$ 7,739.58
Gift Shop - 2015	Earned	\$ 1,056.34
Denton County - 2015	Earned	\$ 497,757.00
HOT Funds	Donated	\$ 113,999.00
	Earned	\$
	Donated	\$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

***Year-round programming/exhibits of Denton City/County History/genealogical research facility**

*Year-round lectures and events in-house and outreach into the community

***Year-round programming/exhibits at the Museums in the Historical Park & Courthouse**

*Operation of all Denton County Museums (Historical Park & Courthouse)

*Relocation and restoration of a new facility (Taylor Farm and Woods Home).

*Numerous permanent and rotating exhibits created at the Historical Park and Courthouse.

* Exhibits maintained in 6 satellite locations

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2013	77,023	est. 12,000	936	year-round
2014	76,019	est. 14,000	1013	year-round
2015	80,355	est. 19,000	1071	year-round

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two?

(Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Our museums are part of the tourism-destination advertising package for the City of Denton.

Museums are designated to receive historical restoration and preservation funding to attract cultural tourism visitors. The Office of History and Culture makes a concerted effort to cooperate with each of the other events/tourism activities which occur in the city to promote and enhance Denton as a tourist destination and to promote the hotel and convention industry. We also provide a historical research center, answer tourism-related questions and conduct tours. We provide multiple sites for tourism information. The Courthouse and Historical Park are the major historical and cultural tourism year-round sites in the City and County. The Office of History and Culture provide satellite facilities throughout the county for increased tourism exposure.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The Museums reach a world-wide tourism market through a variety of marketing and advertising venues. A contract with Certified Folder includes our brochures in over 3,000 markets. We mail our brochures to all State of Texas Official Tourist Sites and provide them to the Denton Chamber for distribution at sites such as DCTA stations. We target over 100 media outlets with press releases for all our events. We increased our presence on websites and targeted researchers, gardeners, senior groups, vacationing families, travel clubs, shoppers, and tourists from all over the world. We actively began marketing through our eNewsletter as well as our Facebook page and our own Denton County webpage. To meet the growing need of our audience, we have an exhibit at the Courthouse that provide a brief history of Texas with an emphasis on the founding of Denton County. The African-American Museum provides diversity and ethno-tourism opportunities. The Bayless-Selby House provides history of early families in the city of Denton as well as an exhibit on early practice of medicine in Denton County. By providing a variety of programs at all our sites, our goal is to have visitors return often.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

1.) Our research library offers visitors from around the world historical information relating to genealogical research as well historical information.

2.) Changing exhibits and public programs are featured at the sites to encourage return visitation.

3.) New acquisition such as the Taylor Farm Log Cabin and Log Barn as well as the Woods House will add a new dimension to the Historical Park.

4.) Advertising with Swash Labs, a creative agency that focus on digital and emerging media, social business and brand development, helped us developed a target campaign plan for our marketing needs. We also use Swash Labs for monthly media buys.

We will continue with the production and distribution of our brochures through Certified Folder's 3,000 venues and through the Denton Chamber of Commerce. We actively promote programs on our Facebook pages aswell as our webpage.

5.) Our staff and Museum docents at sites provide tourists information about the City as well as historical interpretation.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014	33,712,622	131,786,855	124,680,625	37,437,450
2015	2015	37,437,450	140,029,844	130,296,587	41,989,485

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Office of History and Culture plans to provide exhibits that reflect cultural events of our past as well as provide educational and entertaining programs to build repeat visitation. The Museums Committee adopted a strategic plan to guide the the museums through the next few years. The
The major goals include: expand public outreach within the county, state and nationally; enhance and enrich public knowledge; and strive for sustainability.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Mary Horn
(Print Name)

X

Mary Horn

Date: May 24, 2016

Project Director

Peggy Riddle
(Print Name)

X

Peggy Riddle

Date: May 24, 2016

Late applications are subject to reduction or denial of funding.

Denton County Office of History & Culture

Denton County Museums

Program Year 2017 Budget Request

Advertising

Magazines, Newspapers & Digital Media	\$	1,000
Visitors Guide		1,200
Brochures		8,800
		<hr/>
	\$	11,000

Historical

Contract Labor	\$	37,000
Archival Supplies		10,000
New Exhibit Supplies		18,000
Relocation of Pilot Point Log Cabin		17,500
Relocation of Restroom Structure		8,000
Restoration of Taylor Log Cabin & Reconstruction of Barn		50,000
Restoration of Wood Home (Quakertown House)		50,000
		<hr/>
	\$	190,500

Total Budget Request \$ 201,500



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 23 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Festival Foundation, Inc.

Name of Event: Denton Arts & Jazz Festival

Website Address: www.dentonjazzfest.com

Mailing Address: P.O. Box 2104
Denton, Texas 76202

Physical Address: 525 Fort Worth Drive - Suite 212 - Denton, Texas 76201

Telephone #: (940) 565-0931 **Fax #:** (940) 566-7007

Primary Contact Name: Carol Short, Executive Director
(Project Director)

Mailing Address: P.O. Box 2104
Denton, Texas 76202

Telephone #: (940) 383-4418 **Fax #:** (940) 566-7007

Email Address: csjazz@charter.net

Secondary Contact Name: Terry Nobles, President
(Local Board Chairman)

Mailing Address: 4435 Old Thomas Road
Aubrey, Texas 76227

Telephone #: (940) 453-8680 **Fax #:**

Email Address: terrynobles@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

☒ **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

☒ **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐ **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐ **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

☐ **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

☐ **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The purpose of the Denton Festival Foundation, Inc. is to plan, promote and produce
an annual arts festival with no admission charge. Educating and promoting public
awareness in the performing and visual arts helps facilitate the growth and enrichment
of the cultural environment in our community. The festival enhances the quality of life
for all that attend and participate, attracting guests from the region and beyond. The
Foundation strives to maintain a FREE event with the highest quality of music entertain-
ment, fine arts/crafts, demonstrations, children's art activities and performances for the
whole family. The event gives other non-profit groups opportunities to raise funds.

- 3) Does your organization have paid staff?

☒ Yes 2 # Full-time _____ # Part-time
☐ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 400
☐ No

5) Does your organization _____ own or X rent

6) Does your organization own a vehicle?

____ Yes
X ____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X ____ Yes Name Location(s) Denton Quakertown Park
____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X ____ Yes
____ No

9) List ALL other sources of funding your organization receives and how much.

X ____ Check here if information is attached.

Source	As of May 20, 2016	Attachment 1 & 2	Fiscal Year: July 1-June 30
		Please Circle One	Dollar Amount
<u>Sponsors/Contributions/Grants</u>	Earned	<u>Donated</u>	\$ <u>216,536.68</u>
<u>HOT Funds</u>	Earned	<u>Donated</u>	\$ <u>89,135.00</u>
<u>Concessions/Souvenirs</u>	<u>Earned</u>	Donated	\$ <u>101,321.53</u>
<u>Memberships</u>	Earned	<u>Donated</u>	\$ <u>6,344.00</u>
<u>Booth Space Fees</u>	<u>Earned</u>	Donated	\$ <u>96,480.00</u>
<u>Vendor Permits</u>	<u>Earned</u>	Donated	\$ <u>17,160.00</u>
<u>Vendor Donations</u>	Earned	<u>Donated</u>	\$ <u>9,771.30</u>
_____	Earned	Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Denton Arts & Jazz Festival - April 28, 29 & 30 - 2017

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2014	215,000	100,000	3,700	Denton Arts & Jazz
2015	215,000	100,000	2,900	Denton Arts & Jazz
2016	215,000	124,700	3,830	Denton Arts & Jazz

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The request of \$105,000, which is less than 1/5 of our total budget, will be used in promoting the event (advertising, web ads, brochures, commercials and salaries for marketing and promotions); production expenses for site operations (musicians and infrastructure to produce the event with stages, lighting, generators, etc.). These expenses increase every year.

The Festival expenses in our art and advertising categories have increased 25%.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5) Individuals and families, regardless of age, sex, race, disabilities or economic status are welcome. The guests are as diverse as the programming. Groups with disabilities also perform as well as intergenerational performers - age 3-80. Our marketing and promotions outreach spans the state, region and beyond. Artist and music periodicals, newspaper ads & stories, internet advertising, web page, social media, area chambers and tourist centers, hotels, motels, schools, universities, TV, radio and commercial spots are some of the resources used to advertise, promote and target potential guests and participants. State and regional magazine ads and stories have proven successful as well as web banner advertising with DRC, WFAA-TV and The Dallas Morning News web sites.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

There were over 300 booth spaces of artists, crafters and other vendors. 80% came from out of town and out of state. The programming and headliners were nationally renowned and this also attracted tourists. Over 2700 performers on 7 stages showcased quality performances. The event is FREE and it is estimated of the 215,000 in attendance, 100,000 were from out of town and 50% of those spent the night. Our vendors spend 2-3 nights, technicians stay 5 nights for setup and production week. Our headliners spend 1-2 nights before and after their performances. In addition to our marketing plan, our web page and internet advertising, as well as FaceBook, reach people all over the country and foreign countries as well. We send all out of town participants a complete list of hotels and motels in Denton with contact information. The economic impact of our participants and guests is substantial for our community, generating 5 million dollars during the weekend.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2013/2014	10,368	552,956	536,729	16,227
2015	2014/2015	16,227	517,615	563,769	-46,154

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The annual Denton Arts & Jazz Festival requires 12-18 months of planning, preparing and implementing and raising funds for the FREE event. The Denton Festival Foundation, Inc. produces 1 event annually and we are committed to a festival that is FREE. The Denton Festival Foundation, Inc. produces 1 event annually. Each festival is evaluated by the board, vendors and volunteers. We receive comments through random surveys that also help in long range planning. The staff leads an active board with several committees. The director writes grants, raises funds, promotes the event and coordinates the many facets of the festival. In addition to a full time executive director and a full time assistant director, we have 35 elected board members, 400 volunteer members and over 200 sponsors.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

☒ Yes

☐ No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Terry Nobles, President

(Print Name)

x

Date:

5/20/16

Project Director

Carol Short, Executive Director

(Print Name)

x

Date:

5/20/16

Late applications are subject to reduction or denial of funding.

Denton Festival Foundation, Inc.

Denton Arts & Jazz Festival

Program Year 2017 Budget Request

Advertising

Brochures	\$ 6,000
Magazines	6,000
Newspaper & Internet	5,000
Commercials / Photography	<u>8,000</u>
	\$ 25,000

Art

Musicians	\$ 50,000
Site Operations	<u>30,000</u>
	\$ 80,000

Total Budget Request \$ 105,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 25 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Firefighter Museum
Name of Event: Denton Firefighter Museum
Website Address: firefightermuseum.com
Mailing Address: 332 E. Hickory St.
Denton, TX 76201
Physical Address: 332 E. Hickory St., Denton, TX 76201
Telephone #: 940-349-8840 **Fax #:** 940-349-8841

Primary Contact Name: Michael Ventrca
(Project Director)
Mailing Address: 332 E. Hickory
Denton, TX 76201
Telephone #: 940-349-4440 **Fax #:** 940-349-8841
Email Address: michael.ventrca@cityofdenton.com

Secondary Contact Name: Kenneth Hedges
(Local Board Chairman)
Mailing Address: 332 E. Hickory
Denton, TX 76201
Telephone #: 940-349-8840 **Fax #:** 940-349-8841
Email Address: kennth.hedges@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

- X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.
- Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.
- X **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.
- Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.
- Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.
- Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.
- Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The purpose of the Denton Firefighter Musuem is to create a quality exhibit of firefighting
memorabilia for the citizens of Denton as well as tourist and visitors to the city

- 3) Does your organization have paid staff?

 Yes # Full-time # Part-time

 X No

- 4) Does your organization use volunteers?

 X Yes Approximately how many? 6-8 people

 No

5) Does your organization _____X_____ own or _____ rent office space?

6) Does your organization own a vehicle?

____ Yes
X No

7) Is the event that the organization is requesting HOT funds for held on City property?

X Yes Name Location(s) Denton Fire Station One
____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes
____ No

9) List ALL other sources of funding your organization receives and how much.

X Check here if information is attached.

Source	Please Circle One		Dollar Amount
Donation Box	Earned	Donated	\$ 43
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Public Safety Fair	Semptember / October 2016
Guided Tours	as requested or scheduled
Permanet exhibits	Public Viewing (Monday-Friday, 8am-5pm)
_____	_____
_____	_____
_____	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2013-2014		2500	0	Tours / Walkins
2014-2015		2500	0	Tours / Walkins
2015-2016		3000	0	Tours / Walkins

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested funding is used to acquire, restore, preserve and display historical firefighting memorabilia with articles specific to Denton's history. The museum exhibits the memorabilia for visitors and tourists. Advertising funds are used to place ads in publications specifically targeting travelers and encouraging them to visit Denton.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Denton Live

TourTexas Hot and Happening

Texas Monthly

Digital & Social Media Campaign

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The profession of firefighting has always fascinated and interested people making it a natural attraction. The Denton Firefighters Museum is in close proximity to the DCTA train station, Denton's historic downtown square, the Visual Arts and is located on the east end of the arts corridor (Hickory St). The museum serves as an additional draw to the downtown area and is appropriate for visitors of all ages. 2014

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	FY 13-14	20,690.00	0	15,494.09	4,955.93
2015	FY 14-15		0		

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Denton Fire Musuem long term goal is to become nationally recognized musuem
who visibility serves as an attraction to developing downtown district. The musuem also
plans to continue to acuire, perserve and display historical artifacts and equipment related to
the firefighting profession and to the City of Denton.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide **all** the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Kenneth Hodges
(Print Name)

X KSH

Date: _____

Project Director

Michael Ventres
(Print Name)

X MV

Date: 5/25/16

Late applications are subject to reduction or denial of funding.

Denton Fire Department
Denton Firefighter Museum
Program Year 2017 Budget Request

Advertising

CVB Coop	\$ 15,000
----------	-----------

Historical

Purchases	\$ 1,000
Archival Supplies	<u>5,000</u>
	\$ 6,000

Total Budget Request \$ 21,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Holiday Festival Association, Inc.
Name of Event: Denton Holiday Lighting Festival 2017
Website Address: www.dentonholidaylighting.com
Mailing Address: PO Box 2765
Denton, TX 76202
Physical Address: NA
Telephone #: NA **Fax #:** NA

Primary Contact Name: Warren Dane
(Project Director)
Mailing Address: 222 E. McKinney, Suite 100
Denton, TX 76201
Telephone #: 940-566-0512 **Fax #:** 940-382-6993
Email Address: warrendane@andersonspecter.com

Secondary Contact Name: Kate Lynass
(Local Board Chairman)
Mailing Address: 110 W. Hickory
Denton, TX 76201
Telephone #: 940-395-3581 (cell) **Fax #:** NA
Email Address: Kate.Lynass@dentoncounty.com or krlynass@aol.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

 X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

Incorporated as a 501.3(c) non-profit in 1988, the mission of the Denton Holiday Festival Association, Inc. (DHFA) is to provide a family-friendly festival held in the Historic downtown including the Denton County Courthouse-on-the-Square & Historical Park to start the holiday season and celebrate our community and historic downtown. The all-volunteer board hosts the tree-lighting, provides musical and arts/crafts entertainment, and organizes non-profit and for-profit food and children's activities, carriage rides, and other activities. The Festival coordinates with local toy drives and collects donations for the event to remain free to the public.

- 3) Does your organization have paid staff?

 Yes # Full-time # Part-time
 X No

- 4) Does your organization use volunteers?

 X Yes Approximately how many? 40
 No

5) Does your organization ____NA____ own or ____NA____ rent office space?

6) Does your organization own a vehicle?

____ Yes
 X No

7) Is the event that the organization is requesting HOT funds for held on City property?

 X Yes Name Location(s) City sidewalks and streets around historic Square
____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

 X Yes
____ No

9) List ALL other sources of funding your organization receives and how much.

 X Check here if information is attached.

Source	Please Circle One		Dollar Amount
Large Sponsors	Earned	Donated <u>X</u>	\$ 13000.00
Contributions	Earned	Donated <u>X</u>	\$ 6671.00
Denton County	Earned	Donated <u>X</u>	\$ 5250.00
City HOT\$/Advertising	Earned	Donated <u>X</u>	\$ 7700.00
City HOT\$/Maintenance	Earned	Donated <u>X</u>	\$ 5250.00
Vendor Booth/Ticket sales	Earned <u>X</u>	Donated	\$ 5056.00
Promotional Item Sales	Earned <u>X</u>	Donated	\$ 4738.84
Interest Income	Earned <u>X</u>	Donated	\$ 81.40

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Costs for print and digital advertising for Festival (outside City of Denton through CVB coop and through social media, calendars, and news sources in Dallas, North Texas, and elsewhere).
Costs for site operations, including costs of two stage rentals, generators, paying musicians for Holiday Spectacular (local artists and orchestra, arrangements by David Pierce), and other costs (stage covers, portapotties, fencing, etc).

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	15,000+	5000 to 6000	Unknown	Holiday Lighting Festival
2014	15,000 - 16,000	5000 to 6000	Unknown	Holiday Lighting Festival
2013	850*	unknown	Unknown	Holiday Lighting Festival
	* original event cancelled due to inclement weather; smaller event held on later date			
2012	15,000 - 18,000	5000 to 6000	Unknown	Holiday Lighting Festival

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Part of the requested advertising budget would be used outside the city of Denton through co-op advertising with the Denton CVB, which maximizes funds to draw daily and overnight visitors from across the state and nation. Additional parts of the advertising budget would be used by DHFA Inc. Marketing for digital and print advertising (social media, etc) that reaches additional 1000s of visitors travelling to Denton for the annual event. The site operations budget will pay for rental of two stages, generators for stages and vendors, paying musicians/orchestra for Holiday Spetacular, costs involved in providing lights/sounds for vendors offering family-friendly arts/crafts and activities, to extend the festival from the DCTA station to Carroll Blvd via the Oak/Hickory & Hwy377 corridor of the Square.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

(1) Areas surrounding Denton will be reached by distributing event brochures to hotels, schools, tourism sites, Texas events calendars, DCTA, and other community distribution sites.

(2) Metroplex and North Texas markets will be reached through the metroplex regional newspapers and state-wide publications. A DHL video is available for promotion via websites, Facebook, and YouTube.

(3) DHFA will use cooperative advertising with the CVB to reach north regional areas of the state, as well as social media advertising to reach a larger area through Facebook, Twitter, and other advertising.

(4) DHFA has an active website, Facebook, and Twitter presence it will use to increase visibility for the event and for Denton throughout the year.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

DHFA, Inc. prides itself on making its signature Holiday Lighting Festival event a family-friendly event, suitable for all ages. As word of the event has spread over the years, it has attracted a large following who anticipate the holiday tree lighting and associated activities. The event change to a Friday night, with the exception of inclement weather in 2013, increased visitors by thousands. Attendance has continued to grow each year and expands throughout downtown. The change to a Friday evening has encouraged out-of-town visitors to stay longer that evening and attend weekend events held by Main Street Merchants, with the expectation of increasing businesses at local hotels and retail entertainment establishments throughout December.

Advertising with the CVB Co-op and developing partnerships with DCTA and others expands the Festival and encourages visitors to attend the annual event and to "shop local" at small businesses and come to Denton from across the Metroplex throughout the month of December.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	03/01/15-02/28/16	50,198.31	47,766.45	33,703.39	64,261.37
2014	03/01/14-02/29/15	50,097.45	47,101.07	47,000.21	50,198.31

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Holiday Lighting Festival has been a Denton tradition for over 27 years. A goal of the Board is to keep the family-friendly event and tradition alive, fresh, and anticipated by the community. An emphasis on local performers, children's music, and dance groups with a main stage finale of a "Musical Spectacular" comprised of several local bands and artists with an orchestra, arranged & conducted by David Pierce. Local merchants and retail establishments contribute to the festive mood with specials, decorations, and a weekend long Wassail Fest hosted by the Main Street Association. The committee sells an annual tree ornament and other items to help celebrate the holiday spirit. In 2016, Denton County Commissioners Court has taken over the costs and contract for eco-friendly LED lights on the CHOS lawn & Lee Walker Christmas tree, creating the opportunity for the DHFA Board to expand footprint of event beyond the Square.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Kate Lynass, DHFA, Inc. Chair

(Print Name)

X



Date:

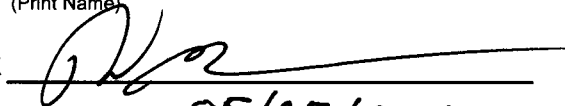
5/25/2016

Project Director

Warren Dane, DHFA, Inc. Co-Treasurer

(Print Name)

X



Date:

05/25/2016

Late applications are subject to reduction or denial of funding.

Denton Holiday Lighting Festival Association, Inc.

Denton Holiday Lighting Festival

Program Year 2017 Budget Request

Advertising

Magazines	\$	750
Internet		4,325
Newspaper / Radio		<u>2,625</u>
	\$	7,700

Art

Site Operations (Stages, Generators, Fencing & Port A Potties)	\$	10,000
Orchestra Fee		3,000
Light Pole & Street Decorations		<u>2,000</u>
	\$	15,000

Total Budget Request \$ 22,700



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 23 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 28, 2016 5:00 P.M.

Organization Name: City of Denton Public Art Committee
Name of Event: Commission, placing and installing of public art
Website Address: Cityofdenton.com
Mailing Address: 601 E. Hickory St. Suite B
Denton, TX 76205
Physical Address: Same
Telephone #: (940) 349-8272 **Fax #:** (940) 349-8166

Primary Contact Name: Janie McLeod
(Project Director)
Mailing Address: 601 E. Hickory St. Suite B
Denton, TX 76205
Telephone #: (940) 349-8272 **Fax #:** (940) 349-8166
Email Address: janie.mcleod@cityofdenton.com

Secondary Contact Name: Guy Bruggeman
(Local Board Chairman)
Mailing Address: 1924 Liverpool Dr.
Plano, TX 75025
Telephone #: (940) 453-9455 **Fax #:** N/A
Email Address: bisonboy1969@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

☐ **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

☒ **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐ **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐ **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

☐ **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

☐ **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The Public Art Policy was adopted by resolution of the City Council in 2006 to provide
for the creation of quality public art locations or prominent stature and foster
community education and enjoyment of public art, by integrating public art into the
daily lives of its citizens. The Public Art Committee, appointed by City Council will
implement this policy by commissioning, placing and installing public art under the
guidelines of the Public Art Policy.
This applications being filed to fulfill the funding specifications of the policy.

- 3) Does your organization have paid staff?

☐ Yes ☐ # Full-time ☐ # Part-time
☒ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 10
☐ No

5) Does your organization _____ own or _____ rent office space?

N/A

6) Does your organization own a vehicle?

____ Yes

 X No

7) Is the event that the organization is requesting HOT funds for held on City property?

____ Yes

Name Location(s) _____

____ No

Name Location(s) _____

N/A

8) Will the organization be able to provide insurance coverage for the event if held on City property?

 X Yes

City of Denton

____ No

9) List ALL other sources of funding your organization receives and how much.

____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
HOT Funds - 2016	Earned	Donated	\$51,482
CIP Funds % for Public Art:	Earned	Donated	
Safety	Earned	Donated	\$325,000
Parks	Earned	Donated	\$180,000

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

The Public Art Committee proposes to commission outdoor art to enhance
Denton. The locations being considered are: outside the Martin Luther King
Recreation Center, or an area between the Police Station and the Community
Market, or in South Lakes Park.

11) Provide three years attendance history for the events listed above in question 10.

N/A

Year	Audience Size	# From Out of Town	Event

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The implementation of public art will encourage collaboration between
artists and the community; promote a community environment that attracts artists
to live and work, businesses to invest and locate, and residents to thrive; foster
community education and enjoyment of public art; create distinct, attractive, and

inviting public space by including public art as an integral part of the design of spaces in and around developments.
Funding to implement public art will allow for the application of art in the Denton community, encouraging further investment of public and private funds.

- 13) What specific market will you target with the organization's marketing plan?
Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The target market for the Public Art Policy is very broad and is expected to reach a wide and diverse spectrum of the population. Because this policy was adopted by the City Council and is being administered by the City of Denton, the expectation is that the public, in general, will receive benefit from this policy, and that the art placed will be highly visible and accessible and on City property.

The City of Denton will work in collaboration with the Greater Denton Arts Council and members of the Public Art Committee to develop strategies to educate and promote this program to the Denton community.

Generally, programs initiated by the City of Denton are marketed to the general public through a variety of medias, including television and print materials.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The display of attractive and significant public art adds to Denton's appeal as a destination that attracts visitors. Public art creates distinct, attractive, and inviting public spaces; celebrate Denton's cultural heritage and diversity; and therefore, distinguish Denton's image in the metroplex.

The implementation of the Public Art Master Plan will further expand the City's history and heritage related to the arts and broaden its recognition as an arts center.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	Oct-Sept	41,747		41,781	-34
2015	Oct-Sept	42,999		40,687	2,312

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Public Art Committee, under the direction of the City Council will administer the HOT funds and any other funding received through donations or other means in accordance with the terms of the Public Art Policy.

The Public Art Master Plan will develop goals and objectives outlining future direction for the program.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or

- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

18) Please provide all the following documentation with this application and label as directed.


- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
n/a
- Exhibit B Provide the last two years' audited financials or balance sheets.
n/a
- Exhibit C Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
Attached
- Exhibit D Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
City of Denton
- Exhibit E Current W-9.
City of Denton
- Exhibit F Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
City of Denton
- Exhibit G List local members of the governing body of the organization. Include title, mailing address and phone number.
Attached
- Exhibit H Provide schedule of local governing body's meetings.
Attached
- Exhibit I Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
Attached Ordinance
- Exhibit J Provide list of all donations made by your organization last year. Include organization and dollar amount.
n/a

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Guy Bruggeman

(Print Name)

X 

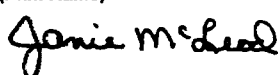
Date:

5/23/2016

Project Director

Janie McLeod

(Print Name)

X 

20-May-16

Denton Public Art Committee
Program Year 2017 Budget Request

Art

Commissioning of Art	\$ 50,781
Possible Locations: MLK Recreation Center, South Lake Park or Hickory Street between DPD and Community Event Center	
Maintenance of Art in Inventory	4,000
Promotional Art Reveal	<u>1,000</u>
	\$ 55,781

Total Budget Allowed @ 2.4% of projected FY 16/17 Revenue \$ 55,781



Parks and Recreation Department

601 E. Hickory St., Suite B, Denton, Texas 76205

Hotel Occupancy Tax Committee,

Our Cleaning contract expired this year, so it had to be re-bid, the bids came back quite a bit higher than what they were in the past. We will have a new contractor cleaning and will be increasing the areas cleaned. We will have Hickory Street cleaned down to the DCTA Rail Station and will be adding Industrial. The best price we received was for an annual cost of \$85,000.00, which breaks down as \$69,064.00 (\$1,328/week) for cleaning 3 times per week and a weekly power washing at \$15,936.00 (\$307/week). We know you cannot fund the entire cost of the cleaning, but are requesting that you consider funding \$40,000.00 of the contract, and we will fund the remainder.

In the current fiscal year you have awarded us \$12,183.00 and we are funding the remaining \$24,692.30.

Thank you for considering our application.

John P Schubert



HOTEL OCCUPANCY TAX
PROGRAM YEAR 2017
APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: City of Denton PARD Maintenance
Name of Event: Denton Downtown Square
Website Address: http://www.cityofdenton.com
Mailing Address: 601 E. Hickory, Suite B
Denton, Texas 76205
Physical Address: Same as above
Telephone #: 940-349-7460 **Fax #:** 940-349-8166

Primary Contact Name: Emerson Vorel
(Project Director)
Mailing Address: 601 E. Hickory, Suite B
Denton, Texas 76205
Telephone #: 940-349-7460 **Fax #:** 940-349-8166
Email Address: emerson.vorel@cityofdenton.com

Secondary Contact Name: John Schubert
(Local Board Chairman)
Mailing Address: 901 B Texas Street
Denton, Texas 76209
Telephone #: 940-349-7464 **Fax #:** 940-349-8429
Email Address: john.schubert@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

 Advertising 351.101 (a) 3

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 X **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The City of Denton PARD maintains the area surrounding the historic downtown square
and landscaping on Hickory Street from Elm to Railroad in order to promote a
warm, friendly atmosphere. Contracts were recently re-bid and the best price is \$85,000.00
annually for the removal of litter and debris three times per week. By maintaining
a clean friendly atmosphere we make this area much more aesthetically pleasing to
visitors to the many historic downtown buildings, the courthouse on the square museum
and the Bayless / Selby house.

- 3) Does your organization have paid staff?

 X Yes 45 # Full-time 5 # Part-time
 No

- 4) Does your organization use volunteers?

 X Yes Approximately how many? 25
 No

5) Does your organization _____ own or _____ rent office space?

6) Does your organization own a vehicle?

X	Yes
	No

7) Is the event that the organization is requesting HOT funds for held on City property?

<u> X </u>	Yes	Name Location(s)	<u>Oak, Hickory, Elm and Locust Streets</u>
<u> </u>	No	Name Location(s)	<u>and Common Areas</u>

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X	Yes
	No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

[illegible]

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Cleaning the Downtown Square and Cedar Street three times each week	\$69,064.00
Weekly Pressure Washing of stains and high traffic areas	\$15,936.00
We are requesting partial funding	\$40,000.00

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	104,000	N A		Courthouse Visitors
2015	17,787	N A		Holiday Lighting
2014	11,550	N A		Arts, Antiques & Autos
2013	6,320(790/Wk X 8 Wks)	N A		Twilight Tunes
2014	4,620	N A		July 4th Parade
	2015 Events	68,000	47,000	(#s from Denton CVB)

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Providing a clean, safe, and well maintained area for visitors who come to Denton in order to visit the 1896 historic Denton Courthouse on the Square, our unique circa 1900 era buildings surrounding the courthouse and the Bayless / Selby house museum only a few blocks away is necessary to continue and encourage tourists to travel to Denton and enjoy our heritage and participate in the many events that are held at this location.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

N/A

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Promotion of the area as a well maintained, friendly and enjoyable area with shopping amenities mixed with historic buildings, common areas and beautiful landscaping that encourages tourists to come to Denton and enjoy our wonderful amenities while learning about our historic past.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

As the areas around the courthouse are renovated such as Hickory Street the Parks and Recreation Department intends to expand the maintenance program in order to further encourage tourism in these areas.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Emerson Vorel

(Print Name)

X



Date:

5/25/2016

Project Director

John P Schubert

(Print Name)

X



Date:

5/25/2016

Late applications are subject to reduction or denial of funding.

Denton Square Maintenance - City of Denton Parks & Recreation

Program Year 2017 Budget Request

Historical

Cleaning and power washing of the downtown square (partial cost) \$ 40,000

Total Budget Request \$ 40,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 25 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Dog Days, Inc.
Name of Event: Dog Days of Denton Celebration
Website Address: www.dentondogdays.com
Mailing Address: P. O. Box 1158
Denton, TX 76202
Physical Address: 828 E. Sherman Drive, Denton, TX 76209
Telephone #: 940-218-1560 **Fax #:** 940-218-1560

Primary Contact Name: Kevin Lechler
(Project Director)
Mailing Address: 828 E. Sherman Drive
Denton, TX 76209
Telephone #: 972-880-5470 **Fax #:** 940-218-1560
Email Address: ktlechler@gmail.com

Secondary Contact Name: Susan Curry-Langston
(Local Board Chairman)
Mailing Address: 258 Bobcat Road
Sanger, TX 76226
Telephone #: 940-390-9197 **Fax #:** 940-218-1560
Email Address: scurry@nstarbank.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

 X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The purpose of Dog Days of Denton is to produce a festival of activities and enjoyment
for pets and their people that is free and open to the public. Arts, Crafts, canine education
and talent contests are the primary focus of the event. Dog Days was the first, and is the most
"copied" event of its kind in Texas, making Denton a destination for "Texas' original festival for
pooches and their people". Educational activities such as proper pet care, pet rescue efforts
and providing opportunities for area nonprofits to raise awareness and funds for their
organizations are also important aspects of Dog Days' programming.

- 3) Does your organization have paid staff?

 X Yes # Full-time 1 # Part-time
 No

- 4) Does your organization use volunteers?

 X Yes Approximately how many? 25
 No

- 5) Does your organization _____ own or _ X

- | | |
|---|-----|
| | Yes |
| X | No |

- | | | | |
|---|-----|------------------|-------------------------------|
| | Yes | Name Location(s) | |
| X | No | Name Location(s) | North Texas State Fairgrounds |

- | | |
|---|-----|
| X | Yes |
| | No |

- _____ Check here if information is attached.

Dog Days of Denton Celebration

Marketing and Tourism promotion

for the event

- | Year | Audience Size | # From Out of Town | Hotel Nights | Event |
|---------|-----------------------------------|--------------------|--------------|--------------------|
| * 2013 | Estimated 6,500 | Estimated 3,000 | *** 40 | Dog Days of Denton |
| ** 2014 | Estimated 7,000 | Estimated 3,500 | *** 50 | Dog Days of Denton |
| 2015 | Estimated 7,250 | Estimated 3,575 | *** 75 | Dog Days of Denton |
| | | | | |
| | * Bad weather affected attendance | | | |
| | ** New venue location | | | |

Funds received will go directly to the production and promotion of the event. This includes promotions aimed at attracting more vendors and festival attendees from out of town by advertising through print and online outlets in the DFW region and within a 300 mile radius in Texas.

Social media, calendar listings and PR will increase awareness of the event. Cooperative marketing efforts will continue utilizing social media, online advertising and print advertising to target a broad audience reach both inside and outside of Denton.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
Our marketing plan calls for targeting the DFW area and those within a 300 mile driving radius of Denton. These efforts of marketing have been enhanced with the addition of social media and online marketing and show an increase in online presence for Dog Days and attendance at the event. We will continue traditional methods of print ads and plans are to increase the number of online ads, focusing on the event's long history as an attraction in Denton. Past social media campaigns have increased awareness of Dog Days and future campaigns will target those who travel with their pets. We will work directly with the Denton CVB to create travel packages for the "Dog Days Experience" featuring travel packages during the event which will promote Denton as a Pet-Friendly city and enable us to better track hotel room night usage.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Dog Days has been a tradition and destination event in Denton for 23 years. Research through event polling shows that attendees come to Denton for Dog Days because it is a tradition for their families, because they are new to the DFW area or because it was recommended to them by friends. We have seen our attendance grow as more people discover it on social media and in featured media coverage. Funds received will be used to enhance the marketing efforts of the event to continue marketing Denton as a dog-friendly destination. We will be working closely with the Denton CVB to develop package deals to enhance hotel night usage while better tracking usage. The location change to the North Texas State Fairgrounds allows for continued growth and the addition of additional exhibits and demonstrations and possibly adding competitions to the event, which will help promote tourism. Dog Days continues to target Corporate Sponsors looking for locations to roll out National campaigns which continuously keep Denton in the spotlight as a pet-friendly destination with lots to offer.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014	8,507.50	31,484.24	31,936.69	8,055.05
2015	2015	8,055.05	23,356.25	26,970.66	4,440.64

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Dog Days is a signature event for Denton and is known for its originality throughout Texas and the nation. It continues to be a fun, public outing for families and individuals with their pets. The long-term goal is to expand the educational aspects of our programming while maintaining the relaxed and entertaining environment. Performances and demonstrations will be added to the

programming along with partnering with other service organizations that help promote the well-being of animals, service oriented organizations and responsible pet ownership, providing the format for them to raise public awareness and much needed funds for their organizations.

17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

18) Please provide **all** the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B **Provide the last two years' audited financials or balance sheets and income and expense statement.**
- Exhibit C **Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.**
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Susan Curry-Langston
(Print Name)

x Cumylangston

Date: 5/25/16

Project Director

KEVIN LECHLER
(Print Name)

x Kevin Lechler

Date: 5/25/16

Late applications are subject to reduction or denial of funding.

Denton Dog Days, Inc.
Dog Days of Denton Celebration
Program Year 2017 Budget Request

Advertising

Printed Matter	\$	1,500
Print Advertising		2,000
Internet/Website		9,500
Event Director Contract		4,750
Social Media Contract Labor		<u>3,000</u>
	\$	20,750

Total Budget Request \$ 20,750



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Greater Denton Arts Council
Name of Event: Year-Round Facilities and Programs
Website Address: <https://www.dentonarts.com>
Mailing Address: 400 E. Hickory St.
Denton, TX 76201
Physical Address: 400 E. Hickory St. Denton, TX 76201
Telephone #: (940) 382-2787 **Fax #:** (940) 382-1467

Primary Contact Name: Tracy Bays-Boothe, Executive Director
(Project Director)
Mailing Address: 400 E. Hickory St.
Denton, TX 76201
Telephone #: (940) 382-2787 **Fax #:** (940) 382-1467
Email Address: exdir@dentonarts.com

Secondary Contact Name: Don Edwards, Board President
(Local Board Chairman)
Mailing Address: 2308 Crestwood Place
Denton, TX 76209
Telephone #: (940) 312-3975 **Fax #:** (940) 382-1467
Email Address: dedwards@twu.edu

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

- ☒ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.
- ☒ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.
- ☐ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.
- ☒ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.
- ☐ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.
- ☐ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.
- ☐ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The mission of the Greater Denton Arts Council is to support, promote, and encourage the arts in the Greater Denton Area. GDAC has served the Denton community for over 45 years, providing foundational support for and collaborating with local artists and community arts organizations. In addition, the Arts Council presents high quality exhibitions in its galleries, featuring both local and national artists, and provides robust education programs for individuals of all ages. The Arts Council strives to serve as a liaison and trusted advocate for the arts in our community, working with area agencies and government to promote the creativity of our city throughout the region and beyond and ensuring that all segments of the community have access to the arts.

- 3) Does your organization have paid staff?

☒ Yes 5 # Full-time 4 # Part-time
☐ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 325

No

- 5) Does your organization X own or X rent office space?

- 6) Does your organization own a vehicle?

	Yes
<u>X</u>	No

- 7) Is the event that the organization is requesting HOT funds for held on City property?

X	Yes	Name	Location(s)	<i>Patterson-Appleton Arts Center</i>
	No	Name	Location(s)	

- 8) Will the organization be able to provide insurance coverage for the event if held on City property?

X	Yes
	No

- 9) List ALL other sources of funding your organization receives and how much.

Check here if information is attached.

Source	Please Circle One		Dollar Amount
Businesses	Earned	Donated	\$ 8,350
Individuals and Orgs	Earned	Donated	\$ 31,045
Rental Income	Earned	Donated	\$ 50,089
Local & State Gov.	Earned	Donated	\$ 41,539
Fundraising (incl. TAG)	Earned	Donated	\$ 57,335
Misc. Art Sales	Earned	Donated	\$ 101
Interest	Earned	Donated	\$ 704
Program Income	Earned	Donated	\$ 33,363

- 10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

EXHIBITIONS

Materials: Hard and Soft Exhibition

VAST: 125 Mile Exhibition

Youth Art Month

High School Art show

Texas Water Color Society

Thin Line Photography Exhibition

Arts Open Call

Day of the Dead Exhibition

Murchison Exhibitions

PROGRAMS AND ACTIVITIES

3rd Annual Arts All Night Community Celebration

Spring Arts Camp

Summer Arts Camp

Arts After School Series

Getting started with the Arts

Day of the Dead Family Day

Arts and Movement Classes

Art & Seek Community Calendar Collaboration

35 Denton Concert Host

Oaktopia Host

Film Series

- 11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2012-13	65,321	15,418	Unknown	Arts Council Events
				(GDAC Sponsored Events)
2013-14	73,569	18,392	Unknown	Arts Council Events
				(GDAC Sponsored Events)
2014-2015	82,522	19,805	Unknown	Arts Council Events
				(GDAC Sponsored Events)

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

See Supplemental Questions

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

See Supplemental Questions

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

See Supplemental Questions

- 15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2013-14	1,129,592	446,437	671,954	904,075
2015	2014-15	904,075	470,032	450,728	923,379

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

See Supplemental Questions

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide **all** the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected

on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount. N/A

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Don Edwards

(Print Name)

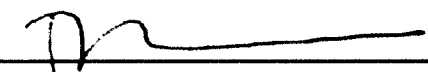
x 

Date: 5/20/2016

Project Director

Tracy Bays-Boothe

(Print Name)

x 

Date: 5/20/2016

Late applications are subject to reduction or denial of funding.

Greater Denton Arts Council
Program Year 2017 Budget Request

Advertising

Website Partial Salary	\$	15,000
Area Arts Partnerships		2,000
Direct Promotion: Print, Internet, News/Mag		<u>15,000</u>
	\$	32,000

Convention Center

Facility Staff	\$	30,000
----------------	----	--------

Art

Executive Director Partial Salary	\$	33,000
Administrative Staff Partial Salary		10,000
Exhibition Partial Salary		20,000
Exhibition Honorees and Displays		25,000
Office Supplies		<u>5,000</u>
	\$	93,000

Total Budget Request \$ 155,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Juneteenth Celebration Committee

Name of Event: Denton Juneteenth Celebration

Website Address: www.juneteenthdentontx.org

Mailing Address: P.O. Box 51291

Denton, TX 76205

Physical Address: 1300 Wilson St. Denton, TX 76205

Telephone #: 940-349-8575 **Fax #:**

Primary Contact Name: Janie McLeod

(Project Director)

Mailing Address: 601 E. Hickory B

Denton, TX 76205

Telephone #: 940-349-8272 **Fax #:** 940-349-8166

Email Address: janie.mcleod@cityofdenton.com

Secondary Contact Name: Cheyron Brown

(Local Board Chairman)

Mailing Address: 913 Cole Ave.

Denton, TX 76208

Telephone #: 469-735-1912 **Fax #:**

Email Address: cheylonb@yahoo.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

X **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.

The purpose of the Denton Juneteenth Celebration Committee is to promote the education and
celebration of the Juneteenth holiday in Denton County. We are also builing community
unity through a leadership program and honoring Denton Home Heroes.

3) Does your organization have paid staff?

 Yes # Full-time # Part-time
X No

4) Does your organization use volunteers?

X Yes Approximately how many? 100
 No

5) Does your organization _____ own or _____ rent office space? NO

6) Does your organization own a vehicle?

____ Yes
X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X _____ Yes Name Location(s) Fred Moore Park or Quakertown Park
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Sponsorships	Earned	Donated	X 2600
Vendors X	Earned	Donated	\$ 1025.5
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

<u>Gospel Extravaganza</u>	<u>Essay Contest</u>
<u>Hip Hop explosion</u>	<u>Leadership Conference</u>
<u>Parade</u>	<u>Denton Hometown Heroes Reception</u>
<u>Softball Tournament</u>	<u>Pageant</u>
<u>Children's Games</u>	<u>Homerun Derby</u>
<u>Basketball Tournament</u>	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	8000	2000	2	
2014	8500	2500		
2013	7500	2000		

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested budget expenditures will assist the committee in advertising the events of the Celebration to a larger audience and bring in more people to the city. The Juneteenth will consist of several days of activities that will highlight various types of entertainment and sporting activities. It will also promote opportunities for small businesses.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5) we plan to market our event in the metroplex area and other countries that do not have an organized Juneteenth Celebration. We want to promote Juneteenth as a family-oriented event.

We plan to target school aged youth, young adults, and senior citizens through a variety of programs. It is our desire to bridge the gap between the youth and elders; thus creating unity within the community at large.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Through the use of advertising media to include radio, newspaper ads, commercials, billboards, flyers, social media, and website, we will bring visitors to our city. Our events are planned on various days throughout the year. This creates numerous opportunities for visitors and participants to utilize our hotels and city resources.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015		1333.45	1125.5	2160.31	298.64
2014		2140.6	2867.39	3174.54	1833.45

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

We plan to become the premier city for the Juneteenth Celebration as well as provide educational opportunities on the history and significance of Juneteenth. Beyond the month of June, we plan to build community unity within our city and the metroplex. We plan to become the "host city" for the surrounding cities and states that do not host a Juneteenth Celebration.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
 - 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
- (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

 No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Cheyron Brown

(Print Name)

X

Date:

5-25-16

Project Director

Jamie McLeod

(Print Name)

X

Date:

5-25-16

Late applications are subject to reduction or denial of funding.

Denton Juneteenth Celebration Committee

Juneteenth Celebration

Program Year 2017 Budget Request

Advertising

Commercials & Radio	\$	7,000
Internet/Website		2,000
Printed Matter		2,500
Billboards		<u>2,500</u>
	\$	14,000

Art

Musicians	\$	15,000
Photography/Videography		2,000
Sound Equipment & Staffing		<u>2,000</u>
	\$	19,000

Total Budget Request \$ 33,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

RECEIVED MAY 18 2016

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Breakfast Kiwanis

Name of Event: Turkey Roll Bicycle Rally

Website Address: http://www.dentonbreakfastkiwanis.org

Mailing Address: P.O. Box 1044
Denton TX 76202

Physical Address: 1700 N Elm Street. Denton TX 76201

Telephone #: 940 343-2073 **Fax #:** none

Primary Contact Name: Mary Harris
(Project Director)

Mailing Address: 2509 Shenandoah Trail
Denton TX 76210

Telephone #: 940 367-3026 **Fax #:** none

Email Address: mary.harris@unt.edu

Secondary Contact Name: John Ryan
(Local Board Chairman)

Mailing Address: 43 Wellington Oaks Circle
Denton TX 76210

Telephone #: 940 206-7213 **Fax #:** none

Email Address: john@vignewine.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

_____ **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

XXX _____ **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

Denton Breakfast Kiwanis is an affiliate of Kiv anis International which exists to improve the
quality of life for the children of the world through service and adhering to the Objects of
Kiwanis, which are recited at our meetings. The Objects emphasize human and spiritual
values, citizenship development, service, and patriotism. Our particular club is known for
its support of youth organizations at local schools, including UNT, Denton, Guyer, Ryan, and
Liberty Christian High Schools, Harpool and Liberty Christian Middle Schools, and also the
Denton State Assisted Living Center. We invest in leadership development.

- 3) Does your organization have paid staff?

_____ Yes _____ # Full-time _____ # Part-time
XXX _____ No

- 4) Does your organization use volunteers?

XXX _____ Yes Approximately how many? _____ 80
_____ No

5) Does your organization _____ own or _____ rent office space? Neither

6) Does your organization own a vehicle?

____ Yes
XXX No

7) Is the event that the organization is requesting HOT funds for held on City property?

____ Yes Name Location(s) _____
XXX No Name Location(s) Immaculate Conception Catholic Church

8) Will the organization be able to provide insurance coverage for the event if held on City property?

XXX Yes
____ No

9) List ALL other sources of funding your organization receives and how much.

XXX Check here if information is attached. Sources listed are for the event.

Source	Please Circle One		Dollar Amount
Registration by riders	Earned	Donated	\$ 23,000
Donations from riders	Earned	Donated	\$ 640
Sponsors	Earned	Donated	\$ 2,300
Booth rental	Earned	Donated	\$ 250
Sale of t-shirts	Earned	Donated	\$ 116
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Printing and mailing flyers	_____
Hotter'n Hell ads, booth, travel	_____
Publicity through CVCB	_____
Strategic consulting	_____
_____	_____
_____	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	813	602	8	Turkey Roll Rally
2014	888	799	11	Turkey Roll Rally
2013	925	832	11	Turkey Roll Rally
2012-	711	533	7	Turkey Roll Rally
2011	585	526	7	Turkey Roll Rally
2010	530	477	7	Turkey Roll Rally

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The Turkey Roll Bicycle Rally is an annual event held the Saturday before Thanksgiving. Bicycle rallies attract riders, both expert and beginner, who want to practice and test their skills by attempting routes of different lengths that are marked, monitored for safety, and supported by rest stops and a celebratory ride headquarters. Many riders return to their favorite rallies every year. The Hotter'n Hell 100, held in Wichita Falls in August, has a national draw, attracting more than 10,000 riders. The Turkey Roll Bicycle Rally is among the largest regional rallies and has the advantage of being held for charity.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5) Examples and exhibits provide evidence of our targeted efforts in 1) recruitment of younger and more distant riders, and 2) promoting the Turkey Roll within the Denton community. Exhibit A.1 summarizes rider registration for the last five years, showing largest numbers in 2012 (925), followed by 2013 (888) and 2015 (813). Weather is a big factor in participation, so we work for early registration. Exhibit A.2 provides information about 2015 riders by age, gender, and location. It suggests room to grow younger riders and those more distant from DFW. Exhibit A.3 shows flyers placed on windshields of cars at other rallies. We attended nine in 2015, including rallies farther from Denton, including Oklahoma. Exhibit A.4 is an analysis of visits to Turkey Roll information posted on the City of Denton website in 2014, suggesting the promise of this approach. Exhibit A.5 represents our outreach to local businesses as sponsors and collaborators in marketing to riders and their families.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Turkey Roll Bicycle Rally send-off is at 9 a.m., and riders typically arrive as early as 7 a.m. They want to be well rested and carrying a carb load. Consequently, we want to promote riders spending the night in Denton and remaining afterward for an evening of celebration. This becomes more likely as awareness of the rally reaches new audiences through social media, YouTube, video, and the web. With participation of younger and more geographically dispersed riders, we seek new sponsors and supporters that cater to this demographic. We will focus on hotels, restaurants, and services near Immaculate Conception Catholic Church, and in rider pathways through town, including downtown. At the Turkey Roll, we distribute shirts that recognize our sponsors and goody bags with gifts and coupons. We are beginning to attract vendors to the ride headquarters, which makes our event more lively and interesting. The Turkey Roll offers many opportunities to promote Denton. Recently, Denton Breakfast Kiwanis voted unanimously to promote hosting the Kiwanis regional convention here in 2019.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2015	0	25,666	9,700	15,966
2014	2014	0	19,854	11,083	8,772

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Our long-term goal is to grow the Turkey Roll to 1200 riders with major focus on the advance registration of bicycle clubs, families, and youth organizations; increasing our social media and web presence to reach younger riders, and increasing participation of riders who live far enough away from Denton to view it as a tourist destination as well as the location of the pre-Thanksgiving bicycle rally. To support these objectives, we want to develop connections to the Denton business community through sponsorships, vendor presence, and creative partnerships that promote Denton.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

xxx Yes

 No

- 18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

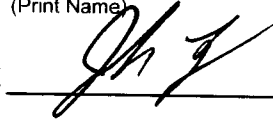
We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

John Ryan

(Print Name)

X



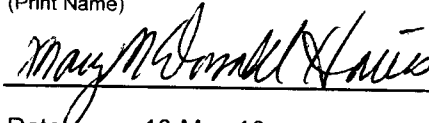
Date: 18-May-16

Project Director

Mary Harris

(Print Name)

X



Date: 18-May-16

Late applications are subject to reduction or denial of funding.

Denton Breakfast Kiwanis

Turkey Roll Bicycle Rally

Program Year 2017 Budget Request

Advertising

Printing and Postage	\$	2,250
Other Rally Booth Rental & Advertising		1,075
CVB Coop		1,500
Public Relations & Marketing Contract		500

Total Budget Request \$ 5,325



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Denton Main Street Association

Name of Event: Downtown Denton Tourism Promotion and Special Events

Website Address: www.DentonMainStreet.org

Mailing Address: P.O. Box 2017
Denton, TX 76201

Physical Address: N/A

Telephone #: (940) 349-8529 **Fax #:** N/A

Primary Contact Name: Christine Gossett
(Project Director)

Mailing Address: 1400 Oak Shores Ct.
Cross Roads, TX 76227

Telephone #: (940) 367-7321 **Fax #:** (940) 565-0843

Email Address: events@dentonmainstreet.org

Secondary Contact Name: Monte Jensen
(Local Board Chairman)

Mailing Address: 4 Wellington Oaks
Denton, TX 76210

Telephone #: (214) 668-1505 **Fax #:**

Email Address: mellowdenton@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or *exhibition of the major art forms.*

X **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The Denton Main Street Association exists to promote and preserve historic downtown
Denton through special events, festivals, shopping, dining, and entertainment
in downtown, which enhances tourism and quality of life in Denton.
DMSA also produces the Arts & Autos Extravaganza each September, Wassail Fest each
December, and Twilight Tunes in May, June and October. DMSA also holds other promotions
throughout the year designed to attract visitors to Downtown Denton year-round.

- 3) Does your organization have paid staff?

X Yes # Full-time X # Part-time
 No

- 4) Does your organization use volunteers?

X Yes Approximately how many?
 No

5) Does your organization _____ own or _____ rent office space?

N/A

6) Does your organization own a vehicle?

_____ Yes

X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X _____ Yes

Name Location(s)

Arts & Autos is held on square streets

X _____ No

Name Location(s)

Tunes is on Denton County Courthouse Lawn

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Memberships	Earned	Donated	\$ 14,193.52
Other Programs/Income	Earned	Donated	\$ 2,401.40
AAA	Earned	Donated	\$ 13,998.26
Fundraising	Earned	Donated	\$ 34.00
GDAC Grant	Earned	Donated	\$ 800.00
Corporate Sponsors	Earned	Donated	\$ 8,000.00
2015 HOT Grant	Earned	Donated	\$ 24,161.00
Twilight Tunes	Earned	Donated	\$ 13,014.38

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Twilight Tunes concert series

Arts & Autos Extravaganza

Visitor Guides for distribution to hotels, motels, out of town guests and state visitor centers

Tourism Promotion (Shopping/Dining/Entertainment/Getaways)

Event promotions and marketing

Social Media/Internet and Print ads, plus other digital or TV ads

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size		# From Out of Town		Hotel Night	Event
2013-15	estimated	8,500+/year	estimated	4000/year	est 120	Arts/Autos Extravaganza
2013-15	estimated	500/week	estimated	150/week	est 49	Twilight Tunes
2013-15	estimated	28,000	estimated	28,000	est 15,960	Downtown Visitor Guides
					stayed min.	(Given to CVB for conference
					1 night/person	and tour groups requesting guides)
2015		37		37	37	Business host: guests attended DMSA event

In 2013-15 room nights weren't tracked, however going forward we will develop tracking methods.

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Hotel funds will be used for year-round programs promoting heritage, cultural and retail tourism, as well as attracting conference/tour delegates and hotel guests to downtown and giving information.
Downtown Denton is also a National Register Historic District attracting unique visitors and DMSA focuses on downtown's historical significance weaving it into all promotions.
DMSA continues to build cooperative partnerships with the downtown museums, businesses, arts groups, and the CVB to increase marketing efforts to reduce advertising costs.
Demands for downtown guides are increasing each year with more visitors coming to Denton.
Budget items include: advertising/promotions (print, online, social media, digital media options) for events and retail tourism; visitor guides; regional marketing partnerships; contract labor for marketing and producing festivals, music events, retail and tourism promotions.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The DMSA targets visitors from DFW, Texas, Oklahoma, Arkansas, and Louisiana, particularly within a 350-mile radius, utilizing visitor information centers, print ads, billboards, online and social media, and digital promotion. The DMSA plans to continue building its reach and engagement on social media, in addition to utilizing the website for information on Downtown Denton.
DMSA will continue to run some print ads and online ads in cooperation with the Denton CVB to reduce costs and build on the target market for Denton. DMSA also partners with Denton Community Theatre, Denton CVB, Greater Denton Arts Council, DentonRadio.com, Thin Line Film Festival, Denton's Day of the Dead Festival, 35 Denton, Walnut Off the Square, and hotels/motels to cross-market and promote to their audiences.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

DMSA produces events and information to attract visitors to Denton so they can experience the arts, culture, entertainment and heritage that is rich in Downtown. Information on what to do daily in Downtown Denton reaches audiences in hotels/motels, on campuses, online, on social media, as well as in stores, restaurants and destinations in downtown.

The Arts & Autos Extravaganza attracts people from the DFW Metroplex, Texas and & parts of Oklahoma. Approximately 50 percent of the AA vendors and car show participants are from out-of-town, along with numerous other attendees who come to the festival. Live music, arts & crafts vendors, chalk art contest, and the car/truck/motorcycle show attract enthusiasts of various backgrounds and age groups. It is a showcase of Downtown Denton's history and originality.

Twilight Tunes concerts feature the eclectic music mix that makes Denton a destination. The setting in the heart of downtown offers a friendly atmosphere for all visitors from the area and Denton's hotels/motels to enjoy Denton's music scene..

Cooperative retail and restaurant promotions, particularly in the spring, summer and holiday season, attract shoppers and diners to downtown for weekend or day visits.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014	\$18,205.98	58,871.93	54,438.88	\$22,639.03
2015	2015	\$22,639.03	60,606.99	50,690.57	\$32,555.45

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

DMSA will continue to develop ideas and promotions in cooperation with the Denton CVB, Downtown Development, and other local partners to reach tourists who are individuals, groups, music, art or heritage enthusiasts. These visitors experience Denton's authentic downtown, which is a National Historic District, and has become the cultural and entertainment center of Denton. As Denton grows, DMSA is looking at opportunities to expand it's events and work with other organization's holding events in downtown to enhance the visitor experience with a continued focus on Denton's preserving and revitalizing Downtown Denton.

DMSA relies on community support to keep the Denton Main Street program thriving. DMSA continues to build its volunteer and member base, as well as contract skilled professionals to achieve these tourism goals and objectives to keep revitalization efforts moving forward.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
 No

- 18) Please provide **all** the following documentation with this application and label as directed.

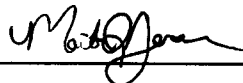
- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Monte S. Jensen

(Print Name)

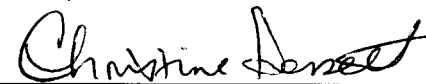
X 

Date: 24 May 2016

Project Director

Christine Gossett

(Print Name)

X 

Date: 24 May 2016

Late applications are subject to reduction or denial of funding.

Denton Main Street Association
Downtown Denton Promotion & Special Events
Twilight Tunes, Arts Antiques & Autos
Program Year 2017 Budget Request

Advertising

AAA Brochures	\$ 700
Downtown Visitor Guide	8,000
Printed Matter	4,500
Social Media Campaigns	5,000
Denton Live Ads	2,000
Billboards	2,000
Website	2,000
Postage	450
Contract Labor	9,500

Total Budget Request \$ 34,150



HOTEL OCCUPANCY TAX
PROGRAM YEAR 2017
APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 25 2016

RECEIVED JUN - 6 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Music Theatre of Denton
Name of Event: 2017 Season
Website Address: www.musictheatreofdenton.com
Mailing Address: PO BOX 3094
Denton, TX 76202
Physical Address: 214 W. Hickory
Telephone #: 940 381 3562 **Fax #:**

Primary Contact Name: David K Pierce
(Project Director)
Mailing Address: 1904 Highland Park Circle
Denton, TX 76205
Telephone #: 940 368 1600 **Fax #:**
Email Address: david@davidkpierce.com

Secondary Contact Name: Jennifer Peace, President
(Local Board Chairman)
Mailing Address: 1726 Timber Ridge Cr
Corinth, TX 76210
Telephone #: 940 368 6054 **Fax #:**
Email Address: jentoo@yahoo.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

 Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

 Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.

Music Theatre of Denton is a volunteer 501 (c) 3 non-profit organization dedicated
to producing top quality musical theatre productions. We are also dedicated to giving
those involved in a production a rewarding and enjoyable experience. The 2017 season
is our 32nd year in operation. MTD's productions attract talent and audience from
across the North Texas area and into Oklahoma. MTD strives to generate awareness of Denton
as a destination to eat, shop, dine and attend theatre.

3) Does your organization have paid staff?

 Yes # Full-time 1 # Part-time
 No

4) Does your organization use volunteers?

X Yes Approximately how many? 225
 No

5) Does your organization _____ own or X

6) Does your organization own a vehicle?

_____ Yes

X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____

X _____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
ticket sales	<u>Earned</u>	<u>Donated</u>	\$ 49,950.00
season tickets	<u>Earned</u>	<u>Donated</u>	\$ 7500
memberships	<u>Earned</u>	<u>Donated</u>	\$ 5500
donations	<u>Earned</u>	<u>Donated</u>	\$ 3500
_____	<u>Earned</u>	<u>Donated</u>	\$ _____
_____	<u>Earned</u>	<u>Donated</u>	\$ _____
_____	<u>Earned</u>	<u>Donated</u>	\$ _____
_____	<u>Earned</u>	<u>Donated</u>	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Show # 1	Mar-17	brochures, billboard, social media
Show # 2	May-17	brochures, billboard, social media
Show # 3	Jul-17	brochures, billboard, social media
Show # 4	Oct-17	brochures, billboard, social media
_____	_____	_____
_____	_____	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2013	3800	125	unknown	Season shows
2014	4400	175	unknown	Season shows
2015	4900	210	unknown	Season shows
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Printing and postage for season brochures mailed outside the 762xx zip codes is split among the three/four shows.

The productions will advertise on I-35E Lake Dallas billboard

- 13) What specific market will you target with the organization's marketing plan?

Targeting younger, wifi connected, social medial savvy patrons is the new direction for MTD College students, their parents and extended families.

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
See exhibit A

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The last two years MTD has been selling out performances of newer, edgy musicals.

An ever increasing number of auditioners, crew members & tech help for MTDshows come from surrounding towns like Little Elm, Lake Dallas, McKinney, Denison, Garland, Carrollton, Lewisville, Flower Mound, Coppell, etc.

It is almost impossible to ascertain from where the audience members come, and whether or not they stayed over night in Denton. They certainly do dine and shop while in town for rehearsals, performances, often bringing along many family members to see them on stage.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014	16,946.34	79,395.30		3,383.53
2015	2015	3,208.41	72,537.26		14,327.04

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

MTD plans to expand the season over the next 3 to 5 years. Finding a performance venue

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

In our 30th season currently, and moving to our 31st season in 2017 - we are here for the long haul. We have excellent volunteers, continue to attract eager, young talent for the stage and will continue this for many years to come. Our long-term plan is to increase the amount of productions we do each year and continue to attract newcomers to the theatre. We have a great base of returning supporters and continue to add more to the list. Once they have experienced a musical by MTD, they usually come back with friends for more. We hope that soon we will have to increase the number of performances for each production to accommodate the reservations.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
 No

- 18) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Jennifer Peace

(Print Name)

X [Signature]

Date:

5/21/16

Project Director

DAVID K PIERCE

(Print Name)

X David K Pierce

Date:

5/21/16

Late applications are subject to reduction or denial of funding.

Music Theatre of Denton

2017 Season

Program Year 2017 Budget Request

Advertising

Billboards	\$	2,400
Social Media		1,800
Printed Matter & Postage		1,050

Total Budget Request \$ 5,250



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED MAY 23 2016

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: North Texas State Fair Association
Name of Event: North Texas Fair and Rodeo
Website Address: www.ntfair.com
Mailing Address: PO Box 1695 Denton, Texas 76202

Physical Address: 2217 N. Carroll Bld. Denton, Texas 76201
Telephone #: 940-387-2632 **Fax #:** 940-382-7763

Primary Contact Name: Glenn Carlton
(Project Director)
Mailing Address: PO Box 1695 Denton Texas, 76202
Telephone #: 940-387-2632 **Fax #:** 940-382-7763
Email Address: gcarlton@ntfair.com

Secondary Contact Name: Carl Anderson
(Local Board Chairman)
Mailing Address: PO Box 1695 Denton, Texas 76201
Telephone #: 940-387-2632 **Fax #:** 940-382-7763
Email Address: canderson@billutterford.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**

Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

X **Convention Center 351.101 (a) 1**

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

 Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

X **Sporting Events 351.101 (a) 6**

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

 Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The North Texas State Fair Association is a volunteer supported, 501 c 3 non profit community organization that preserves and promotes wester heritage and values. The North Texas Fair and rodeo contributes to the quality of life in the City of Denton, Denton County and throughout the North Texas Area. This is done through a nine day Fair and Rodeo, year round facilities and various community and your orientated programs and events. The North Texas State Fair Association strives to preserve and promote an understanding of the agricultural industry. The North Texas State Fair Association is true and committed to its mission of supporting yours, agriculture, and community. All revenues are re invested int programs, scholarships and facilities.

- 3) Does your organization have paid staff?

X Yes 2 # Full-time 2 # Part-time
 No

- 4) Does your organization use volunteers?

X Yes Approximately how many? 600
 No

5) Does your organization X

6) Does your organization own a vehicle?

X Yes
No

7) Is the event that the organization is requesting HOT funds for held on City property?

Yes Name Location(s)
X No Name Location(s) North Texas Fairgrounds

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes
No

9) List ALL other sources of funding your organization receives and how much.

X Check here if information is attached.

Source	Please Circle One		Dollar Amount
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$
	Earned	Donated	\$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

North Texas Fair and Rodeo

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2010	132,000	50%	100+	NT Fair and Rodeo
2011	130,000	50%	100+	NT Fair and Rodeo
2012	135,000	50%	110+	NT Fair and Rodeo
2013	150,000	50%	120+	NT Fair and Rodeo
2014	160,000	50%	125+	NT Fair and Rodeo
2015	175,000	50%	140+	NT Fair and Rodeo

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Requested funds will be used to advertise the 2016 North Texas Fair and Rodeo. Funds will be used to advertise the many events , rodeos, livestock shows, cook offs, childrens art contest, photography contest, rodeo queens contest, and all headlining concerts. All of these elements attract , ourt of town guest and participants. All Hot Funds are used for advertising ONLY!! We us other sources of income for administrative and all other expenses.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
We target Tarrant, Dallas, Collin , Denton, Grayson , and Wise Counties with our printed materials. We are making Denton an overnight destination with our advertising in national music and rodeo publications. We are reaching the above markets as well as Parker, Somerville, Fannin, Hopkins and Hunt Counties with our radio and television advertising. We also have a strong radio reach into southern Oklahoma. Our internet and social media marketing statistics are showing that we draw visitors to Denton from all over the U.S and Europe. Several families now take their "holiday" to come to the U.S. for this event. We market to all ages and demographics. The North Texas Fair and Rodeo has proven to be an event that attracts all ages, races, and genders to Denton.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Our event attracts contestants, exhibitors, and participants , and performers from all over the U.S and Europe. The will fill hundreds of Denton hotel rooms. Due to the length of the event, many will spend 9-10 nights in Denton. The lengthy star has them eating and shopping at Denton's businesses. With our attendance averaging around the 160,000 people, the economic impact that is associated with this event is millions of dollars.
(see exhibit L- Economic impact study)

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	2014		1,624,497	1,530,572	93,925
2015	2015		1,765,131	1,765,371	-240

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The NTSF Association would like to relocate to a larger property. In 2014 the Association aquired 109 acres off of Milam road on the northern edge of the City. We would like to form a partnership , between ourselves the City and the County to construc a public facility that would serve many needs for this community, as well as a place for this event to continue to grow. Our short term goal is to continue to maintain our current property in an effort to attract more events to Denton. Utilizing this program to advertise our event frees up our funds to improve and maintain the current facility , as well as reduce the debt on our new land. We continue to attract new events each year, bringing thousands of visitors and millions of dollars to Denton.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
 No

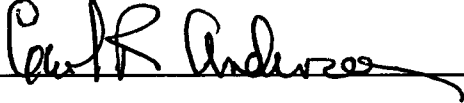
- 18) Please provide **all** the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

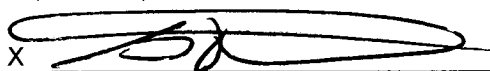
CARL ANDERSON
(Print Name)

X 

Date: 05/23/2016

Project Director

GLENN CARLTON
(Print Name)

X 

Date: 05/23/2016

Late applications are subject to reduction or denial of funding.

North Texas State Fair Association

North Texas State Fair & Rodeo

Program Year 2017 Budget Request

Advertising

Internet	\$	10,000
Radio		55,000
Hispanic Radio		20,000
Newspaper & Magazine		15,000
Billboards		28,000
Television		42,000

Total Budget Request \$ 170,000



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2017

APPLICATION

MUST BE TYPED

DELIVER TO:

! RECEIVED MAY 24 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Tejas Storytelling Association
Name of Event: Texas Storytelling Festival
Website Address: www.tejasstorytelling.com
Mailing Address: P.O. Box 2806
Denton, TX 76202
Physical Address: 214 W. Hickory, Denton, TX 76201
Telephone #: 940-380-9320 **Fax #:** 940-380-9329

Primary Contact Name: Elizabeth Ellis
(Project Director)
Mailing Address: 6218 Wofford Avenue
Dallas, TX 75227
Telephone #: 214-381-4676 **Fax #:**
Email Address: storyellis@sbcglobal.net

Secondary Contact Name: Larry Thompson
(Local Board Chairman)
Mailing Address: 344 Ridge Crest Drive
Seguin, TX 78155-9407
Telephone #: 210-710-5672 **Fax #:**
Email Address: lthompson551@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

- ☒ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.
- ☒ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.
- ☐ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.
- ☐ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.
- ☐ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.
- ☐ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.
- ☐ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

The Tejas Storytelling Association is a nonprofit organization dedicated to fostering the
appreciation of storytelling as an oral tradition, a performing art and an educational
tool. The Texas Storytelling Festival is the premier storytelling event for the state of
Texas and the surrounding states of Oklahoma, Arkansas and Louisiana.

- 3) Does your organization have paid staff? Contracted accountant & office administrator

☒ Yes _____ # Full-time ☒ # Part-time

☐ No

- 4) Does your organization use volunteers?

☒ Yes Approximately how many? 60

☐ No

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Arts - Storytelling is the oldest human art form. The Texas Storytelling Festival provides an entertainment venue for the general public to enjoy and appreciate storytelling. It also provides workshops and education in this folkart for parents, educators—including librarians, teachers, professors—ministers, attorneys, counselors storytellers and others who use storytelling in their careers. It provides access to storytelling to Denton-area school children as well. Advertising - Monies provided through this grant make possible the marketing of the Texas Storytelling Festival throughout Texas and the surrounding states of OK, AR, LA.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5) The primary market to be targeted is well-educated 40-75 year olds with disposable income, families with young children, and special interest groups related to the featured performers. TEXAS MONTHLY MAGAZINE has a wide readership in this demographic. Radio and television advertising on stations such as public radio, classical music, and those with oldies formats will be the focus of media advertising because they attract listeners in our targeted demographic. KERA, the public broadcasting station which covers all of North Central Texas will be the focus of television spots for the event. Journal for librarians, a targeted professional organization, reaches the entire state.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Texas Storytelling Festival is the premier storytelling event in the state of Texas. It is scheduled to run over 4 days, making it necessary for most attendees to include a hotel stay in their attendance expenditures. For the host hotel (Springhill Suites) alone, an excess of \$15,200 in hotel nights was spent. This encourages participants to utilize Denton hotels. Posters and post card-type brochures will be distributed throughout the state to locations that appeal to our targeted demographic. These promotional pieces will refer registrants to the TSA festival web page which will list hotel accommodations in Denton. The strongest publicity for the event is still word-of-mouth. People who have attended the festival in the past and enjoyed themselves in Denton become our strongest advertisers. They return yearly, bring their friends, & promote via social media.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	6/1-5/31	-7,543	105,375	89,495	8,337
2015	6/1-5/31	8337	118,114	119,507	6,944

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

TSA's goals include continuing to co-sponsor the Texas Storytelling Festival with the City of Denton Parks & Recreation Department. It is our goal to continue to grow our audience by reaching new special interest groups, while still attracting educators, clergy and those who use storytelling in their work. Fringe concerts that attract younger professionals will be promoted electronically. Social media, electronic media, as well as print, broadcast media and word-of-mouth will be utilized. In 2017, featured tellers will appeal to Hispanic/Latinos, Irish-Americans, and Medieval enthusiasts. These are new or growing audiences for the festival. Humorist & 2 young tellers will attract younger listeners.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide all the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statements.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

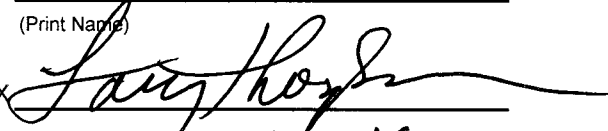
Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman:

Larry Thompson

(Print Name)

x 

Date:

5-16-16

Project Director

Elizabeth Ellis

(Print Name)

x 

Date:

5-20-16

Late applications are subject to reduction or denial of funding.

Tejas Storytelling Association
Tejas Storytelling Festival
Program Year 2017 Budget Request

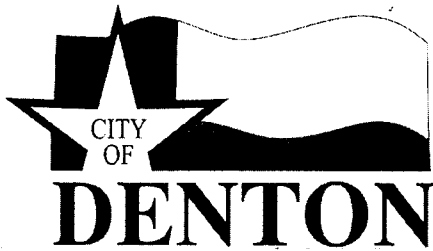
Advertising

Radio & Television	\$	17,937
Photography		550
Print Advertising		10,000
Internet		3,000
Direct Marketing		4,660
Contract Labor		3,750
		<hr/>
	\$	39,897

Art

Performers	\$	9,600
Site Operations		3,250
		<hr/>
	\$	12,850

Total Budget Request \$ 52,747



HOTEL OCCUPANCY

PROGRAM YEAR 201

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 PM

Organization Name: Texas Filmmaker
Name of Event: Thin Line Film Fest
Website Address: http://thinline.us
Mailing Address: 5012 Pebble Beach Tr.
Denton, TX 7620
Physical Address: 5012 Pebble Beach Tr.
Telephone #: 214-727-3567 Fax #: _____

Primary Contact Name: Josh Butler
(Project Director)
Mailing Address: 5012 Pebble Beach Tr.
Denton, TX 7620

Telephone #: 214-727-3567 Fax #:
Email Address: jbutler@thinline.us

Secondary Contact Name Dallas Guill
(Local Board Chairman)
Mailing Address: P.O.Box 51205
Denton, TX 7620
Telephone #: 214-864-8426 Fax #:
Email Address: dallas@thinline.u

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

 Historical 351.101 (a) 5
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

 Convention Center 351.101 (a) 1
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center

facility and/or information center.

Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel and materials for the registration convention delegates and registrants.

Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.

To educate attendees through the screening of documentary films, th
performance of multi-genre music, and the display of photographic art

3) Does your organization have paid staff?

 Yes # Full-time # Part-time
X No

4) Does your organization use volunteers?

X Yes Approximately how many? 200
 No

5) Does your organization _____ own or X rent office space?

6) Does your organization own a vehicle?

_____ Yes
 X No

7) Is the event that the organization is requesting HOT funds for held on City property?

 X Yes Name Location(s) Downtown Square
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property

 X Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

 X Check here if information is attached.

Source	Please Circle One	Dollar Amount
_____	<u>Earned</u> Donated	\$ _____
_____	Earned Donated	\$ _____
_____	Earned Donated	\$ _____
_____	Earned Donated	\$ _____
_____	Earned Donated	\$ _____
_____	Earned Donated	\$ _____
_____	Earned Donated	\$ _____
_____	Earned Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

<u>Thin Line Film Fest</u>	_____
_____	_____
_____	_____
_____	_____
_____	_____

- 11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of To	Hotel Nights	Event
2016	13,000		60	TLFF
2015	15,500	22%	70	TLFF
2014	5,000	35%	50	Thin Line Film Fest

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

As with each year of the festival, we use Hot Funds awards for promoting the festival in order to increase our attendance. By reaching beyond the DFW area with our advertising, we engage with and bring more guests into town to experience both our festival and the uniqueness of Denton, TX. Thin Line Film Fest (while certainly enjoyed by locals) considers itself a destination festival and this funding allows for us to continue as such. Aside from promoting the city itself, Texas Filmmakers, through Thin Line Film Fest, seeks to bring a large focus on the talent within Denton itself

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)
In 2015, we began to target rural areas surrounding Denton. We also began limited advertising in other Texas cities such as Austin. We want to expand that coverage in 2016 to include a larger Texas footprint and also some Internet coverage in southern Oklahoma. The readership example is...

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Thin Line Film Fest now includes three elements: Film, photography, and music.
As a destination festival, Thin Line encourages attendees to stay multiple nights
across the 5-day duration of the festival. Since the general admission tickets will
be free to the general public this year, we expect most (if not all) programming to be
sold out. Additionally, we also plan on having a hotel package as an option for VIP
tickets once they go on sale.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenu	Expenses	End Balance
2014	8/31/201	8,832.72	91,193.6	98,137.35	1,889.01
2015	8/31/201	1,889.01	81,470.7	85,541.88	-4,071.1

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

2017 represents a major shift in festival strategy. Not only are we moving to April
but we are adopting a "Freemium" model. General admission to all regular festiv

programming (film, photo, and music) will be free. We believe the most important function of Thin Line Film Fest is to provide open access to our programming. As a volunteer-driven charity, our purpose is not to make money, but educate through the exhibition of art in various forms. Also, look for the festival to expand outdoor programming and activities. Our outdoor footprint may be small in 2017, but this is an area we are looking to expand over the next few years, as we increase family and community participation in festival events.

17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes
 No

18) Please provide all the following documentation with this application and label as directed.

- Exhibit Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit Letter of Determination certifying federal tax-exempt status under the Internal Revenue

Code. Unless already on file.

Exhibit F Current W-9.

Exhibit Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: James Dallas Guill
(Print Name)

☒ ATTACHED

Date: _____

Project Director Josh Butler
(Print Name)

☒ ATTACHED

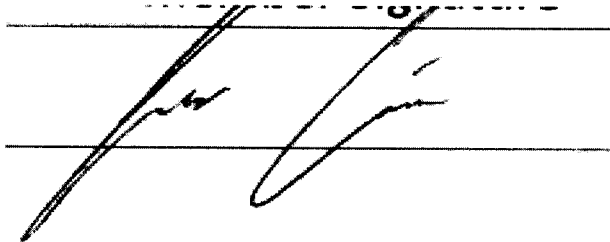
Date: _____

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: James Dallas Guill

5/25/16

(Print Name)

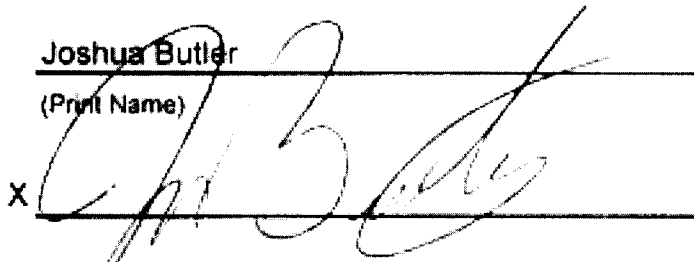
A handwritten signature in black ink, appearing to read 'James Dallas Guill', is written over two horizontal lines. The signature is fluid and cursive.

Local Board Chairman: Josh Butler

5/25/16

(Print Name)

Joshua Butler
(Print Name)

A handwritten signature in black ink, appearing to read 'Joshua Butler', is written over two horizontal lines. The signature is fluid and cursive. To the left of the signature, there is a small 'X' mark.

Texas Filmmakers

Thin Line Film Festival

Program Year 2017 Budget Request

Advertising

Internet	\$	12,000
Billboard		1,500
Regional Publications		11,500

Total Budget Request \$ 25,000



HOTEL OCCUPANCY TAX
PROGRAM YEAR 2017
APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 25 2016

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 25, 2016 5:00 P.M.

Organization Name: Water Works Park
Name of Event: _____
Website Address: www.dentonwaterworks.com
Mailing Address: 2400 Long Rd.
Denton, TX 76207
Physical Address: 321 E. McKinney St., Denton, TX 76201
Telephone #: (940) 349-8733 **Fax #:** (940) 349-8166

Primary Contact Name: Maria Denison
(Project Director)
Mailing Address: 601 E. Hickory St., Suite B
Denton, TX 76205
Telephone #: 940-349-7463 **Fax #:** _____
Email Address: maria.denison@cityofdenton.com

Secondary Contact Name: Christine Taylor
(Local Board Chairman)
Mailing Address: 601 E. Hickory St., Suite B
Denton, TX 76205
Telephone #: 940-349-7889 **Fax #:** _____
Email Address: christine.taylor@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

- ☒ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.
- ☐ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.
- ☐ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.
- ☐ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.
- ☐ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.
- ☐ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.
- ☐ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

Water Works Park is a seasonal outdoor aquatic facility operated by
the Denton Parks and Recreation Department. It is a tourist attraction
for Denton, attracting guests from all over North Texas and southern Oklahoma.

- 3) Does your organization have paid staff?

☒ Yes 6 # Full-time Approx 200+ # Part-time
☐ No

- 4) Does your organization use volunteers?

☐ Yes Approximately how many? _____
☒ No

5) Does your organization X own or rent office space?

6) Does your organization own a vehicle?

 x Yes

 No

7) Is the event that the organization is requesting HOT funds for held on City property?

 x Yes

Name Location(s)

 No

Name Location(s)

8) Will the organization be able to provide insurance coverage for the event if held on City property?

 x Yes

No

9) List ALL other sources of funding your organization receives and how much.

 x Check here if information is attached.

Source

Please see Exhibit B

Please Circle One

Earnings and Expenses		Assets and Liabilities	
Earned	Donated	Assets	Liabilities
1. Sales	2. Contributions	1. Cash	1. Accounts Payable
3. Other Income	4. Grants	2. Inventory	2. Notes Payable
5. Interest Income	6. Royalties	3. Property, Plant, and Equipment	3. Long-Term Debt
7. Dividend Income	8. Other Income	4. Other Assets	4. Other Liabilities
9. Other Income	10. Other Income	5. Other Assets	5. Other Liabilities
11. Other Income	12. Other Income	6. Other Assets	6. Other Liabilities
13. Other Income	14. Other Income	7. Other Assets	7. Other Liabilities
15. Other Income	16. Other Income	8. Other Assets	8. Other Liabilities
17. Other Income	18. Other Income	9. Other Assets	9. Other Liabilities
19. Other Income	20. Other Income	10. Other Assets	10. Other Liabilities
21. Other Income	22. Other Income	11. Other Assets	11. Other Liabilities
23. Other Income	24. Other Income	12. Other Assets	12. Other Liabilities
25. Other Income	26. Other Income	13. Other Assets	13. Other Liabilities
27. Other Income	28. Other Income	14. Other Assets	14. Other Liabilities
29. Other Income	30. Other Income	15. Other Assets	15. Other Liabilities
31. Other Income	32. Other Income	16. Other Assets	16. Other Liabilities
33. Other Income	34. Other Income	17. Other Assets	17. Other Liabilities
35. Other Income	36. Other Income	18. Other Assets	18. Other Liabilities
37. Other Income	38. Other Income	19. Other Assets	19. Other Liabilities
39. Other Income	40. Other Income	20. Other Assets	20. Other Liabilities
41. Other Income	42. Other Income	21. Other Assets	21. Other Liabilities
43. Other Income	44. Other Income	22. Other Assets	22. Other Liabilities
45. Other Income	46. Other Income	23. Other Assets	23. Other Liabilities
47. Other Income	48. Other Income	24. Other Assets	24. Other Liabilities
49. Other Income	50. Other Income	25. Other Assets	25. Other Liabilities
51. Other Income	52. Other Income	26. Other Assets	26. Other Liabilities
53. Other Income	54. Other Income	27. Other Assets	27. Other Liabilities
55. Other Income	56. Other Income	28. Other Assets	28. Other Liabilities
57. Other Income	58. Other Income	29. Other Assets	29. Other Liabilities
59. Other Income	60. Other Income	30. Other Assets	30. Other Liabilities
61. Other Income	62. Other Income	31. Other Assets	31. Other Liabilities
63. Other Income	64. Other Income	32. Other Assets	32. Other Liabilities
65. Other Income	66. Other Income	33. Other Assets	33. Other Liabilities
67. Other Income	68. Other Income	34. Other Assets	34. Other Liabilities
69. Other Income	70. Other Income	35. Other Assets	35. Other Liabilities
71. Other Income	72. Other Income	36. Other Assets	36. Other Liabilities
73. Other Income	74. Other Income	37. Other Assets	37. Other Liabilities
75. Other Income	76. Other Income	38. Other Assets	38. Other Liabilities
77. Other Income	78. Other Income	39. Other Assets	39. Other Liabilities
79. Other Income	80. Other Income	40. Other Assets	40. Other Liabilities
81. Other Income	82. Other Income	41. Other Assets	41. Other Liabilities
83. Other Income	84. Other Income	42. Other Assets	42. Other Liabilities
85. Other Income	86. Other Income	43. Other Assets	43. Other Liabilities
87. Other Income	88. Other Income	44. Other Assets	44. Other Liabilities
89. Other Income	90. Other Income	45. Other Assets	45. Other Liabilities
91. Other Income	92. Other Income	46. Other Assets	46. Other Liabilities
93. Other Income	94. Other Income	47. Other Assets	47. Other Liabilities
95. Other Income	96. Other Income	48. Other Assets	48. Other Liabilities
97. Other Income	98. Other Income	49. Other Assets	49. Other Liabilities
99. Other Income	100. Other Income	50. Other Assets	50. Other Liabilities

Earned	Donated
<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p> <p>21. Public relations</p> <p>22. Public information</p> <p>23. Public affairs</p> <p>24. Public relations</p> <p>25. Public information</p> <p>26. Public affairs</p> <p>27. Public relations</p> <p>28. Public information</p> <p>29. Public affairs</p> <p>30. Public relations</p> <p>31. Public information</p> <p>32. Public affairs</p> <p>33. Public relations</p> <p>34. Public information</p> <p>35. Public affairs</p> <p>36. Public relations</p> <p>37. Public information</p> <p>38. Public affairs</p> <p>39. Public relations</p> <p>40. Public information</p> <p>41. Public affairs</p> <p>42. Public relations</p> <p>43. Public information</p> <p>44. Public affairs</p> <p>45. Public relations</p> <p>46. Public information</p> <p>47. Public affairs</p> <p>48. Public relations</p> <p>49. Public information</p> <p>50. Public affairs</p> <p>51. Public relations</p> <p>52. Public information</p> <p>53. Public affairs</p> <p>54. Public relations</p> <p>55. Public information</p> <p>56. Public affairs</p> <p>57. Public relations</p> <p>58. Public information</p> <p>59. Public affairs</p> <p>60. Public relations</p> <p>61. Public information</p> <p>62. Public affairs</p> <p>63. Public relations</p> <p>64. Public information</p> <p>65. Public affairs</p> <p>66. Public relations</p> <p>67. Public information</p> <p>68. Public affairs</p> <p>69. Public relations</p> <p>70. Public information</p> <p>71. Public affairs</p> <p>72. Public relations</p> <p>73. Public information</p> <p>74. Public affairs</p> <p>75. Public relations</p> <p>76. Public information</p> <p>77. Public affairs</p> <p>78. Public relations</p> <p>79. Public information</p> <p>80. Public affairs</p> <p>81. Public relations</p> <p>82. Public information</p> <p>83. Public affairs</p> <p>84. Public relations</p> <p>85. Public information</p> <p>86. Public affairs</p> <p>87. Public relations</p> <p>88. Public information</p> <p>89. Public affairs</p> <p>90. Public relations</p> <p>91. Public information</p> <p>92. Public affairs</p> <p>93. Public relations</p> <p>94. Public information</p> <p>95. Public affairs</p> <p>96. Public relations</p> <p>97. Public information</p> <p>98. Public affairs</p> <p>99. Public relations</p> <p>100. Public information</p> <p>101. Public affairs</p> <p>102. Public relations</p> <p>103. Public information</p> <p>104. Public affairs</p> <p>105. Public relations</p> <p>106. Public information</p> <p>107. Public affairs</p> <p>108. Public relations</p> <p>109. Public information</p> <p>110. Public affairs</p> <p>111. Public relations</p> <p>112. Public information</p> <p>113. Public affairs</p> <p>114. Public relations</p> <p>115. Public information</p> <p>116. Public affairs</p> <p>117. Public relations</p> <p>118. Public information</p> <p>119. Public affairs</p> <p>120. Public relations</p> <p>121. Public information</p> <p>122. Public affairs</p> <p>123. Public relations</p> <p>124. Public information</p> <p>125. Public affairs</p> <p>126. Public relations</p> <p>127. Public information</p> <p>128. Public affairs</p> <p>129. Public relations</p> <p>130. Public information</p> <p>131. Public affairs</p> <p>132. Public relations</p> <p>133. Public information</p> <p>134. Public affairs</p> <p>135. Public relations</p> <p>136. Public information</p> <p>137. Public affairs</p> <p>138. Public relations</p> <p>139. Public information</p> <p>140. Public affairs</p> <p>141. Public relations</p> <p>142. Public information</p> <p>143. Public affairs</p> <p>144. Public relations</p> <p>145. Public information</p> <p>146. Public affairs</p> <p>147. Public relations</p> <p>148. Public information</p> <p>149. Public affairs</p> <p>150. Public relations</p> <p>151. Public information</p> <p>152. Public affairs</p> <p>153. Public relations</p> <p>154. Public information</p> <p>155. Public affairs</p> <p>156. Public relations</p> <p>157. Public information</p> <p>158. Public affairs</p> <p>159. Public relations</p> <p>160. Public information</p> <p>161. Public affairs</p> <p>162. Public relations</p> <p>163. Public information</p> <p>164. Public affairs</p> <p>165. Public relations</p> <p>166. Public information</p> <p>167. Public affairs</p> <p>168. Public relations</p> <p>169. Public information</p> <p>170. Public affairs</p> <p>171. Public relations</p> <p>172. Public information</p> <p>173. Public affairs</p> <p>174. Public relations</p> <p>175. Public information</p> <p>176. Public affairs</p> <p>177. Public relations</p> <p>178. Public information</p> <p>179. Public affairs</p> <p>180. Public relations</p> <p>181. Public information</p> <p>182. Public affairs</p> <p>183. Public relations</p> <p>184. Public information</p> <p>185. Public affairs</p> <p>186. Public relations</p> <p>187. Public information</p> <p>188. Public affairs</p> <p>189. Public relations</p> <p>190. Public information</p> <p>191. Public affairs</p> <p>192. Public relations</p> <p>193. Public information</p> <p>194. Public affairs</p> <p>195. Public relations</p> <p>196. Public information</p> <p>197. Public affairs</p> <p>198. Public relations</p> <p>199. Public information</p> <p>200. Public affairs</p> <p>201. Public relations</p> <p>202. Public information</p> <p>203. Public affairs</p> <p>204. Public relations</p> <p>205. Public information</p> <p>206. Public affairs</p> <p>207. Public relations</p> <p>208. Public information</p> <p>209. Public affairs</p> <p>210. Public relations</p> <p>211. Public information</p> <p>212. Public affairs</p> <p>213. Public relations</p> <p>214. Public information</p> <p>215. Public affairs</p> <p>216. Public relations</p> <p>217. Public information</p> <p>218. Public affairs</p> <p>219. Public relations</p> <p>220. Public information</p> <p>221. Public affairs</p> <p>222. Public relations</p> <p>223. Public information</p> <p>224. Public affairs</p> <p>225. Public relations</p> <p>226. Public information</p> <p>227. Public affairs</p> <p>228. Public relations</p> <p>229. Public information</p> <p>230. Public affairs</p> <p>231. Public relations</p> <p>232. Public information</p> <p>233. Public affairs</p> <p>234. Public relations</p> <p>235. Public information</p> <p>236. Public affairs</p> <p>237. Public relations</p> <p>238. Public information</p> <p>239. Public affairs</p> <p>240. Public relations</p> <p>241. Public information</p> <p>242. Public affairs</p> <p>243. Public relations</p> <p>244. Public information</p> <p>245. Public affairs</</p>	

Earned	Donated
<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p>	<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p>

Earned	Donated
<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p>	<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p>

Earned	Donated
--------	---------

Earned	Donated
<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p>	<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public relations</p> <p>7. Public information</p> <p>8. Public affairs</p> <p>9. Public relations</p> <p>10. Public information</p> <p>11. Public affairs</p> <p>12. Public relations</p> <p>13. Public information</p> <p>14. Public affairs</p> <p>15. Public relations</p> <p>16. Public information</p> <p>17. Public affairs</p> <p>18. Public relations</p> <p>19. Public information</p> <p>20. Public affairs</p>

Earned	Donated
<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public service</p> <p>7. Public interest</p> <p>8. Public opinion</p> <p>9. Public policy</p> <p>10. Public administration</p> <p>11. Public health</p> <p>12. Public safety</p> <p>13. Public order</p> <p>14. Public justice</p> <p>15. Public morality</p> <p>16. Public religion</p> <p>17. Public education</p> <p>18. Public culture</p> <p>19. Public art</p> <p>20. Public science</p> <p>21. Public technology</p> <p>22. Public industry</p> <p>23. Public commerce</p> <p>24. Public finance</p> <p>25. Public law</p> <p>26. Public history</p> <p>27. Public geography</p> <p>28. Public anthropology</p> <p>29. Public sociology</p> <p>30. Public psychology</p> <p>31. Public philosophy</p> <p>32. Public ethics</p> <p>33. Public politics</p> <p>34. Public economics</p> <p>35. Public education</p> <p>36. Public culture</p> <p>37. Public art</p> <p>38. Public science</p> <p>39. Public technology</p> <p>40. Public industry</p> <p>41. Public commerce</p> <p>42. Public finance</p> <p>43. Public law</p> <p>44. Public history</p> <p>45. Public geography</p> <p>46. Public anthropology</p> <p>47. Public sociology</p> <p>48. Public psychology</p> <p>49. Public philosophy</p> <p>50. Public ethics</p> <p>51. Public politics</p> <p>52. Public economics</p> <p>53. Public education</p> <p>54. Public culture</p> <p>55. Public art</p> <p>56. Public science</p> <p>57. Public technology</p> <p>58. Public industry</p> <p>59. Public commerce</p> <p>60. Public finance</p> <p>61. Public law</p> <p>62. Public history</p> <p>63. Public geography</p> <p>64. Public anthropology</p> <p>65. Public sociology</p> <p>66. Public psychology</p> <p>67. Public philosophy</p> <p>68. Public ethics</p> <p>69. Public politics</p> <p>70. Public economics</p> <p>71. Public education</p> <p>72. Public culture</p> <p>73. Public art</p> <p>74. Public science</p> <p>75. Public technology</p> <p>76. Public industry</p> <p>77. Public commerce</p> <p>78. Public finance</p> <p>79. Public law</p> <p>80. Public history</p> <p>81. Public geography</p> <p>82. Public anthropology</p> <p>83. Public sociology</p> <p>84. Public psychology</p> <p>85. Public philosophy</p> <p>86. Public ethics</p> <p>87. Public politics</p> <p>88. Public economics</p> <p>89. Public education</p> <p>90. Public culture</p> <p>91. Public art</p> <p>92. Public science</p> <p>93. Public technology</p> <p>94. Public industry</p> <p>95. Public commerce</p> <p>96. Public finance</p> <p>97. Public law</p> <p>98. Public history</p> <p>99. Public geography</p> <p>100. Public anthropology</p>	<p>1. Advertising</p> <p>2. Publicity</p> <p>3. Public relations</p> <p>4. Public information</p> <p>5. Public affairs</p> <p>6. Public service</p> <p>7. Public interest</p> <p>8. Public opinion</p> <p>9. Public policy</p> <p>10. Public administration</p> <p>11. Public health</p> <p>12. Public safety</p> <p>13. Public order</p> <p>14. Public justice</p> <p>15. Public morality</p> <p>16. Public religion</p> <p>17. Public education</p> <p>18. Public culture</p> <p>19. Public art</p> <p>20. Public science</p> <p>21. Public technology</p> <p>22. Public industry</p> <p>23. Public commerce</p> <p>24. Public finance</p> <p>25. Public law</p> <p>26. Public history</p> <p>27. Public geography</p> <p>28. Public anthropology</p> <p>29. Public sociology</p> <p>30. Public psychology</p> <p>31. Public philosophy</p> <p>32. Public ethics</p> <p>33. Public politics</p> <p>34. Public economics</p> <p>35. Public education</p> <p>36. Public culture</p> <p>37. Public art</p> <p>38. Public science</p> <p>39. Public technology</p> <p>40. Public industry</p> <p>41. Public commerce</p> <p>42. Public finance</p> <p>43. Public law</p> <p>44. Public history</p> <p>45. Public geography</p> <p>46. Public anthropology</p> <p>47. Public sociology</p> <p>48. Public psychology</p> <p>49. Public philosophy</p> <p>50. Public ethics</p> <p>51. Public politics</p> <p>52. Public economics</p> <p>53. Public education</p> <p>54. Public culture</p> <p>55. Public art</p> <p>56. Public science</p> <p>57. Public technology</p> <p>58. Public industry</p> <p>59. Public commerce</p> <p>60. Public finance</p> <p>61. Public law</p> <p>62. Public history</p> <p>63. Public geography</p> <p>64. Public anthropology</p> <p>65. Public sociology</p> <p>66. Public psychology</p> <p>67. Public philosophy</p> <p>68. Public ethics</p> <p>69. Public politics</p> <p>70. Public economics</p> <p>71. Public education</p> <p>72. Public culture</p> <p>73. Public art</p> <p>74. Public science</p> <p>75. Public technology</p> <p>76. Public industry</p> <p>77. Public commerce</p> <p>78. Public finance</p> <p>79. Public law</p> <p>80. Public history</p> <p>81. Public geography</p> <p>82. Public anthropology</p> <p>83. Public sociology</p> <p>84. Public psychology</p> <p>85. Public philosophy</p> <p>86. Public ethics</p> <p>87. Public politics</p> <p>88. Public economics</p> <p>89. Public education</p> <p>90. Public culture</p> <p>91. Public art</p> <p>92. Public science</p> <p>93. Public technology</p> <p>94. Public industry</p> <p>95. Public commerce</p> <p>96. Public finance</p> <p>97. Public law</p> <p>98. Public history</p> <p>99. Public geography</p> <p>100. Public anthropology</p>

Earned	Donated
--------	---------

Dollar Amount

\$

\$

\$

\$

\$

\$

\$

\$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Advertising 351.101 (a) 3

The 2017 water park season will celebrate its 15th anniversary by releasing an updated logo and by introducing new concessions and a new wave pool.

The funds requested will be used to promote and advertise these new features accompanied by new programs being developed to maximize use of the new wave pool.

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	103,716	25,929	N/A	
2014	84,414	16,040	N/A	
2013	88,221	16,493	N/A	

- 12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Advertising 351.101 (a) 3

The requested funds will be used to promote and attract guests from out of town.

- 13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Our primary target is moms (age 25-60) with kids ages 4-12. Our secondary target is tweens and teens, then active older adults.

- 14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The construction of a new wave pool will provide us with the opportunity to be more competitive with larger water parks in Texas and the SW region.

We'd use the funds requested to promote tourism by combining the water park's new and existing features with other Denton attractions that match our target audience in an effort to encourage guests to stay overnight.

- 15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	14-15	N/A	1,815,747	2,130,038	-314,291

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The addition of a new wave pool, new concession facility, and updated brand adds value to the admission dollar and will help establish the park as a higher profile destination.

Our long-term plan is continue adding new features and upgrades to further promote tourism and cost recovery.

- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established.
(All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

 X Yes
 No

- 18) Please provide **all** the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines. .

Local Board Chairman:

Christine Taylor
(Print Name)

x C. Taylor

Date: 5/14/14

Project Director

Maria Senise
(Print Name)

x M. Senise

Date: May 25, 2014

Late applications are subject to reduction or denial of funding.

Water Works Park
15th Anniversary Season 2017
Program Year 2017 Budget Request

Advertising

Billboards	\$	16,000
DFW Magazines		21,105
Theatre Advertising		8,000
Radio & TV		8,000

Total Budget Request \$ 53,105