

Allison Freeman, Board Member
Alex Hardy, Board Member
Susan Rand, Board Member
Gigi Sandifer, Board Member
Amanda Hofmann, Board Member
Patty Smith, Board Member
Kasey Crutcher, Board Member

Greg Laudadio, Interim Director
Mary Raum, Marketing Manager



**NOTICE OF MEETING
TOURISM ADVISORY BOARD
November 2, 2021
4:00 PM
Council Chambers
504 N. Queen Street
Palestine, TX**

Zoom Link:

<https://us02web.zoom.us/j/89182716885?pwd=WTJCSkVKUlhHcnZUOU1VU05PWmxLUT09>

Meeting ID: 891 8271 6885

Passcode: 032715

One tap mobile

+13462487799,,89182716885#,,, *032715# US

*Note: when you are joining a Zoom meeting by phone, you can use your phone's dial pad to enter the commands *6 for toggling mute/unmute and *9 to "raise your hand."*

Follow us live at: [facebook.com/palestinetx/](https://www.facebook.com/palestinetx/)

A. CALL TO ORDER

B. PROPOSED CHANGES OF AGENDA ITEMS

C. PUBLIC COMMENTS

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so during this section of the agenda. All comments must be no more than five minutes in length. Any comments regarding items, not on the posted agenda may not be discussed or responded to by the Board. Members of the public may join via Zoom or in person.

D. CONFLICT OF INTEREST DISCLOSURES

E. MANAGER'S REPORT

F. APPROVAL OF MINUTES

1. Consider approval of the Tourism Advisory Board Meeting Minutes from October 7, 2021.

G. DISCUSSION AND ACTION ITEMS

1. Discuss and take possible action on the appointment of Tourism Advisory Board chair and vice chair for Fiscal Year 2021-2022.

2. Review and consider the Mural submissions for RFP 2021-007.
3. Review and consider submissions for Mural RFP 2021-020.
4. Review and consider Hotel Occupancy Tax Applications submitted for Fiscal Year 2021-2022.

H. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, October 29, 2021, at 12:00 p.m.**



Mary Raum, Tourism Marketing Manager

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT cmadmin@palestine-tx.org or 903-731-8415.



Agenda Date: 11/02/2021

To: Tourism Advisory Board

From: April Jackson, Asst. City Secretary

Agenda Item: Consider approval of the Tourism Advisory Board Meeting Minutes from October 7, 2021

Date Submitted: 10/13/2021

SUMMARY:

Consider approval of the Tourism Advisory Board Meeting Minutes from October 7, 2021

RECOMMENDED ACTION:

Consider approval of the Tourism Advisory Board Meeting Minutes from October 7, 2021

CITY MANAGER APPROVAL:

Attachments

TAB Meeting Minutes 10.7.21

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Tourism Advisory Board of the City of Palestine, Texas convened in a Special Meeting on Thursday, October 7, 2021, at 4:00 PM. for the Regular Meeting in the Palestine City Council Chambers at 504 N. Queen Street, with the following people present via ZOOM and/or in person:

Allison Freeman

Alex Hardy

Susan Rand

Gigi Sandifer

Amanda Hofmann

Patty Smith

Kasey Crutcher

Staff present: Mary Raum, April Jackson

Guests Present: Amy Parady, Greg Udolph, Jeremy Jaz, Sonia Martinez, Thomas Wright, Jean Mollard, Celia Polster, Heather Chancellor

CALL TO ORDER – REGULAR MEETING

Patty Smith called the Regular Meeting to order at 4:00 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

None

PUBLIC COMMENTS

None

CONFLICT OF INTEREST DISCLOSURES

None

REGULAR AGENDA

APPROVAL OF MINUTES

1. Minutes of the August 17, 2021, Tourism Advisory Board Meeting were reviewed. Motion was made by Amanda Hofmann to approve as written, second by Kasey Crutcher. All in favor, motion passed.
2. Minutes of the August 23, 2021, Tourism Advisory Board Meeting were reviewed. Motion was made by Amanda Hofmann to approve as written, second by Alex Hardy. All in favor, motion passed.

BOARD DISCUSSION AND ACTION ITEMS

1. Staff presented the HOT grant applications that were submitted for consideration for the 2021-22 fiscal year. Applications were due by September 22, 2021. Submissions and presentations were made for the following applications: Texas State Railroad, YMCA Spring Classic, YMCA Fall Classic, City of Elkhart Texas, Camino 2022, Dogwood Classic 2022, Mt Vernon AME Church, Old Bethel Church, 1855 Steakhouse, Palestine Area Chamber of Commerce, Dogwood Arts Council & Texas Jailhouse. After presentations a motion was made by Allison Freeman to remove Old Bethel Church and City of Elkhart Texas from consideration due to the proximity of their request to the city of Palestine and the overall total amount requested by all applicants. Motion was second by Amanda Hofmann. After discussion, all in favor, none opposed. Motion passed. The remaining applications will be scored by the board members and submitted individually to staff to tabulate for review and consideration at the October 19, 2021, Tourism Advisory Board Meeting.

ADJOURN

With no other business to come before the Tourism Advisory Board, the meeting was adjourned by Alex Hardy and second by Allison Freeman at 5:38 p.m.

PASSED AND APPROVED THIS ____ DAY OF _____, 2021.

ATTEST: _____ Mary Raum, Tourism Marketing Manager



Agenda Date: 11/02/2021

To: Tourism Advisory Board

From: Mary Raum, Tourism Marketing Manager

Agenda Item: Review, discuss and take possible action on Board Chair positions for 2021/22 FY

Date Submitted: 10/29/2021

SUMMARY:

Review, discuss and take possible action on Board Chair positions for 2021/22 FY

RECOMMENDED ACTION:

Review, discuss and take possible action on Board Chair positions for 2021/22 FY

CITY MANAGER APPROVAL:



Agenda Date: 11/02/2021
To: Tourism Advisory Board
From: April Jackson, Asst. City Secretary
Agenda Item: Review and consider submissions for Mural RFP 2021-007
Date Submitted: 10/13/2021

SUMMARY:

Review and consider the Mural submissions for RFP 2021-007.

RECOMMENDED ACTION:

Review and consider the Mural submissions for RFP 2021-007.

CITY MANAGER APPROVAL:

Fiscal Impact

Fiscal Year: 2021/22
Budgeted Y/N: Y
Account #: 150-5-740-5050
Amount Requested: \$9,000.00

Attachments

Mural RFP 2021-007 - Dace Kidd
Mural RFP 2021-007 - Diego Baracaldo

REQUEST FOR PROPOSALS RFP 2021-007

PROJECT: PALESTINE HERALD PRESS PARKING LOT FOOTING WALL

BY

DACE KIDD

WWW.MURALARTISTTX.COM

dacekidd@gmail.com
903.258.7274

4500 Gretna Green Lane
Tyler, TX 75703

Letter of Interest:

I am very excited to have an opportunity to create a proposal for a mural that will be located in Palestine’s Old Town area. I am an artist from Latvia, a small country in North-East Europe, where downtown is the city’s heart and a destination for culture. I have resided in Tyler, TX for over ten years, where I have created many of my major public art projects which contribute to Tyler’s art scene: “Eyes of Tyler,” “Wings of Tyler,” “Hello! I Love You, Tyler!”, “777 Historic Azalea District,” to name a few (I am still surprised how quickly these murals have become Tyler landmarks). I enjoy collaborating with and including the local community near my mural installations. My most recent project for the City of Longview are “Unity mural” and “Flower Power mural” which is the biggest mural in East Texas. During this project many children, who were participating in a summer camp sponsored by the Longview Museum of Fine Arts, painted along side me for multiple days.

I started studying art when I was seven years old. From an early age, I decided to become a classically trained painter. In the Art Academy of Latvia, I was introduced to the discipline of monumental art like mosaic and fresco while also studying figure drawing and painting. Continuing my education at the Accademia di Belle Arti Palermo on the island of Sicily, I had the opportunity to learn master’s techniques within the discipline of mural painting and conservation. When I moved to the United States ten years ago, I was very excited to apply my skills and knowledge to studio painting and commission-based projects while also designing and executing site-specific mural installations. Receiving my United States citizenship four years ago motivated me to create work that will connect the community, improve the quality of life, and encourage us to reflect on what matters most. I have even started a separate business – Mural Artist TX.

Please forgive me if one of my words in English is not perfect. English is my fifth language, and I am still learning the Texan version.

I have included with the project proposal: my resume, references, examples of past projects, and a proof of liability insurance of \$1.000.000. I always create a time-lapse video of the mural painting that I share with my client and upload it on my You-Tube channel Mural Artist TX.

Thank you for your time and consideration.

Sincerely,
Dace Kidd

Project Narrative:

I am envisioning the mural being executed in art style that resembles Tiffany glass mosaics using parts of the composition from the current mural and including elements that are iconic to the City of Palestine like dogwood blooms. The mural will use many different shades of the color palette that I am including in my proposed sketch to achieve mosaic effect. I am looking forward to be working with provided historic guidelines.

One of my inspirations:



Concept:



Project Description:

First stage: Collaborate on design with the City and create scenes that correspond the historic timeline of the City of Palestine.

Second stage: Site inspection for safety issues; we are looking for overhead power-lines or slippery surfaces, etc. Inspect the wall to determine the necessary prep-work to ensure the paint’s best adhesion. Decide if any repairs are required.

Third stage: When the wall is cleaned by the City of Palestine, it will be primed with the appropriate primer coat. One or two coats of primer, depending on coverage. I highly recommend using Extreme Bond Primer by Sherwin Williams that is designed to adhere to uneven and previously exposed to the elements or slick surfaces and provides excellent binding with Resilience Exterior Latex paint by Sherwin Williams that has UV protective properties and a limited lifetime warranty, along with superior moisture resistance (you can even paint with this paint during mild rain). I have used both of these products for over seven years, in many different environments, and they stand the test of time without having an extra protective coating applied.

Fourth stage: The design of the mural is projected and traced on the wall after sunset. This ensures an exact representation of the desired perspective by creating detailed parameters I can work within.

Fifth stage: The mural painting begins along with custom mixing and blending colors to achieve the look of the design. Multiple coats of Resilience will be used to achieve the desired color density.

Fifth stage: If you insist, an anti-graffiti coating is applied to the mural after it’s dried.

Material list:

Projecting supplies: We shall need a power source (110V), extension cords, computer, projector, ladders, drawing tools, kneeling pads.

Painting and priming supplies: We will need roller poles, rollers, roller covers, brushes, painter’s tape, primer (4 gallons to cover ~ 660 sq ft of the mural), paint (20 gallons to do at least two coats and mix many different custom shades), ladders, step-stool, scaffolding, kneeling pads, tarps.

Video recording supplies: Camera, stand.

Artist Fee & Material Breakdown:

Materials Cost (tax included):

Material	Cost
Painting supplies for painting the mural, except for paint and primer	\$872
Extreme Bond Primer 4 gal (1 gallon - \$71.45 including sales tax)	\$285.8
Resilience Exterior Latex different colors 12 gallons (1 gallon - \$79.02 including sales tax)	\$942.24
Design labor to create final redering - \$50 per hour	\$600
Artist labor, assistant fee (\$50 per hour - projecting 126 h of labor)	\$6,299.6
or ~\$9.5 per square foot.	
Total	\$9,000

I promise to repair any damage to mural within 60 months of its completion instead of applying anti-graffiti coating.

Examples:
Unity Mural, Longview, TX

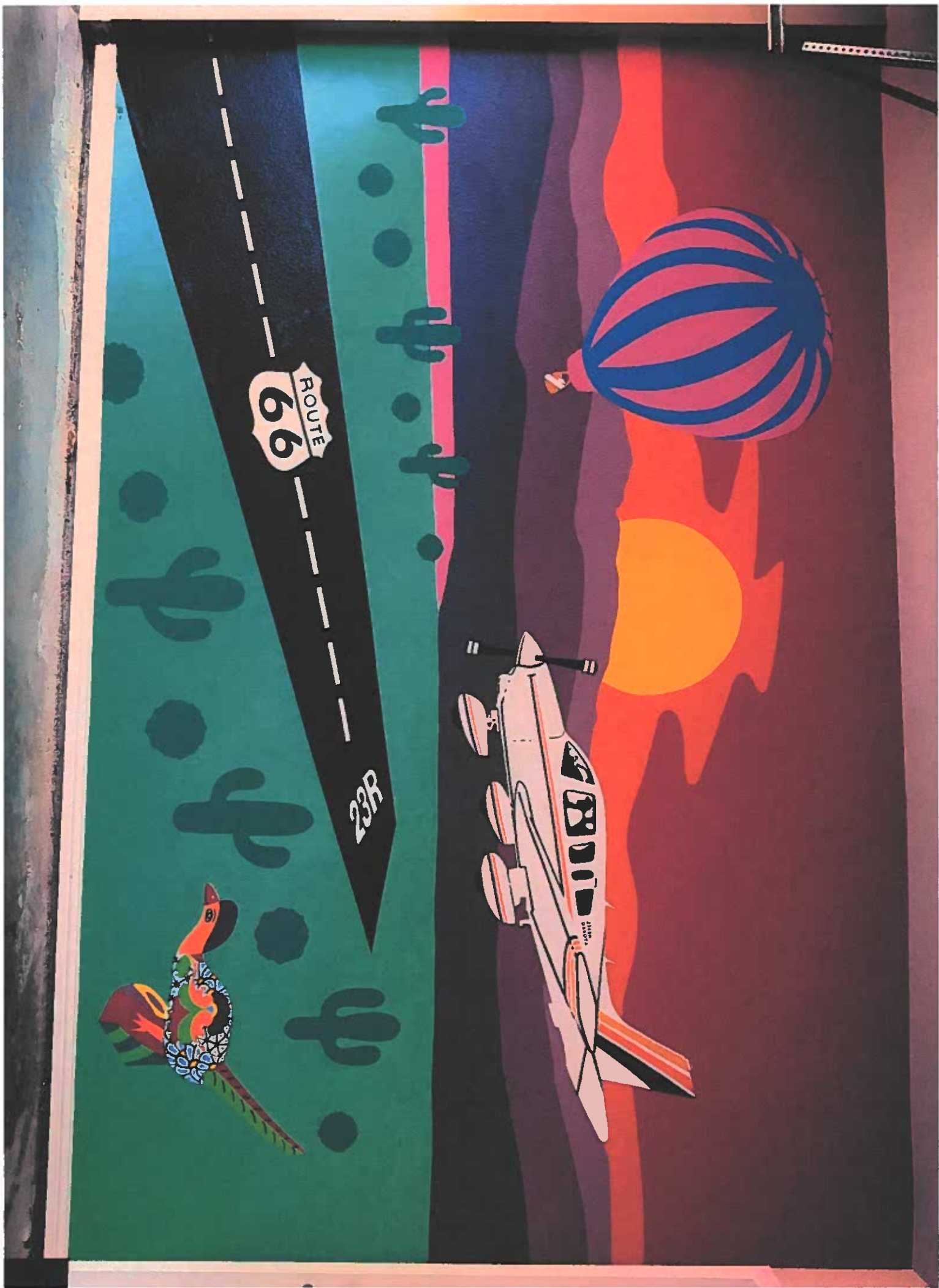


Examples:

Azalea District, 777, Tyler, TX



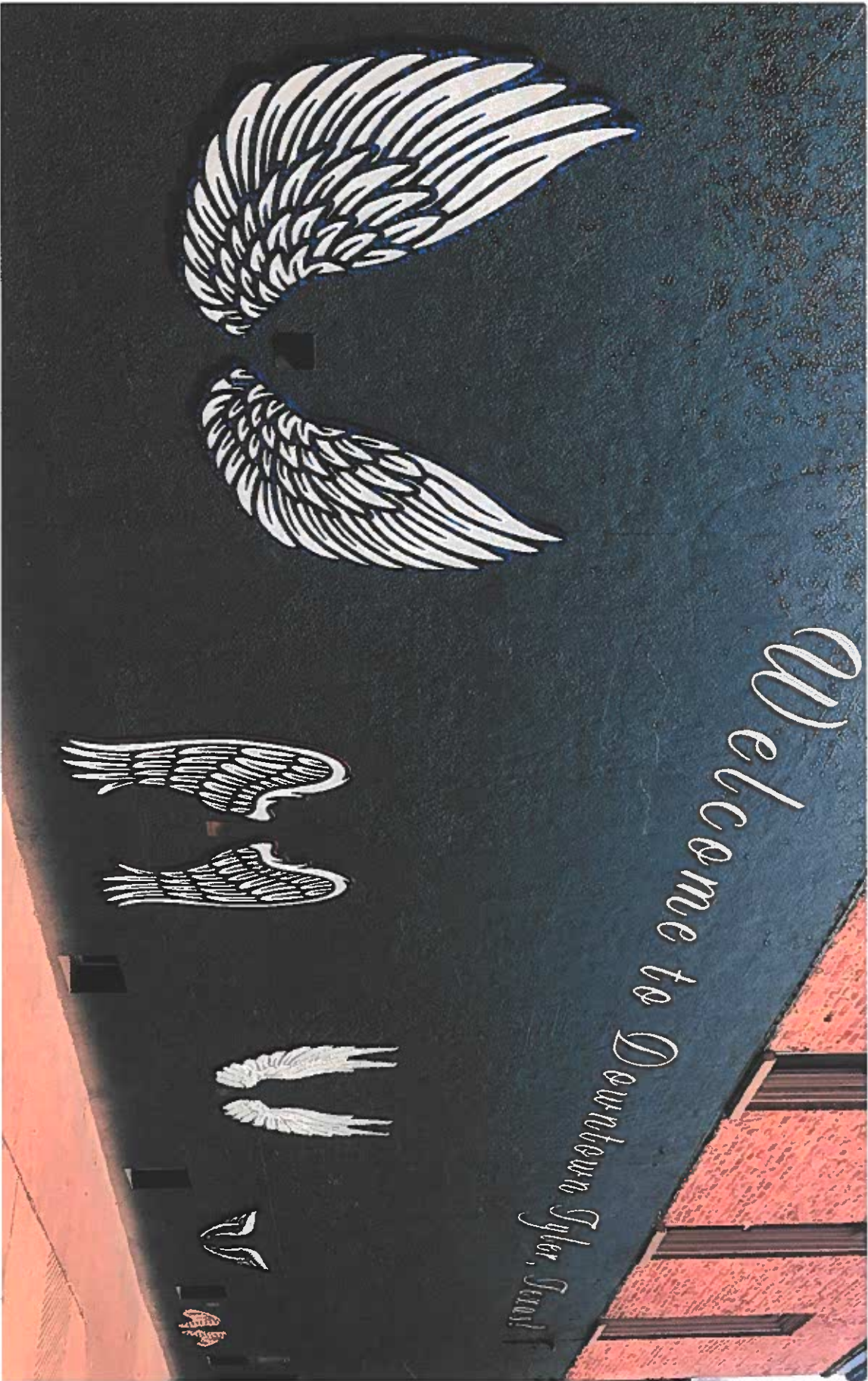
Examples:
New Mexico, Tyler, TX



Examples:
Flower Power, Longview, Tx



Examples:
Wings of Tyler, Tyler, TX



DACE KIDD
Born 1987 in Riga, Latvia. Lives and works in Tyler, Texas.

EDUCATION

2011 B.F.A., Latvian Art Academy, Riga, Latvia
2008-2009 Accademia di Belle Arti Palermo, Italy

AWARDS

2016 International Emerging Artist Award, Dubai, UAE

PUBLIC ART

2021 Flower Power, Longview, Tx
Unity Mural, Longview, Tx
2020 777 Azalea District, Tyler, Tx
Keep Tyler Beautiful, Tyler, Tx
2019 Wings of Tyler, Tyler Tx
Tower Plaza Garden Mural Project, Tyler, Tx
McKinney One, Dallas, Tx
Hillside Park Art Wall, Tyler, Tx
Hello from Tyler, Tyler, Tx
Cedars Union Owl, Dallas, Tx
2018 I Still Believe, Never Give Up, Tyler, Tx
Ride Bike and Recharge, Legacy One, Plano, Tx
2017 Eyes of Tyler, Tyler, Tx

SOLO EXHIBITIONS

2015 Americana, Arcadia Theater, Tyler, TX
2014 TXLV, Arcadia Theater, Tyler, TX
2011 Some luck involved, gallery Carousel, Riga, Latvia
2010 Spinninghead, gallery Carousel, Riga, Latvia

SELECTED GROUP EXHIBITIONS

2019 Color, Maddrey PLLC, Dallas, TX
2018 46th International Exhibition, Brownsville Museum of Fine Art, Brownsville, TX
Evening in The Stars, Maddrey PLLC, Dallas, TX
Texas Vignette, Women’s Museum, Dallas, TX

2016 Art of Peace, Tyler Museum of Art, Tyler, TX
CAC Annual Juried Show, Mary Tomas Gallery, Dallas, TX
International Emerging Artist Award Art Show, TAG BXL gallery, Brussels, Belgium [catalog]
Amateras Mini Paper Art Exhibition, gallery Art Alley, Sofia, Bulgaria [catalog]

2015 4th International Emerging Artist Award, Dubai, United Arab Emirates
Weatherproof, MAC, Dallas, TX
Klassische Moderne Reinszeniert, Speckstrasse 85-87, Hamburg, Germany [Octopus Art Projects]
2nd Annual Juried Exhibition, Artspace111, Fort Worth, TX
Genesis, Jurmala City Museum, Jurmala, Latvia

2014 Take Me Out, Galleria Huuto, Helsinki, Finland [Octopus Art Projects]
Something Old Something New Something Blue and Something Funky, McKinney Avenue Contemporary, Dallas, TX
Hungry for Peace, Tyler Museum of Art, Tyler, TX
Diversity, Gallery Main Street, Tyler, TX.
Fridge Art Fair NYC, The Ice Cream Sundae Project, New York

2013 Forms and Structures, Gallery Onetwentyeight, New York
Amateras Collection: Jubilee traveling exhibition, Bulgarian Culture Institution, Warsaw, Poland
Amateras Mini Paper Art Exhibition, gallery Art Allery, Sofia, Bulgaria

2012	Holiday Group Show II, Gallery Onetwentyeight, New York Karš Krieg War Karas Guerra, Riga, Latvia [Octopus Art Projects] Bibloss, gallery Carousell, Riga, Latvia	2017	Lifestyles Magazine. "Singular Vision. One to watch. Dace Lucia Kidd." Inspire Tyler Morning Telegraph (December 3, 2017): D1 [ill.] [online] Mogle, Danny. "One to watch Tyler artist Dace Lucia Kidd." Lifestyles Magazine (November/December 2017): 86 [ill.] Harris, Byron. "A Blank Slate: Arts District bistro lives up to its location." WFAA8abc [ill.] [online] Mogle, Danny. "Arcadia Art Show features works by up-and-coming artists." Inspire Tyler Morning Telegraph (September 24, 2017): D1, D2 [online] Marlin, Robert. "The Travel Project." Tyler Today (August/September 2017): 40-41 [ill.] Mogle, Danny. "Modern & More." IN Magazine (July/August 2017): 48-49 [ill.]
2011	Heart on the Street, Kunstarkaden, Munich, Germany [Octopus Art Projects] Playful Eight, Gallery Onethwentyeight, New York The Nightwatch, Stockholm, Sweden and Utrecht, Netherlands [Bubble projects]		
2010	Kurosawa. Impacts, Sofia, Bulgaria [curated project of AMATERAS Foundation for 23rd Japanese Cultural Days in Bulgaria on the occasion of the birth centenary of Akira Kurosawa] Berliner Liste, gallery Elephant, Berlin, Germany 5th International Student's Triennial, Istanbul, Turkey Senza Titolo, Venice, Italy	2016	Miller, Sarah A. "Painting Cheer." Tyler Morning Telegraph (November 29, 2016): 2 [ill.] [online] Mogle, Danny. "Artist Kidd to show art at Arcadia building." Tyler Morning Telegraph (October 2, 2015): A [online] Simmons, Addi. "Brilliant Minds: The Lives of Young Entrepreneurs." BSCENE Magazine (August 2015): 70 [ill.] [online]
2016	The Best of 2016 International Emerging Artist Award (exh. cat.) Nakid Publishing. Nakid Magazine. Mini issue IV, San Diego, CA Transformation in paper. Sofia Paper Art Fest 2016, Sofia, Bulgaria (exh. cat.)	2014	Harper, Faith. "Getting in the holiday spirit." Tyler Morning Telegraph (November 26, 2014): A, 8A [ill.] [online] Gooch, Kelly. "Downtown Tyler Wine Swirl stated for Saturday." Tyler Morning Telegraph (June 24, 2014): 3A [ill.] Slaughter, A.C. "A Sense of Newness: More New, Odd Spaces for Art to Become a Part of Your Daily Life." EGuide Magazine (January 6, 2014): 22 [ill.] [online]

SELECTED BOOKS & GROUP EXHIBITION CATALOGUES

2016	The Best of 2016 International Emerging Artist Award (exh. cat.) Nakid Publishing. Nakid Magazine. Mini issue IV, San Diego, CA Transformation in paper. Sofia Paper Art Fest 2016, Sofia, Bulgaria (exh. cat.)	2014	
------	---	------	--

SELECTED BIBLIOGRAPHY

2020	Robert Martin "The artists being the Wings of Tyler." Tyler Today Magazine (October/November 2020): 56-59 [ill.] [online]		
------	---	--	--

2018	Darby Good "Follow the Rose." Tyler Today Magazine (August/September 2018): 26 [ill.] Chelsea Purgahn "Willie Lee Glass portrait unveiled at namesake rec center." Tyler Morning Telegraph (May 19, 2018): 6A [ill.] [online] Derrick White "Art Inside the Artist's Studio: Gallery Main Street Elephant in the Room." EGuide Magazine (April 2018): 22 [online]		
------	---	--	--

Reference Letters:



Katrina M. Torrey
Marketing Coordinator
Gaedeke Group, LLC.
3710 Rawlins St. #1100
Dallas, TX 75219
ktorrey@gaeedeke.com

05/08/2018

To Whom It May Concern:

I am writing in reference to Dace Lucia Kidd who I first met this past March. Dace did a wonderful job creating a mural for one of our Plano buildings, One Legacy West. It was very well received by not only management, but by the tenants in the building.

We have asked Dace to create another mural in the same building later this month and will continue to use her excellent artistry skills in the future.

I highly recommend using Dace for the public art proposal for the City of Fort Worth.

If you require any additional information please contact me via email or by phone 214-273-3307.

Yours truly,

Katrina M. Torrey

GAEDEKE GROUP, LLC
CORPORATE
3710 RAWLINS STREET
SUITE 1100, LB 24
DALLAS, TX 75219
TEL 214 528 8883
FAX 214 528 6142
WWW.GAEDEKE.COM

ARIZONA FLORIDA TENNESSEE TEXAS WASHINGTON

Martin Helnes
Mayor



The City of Tyler
Office of the Mayor
P.O. Box 2039
Tyler, Texas 75710-2039
Phone: (903) 531-1253
Fax: (903) 531-1166
www.cityoftyler.org

May 16, 2018

To whom it may concern:

The city of Tyler, Texas, working through the Tyler Main Street Program whose projects include architectural design assistance, historic preservation, a façade grant program, business consultation, and developing the arts in historic downtown Tyler had the distinct pleasure of working with Dace Lucia Kidd to complete a mural project for downtown Tyler.

The City of Tyler Main Street Program has the mission of creating a vibrant downtown culture and economy. Dace, who designed and executed, "The Eyes of Tyler" and volunteers regularly to support our Main Street Gallery and other Main Street programs was a joy to work with, and we would highly recommend her, not only for her obvious artistic abilities but also due to her consummate professionalism.

We look forward to working with her in the future.

Please feel free to contact my office if further references are required.

Best Regards,

Martin Helnes
Mayor
Tyler, Texas

CC: Dace Lucia Kidd

Reference Letters:



Al Thead
Belle Chanson LLC
Vice President, Real Estate
Invest In Tyler & DFW Division

RE: Dace Lucia Kidd

To Whom It May Concern:

In 2017 we worked with Dace Lucia Kidd through a public mural contest launched in partnership with our Mainstreet group. We offered a stipend and to cover the cost of materials for an artist with the winning submission.

We received 10-12 submissions and of those narrowed it down to 2 or 3. We really liked Dace's submission and we also chose her because of her ability to execute on promises. When Dace commits to a project you know it is going to happen.

I would not hesitate to hire her again and if further references or details are required you are welcome to contact me anytime.

Thank you,

A handwritten signature in blue ink, appearing to read "Al Thead", with a long horizontal flourish extending to the right.

Al Thead
(409) 730-3268



Liability Insurance for \$1,000,000



Excess and Surplus Lines Division
TAPCO Underwriters, Inc.
3060 S. Church Street
P.O. Box 286
Burlington, NC 27216-0286

www.NEAgencies.com

Commercial Lines Phone: (866) 682-7726

Binder Summary Sheet

Insured:
Dace Kidd With Kin'n
4500 Gretna Green Ln
Tyler, TX 75703

Producer:
3800001
Northeast Brokerage Agencies, Inc.
8209 IBM Dr., Bldg 102
Suite 100
Charlotte, NC 28262
Producing Agent: Leslie Ochse

Insurer:

Nautilus Insurance Company

Effective/Expiration Date: 3/1/2021 to 3/1/2022
Term: Twelve Months

Binder ID: RPIPY-Q

State: TX

Percent Earned: 25%

In accordance with your instructions, we have bound the following General Liability coverage; provided we receive a properly completed application and a premium payment within 12 days of the effective date shown above.

Comments: For policies with effective dates on or after 01/01/21, the Texas surplus line stamping fee will decrease from .15% to .075%.

Premium quoted includes charge for additional insured.

\$10,000/\$25,000 Lost Key Coverage included (separate \$500 deductible applies).

CG2107 - Exclusion Access or Disclosure of Confidential or Personal Information and Data-Related Liability-Limited Bodily Injury Exception Not Included will apply.

Insured must provide a sample copy of the contract used with their subs. Contracts must be used with all subcontractors, contain a hold harmless in favor of the insured, require the subs maintain GL including Products/Completed Operations with limits at least = to the insureds, require the insured be shown as an AI on sub's policy and requires the sub(s) to provide COI, and is kept on file with the sub's signature of acceptance.

L369 Exclusion – Communicable Or Infectious Disease will apply.

General Liability:

\$	2,000,000	General Aggregate
\$	1,000,000	Products/Completed Operations Aggregate
\$	1,000,000	Personal Injury/Advertising Injury
\$	1,000,000	Each Occurrence Limit
\$	100,000	Damage to Premises Rented to You
\$	5,000	Medical Payments
\$	***1000	BI/PD Deductible Per Claimant

98304 - Painting exterior buildings or structures three stories or less in height

Number of owners 1 (20,000 payroll)

49950 - Additional Insured

Units 1

* Excludes Professional, Nuclear Energy, War, Asbestos, Silica, Lead, Toxic Substances, Total Pollution, Radon



MURAL PROPOSAL 2021-007
parking lot footing at the Palestine Herald Press
parking lot

BY DIEGO BARACALDO ART

MURAL CONCEPT 2021-007



MURAL CONCEPT 2021-007



CONCEPT NARRATIVE

The concept for the parking lot footing wall located on the west side of the Palestine Herald Press parking lot depicts a chronologic sequence in which The City of Palestine, Texas has developed since its founding in 1846. Due to the shape of the wall, the sequence is meant to be read from right to left. The main idea circles around the city's most important aspect and the cause of its rapid growth: transportation. The first panel shows navigation through the Trinity River and the Anderson County Courthouse, the second panel depicts early settlers and railroad workers. Note also on this second panel the representation of historical buildings like Mt. Vernon A.M.E Church and the first Presbyterian Church in the background making a reference to its religious foundations.

The wall is divided by the popular dogwood blooms creating a rest in the composition. Third Panel points to the cultural aspect of Palestine with the Texas Theater and the beautiful victorian architecture. I chose the Lucas-Davey House because Martin A Davey, one of its owners, discovered several oil fields in the region. It is why there are several oil derricks behind the house. And finally the fourth panel depicts the spinal cord of Palestine, the Texas State railroad. The steam locomotive joins the Lone Star to represent the State's flag while the woman on her horse gallops towards her bright future.

I used an impressionist style, meaning the use of shapes and colors to represent realism. The colors are vivid and bleed into each other allowing for the eyes to blend them. All colors and shapes are arranged so the design can be appreciated better from the distance and at the same time be a pleasant backdrop for visitors' pictures.

TIMETABLE FOR COMPLETION

The mural is expected to be completed in 21 days with 5 days of bad weather/Day Off included already. Every day I will start from 7 am to 5 pm with 1 hour for lunch and 2- 30 minute break in between. In case I will need to work nights, I will make a special arrangement with the people in charged of the project logistics. Every day will look as follow:

Day 1 - Wall preparation / primer / start grid

Day 2 - Finish grid / Start line drawing

Day 3 - Finish line drawing / start first coat of paint (base coat)

Day 4 - first layer / set background

Day 5 - Finish first layer

Day 6 - Start second layer

Day 7 - Day Off

Day 8 - second layer (first panel)

Day 9 - Second layer (fourth panel)

Day 10 - Second layer (second panel)

Day 11 - Second layer (third panel)

Day 12 - Third layer, details (first panel)

Day 13 - Third layer , details (fourth panel)

Day 14 - Day Off

Day 15 - Third layer details (second panel)

Day 16 - Third layer (third panel)

Day 17 - Third layer (child)

Day 18 - Let the wall cure

Day 19 - Weather day

Day 20 - Weather day

Day 21 - Weather day

Finished mural.

COST BREAKDOWN

Materials

Paints , primer, and other materials = \$2,000

transportation, meals and vehicle maintenance
for the 21 days \$1,000

Liability policy for \$1000000 = \$700 per year

Artist's fees, flat rate = \$5,300

Total price = \$9,000

Due to the nature of the project I will require to get an advance of \$4,000 for the purchase of materials, gas, meals, etc. And the remaining \$5,000 when the project is completed.

Don't hesitate to contact me if you have any questions.

Thank you for your consideration.

Diego Baracaldo

1321 Mission Creek

Longview, Tx, 75601

(903) 576 9153

diegobaracaldoart@gmail.com

WORK SAMPLES

Baracaldo Image 1

Mural concept for downtown Longview, Tx



"Color for your ears" mural located on 102-106 Methvin St Longview, Tx

Baracaldo Image 2

Mural concept for downtown Longview, Tx



Mural for the Knights of Pythias located at the intersection between Tyler St and N Center St, Downtown Longview, Tx



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

05/27/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Charles Tomberlain Insurance Agency 424 N High St Longview TX 75601	CONTACT NAME: Kristy Vine PHONE (A/C, No, Ext): (903) 753-2609 FAX (A/C, No): (903) 757-3906 E-MAIL ADDRESS: Kristy@tomberlain.com
INSURED Diego Baracaldo, DBA: Diego Baracaldo Art 1321 MISSION CREEK DR LONGVIEW TX 75601	INSURER(S) AFFORDING COVERAGE INSURER A: Liberty Mutual Agency Corporation INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
	NAIC # 23043

COVERAGES **CERTIFICATE NUMBER:** CL2152700923 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY			BWG62945364	05/27/2021	05/27/2022	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$
							MED EXP (Any one person) \$
							PERSONAL & ADV INJURY \$
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE \$ 2,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						PRODUCTS - COM/OP AGG \$ 2,000,000
	OTHER:						\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> OWNED AUTOS ONLY						BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS ONLY						PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY						\$
	UMBRELLA LIAB						EACH OCCURRENCE \$
	EXCESS LIAB						AGGREGATE \$
	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE						\$
	DED RETENTION \$						\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A				E L EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E L DISEASE - EA EMPLOYEE \$
							E L DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Charles W. C. Tomberlain



Agenda Date: 11/02/2021
To: Tourism Advisory Board
From: April Jackson, Asst. City Secretary
Agenda Item: Review and consider submissions for Mural RFP 2021-020
Date Submitted: 10/13/2021

SUMMARY:

Review and consider submissions for Mural RFP 2021-020

RECOMMENDED ACTION:

Review and consider submissions for Mural RFP 2021-020

CITY MANAGER APPROVAL:

Fiscal Impact

Fiscal Year: 2021/22
Budgeted Y/N: Y
Account #: 150-5-740-5050
Amount Requested: \$7,500.00

Attachments

Mural RFP Deanna Frye 2021-020
Mural RFP 2021-020 - Diego Baracaldo
Mural RFP 2021-020 - Dace Kidd



City of Palestine – Tourism Marketing

825 W. Spring St.

Palestine, TX 75801

903-723-3014 / www.visitpalestine.com

Notice is published in Palestine Herald-Press in the Saturday, September 11, 2021, and Saturday, September 18, 2021, editions.

Request for Proposals – RFP 2021-020

Project: 310 W Oak Street Back Wall

Artist/Artist Team Stipend: \$7,500.00

Project Summary and Requirements

The canvas is located on the back side of 310 W Oak Street facing south on Main Street.

The theme for this mural is to create a 3-dimensional balloon mural utilizing the word “RISE”. This mural is meant to generate conversation about lifting others and our community and should be used as a conversation starter for bringing people, organizations, and groups together. The artist will be responsible for

- Preparing the base of the canvas with primer or appropriate mural material (city will coordinate cleaning the canvas prior to project start)
- Complete design and painting of the mural
- Film the process and provide video of project from start to finish.

The artist stipend for is \$7,500.00. Artists should consider this in the design, materials, and time to be spent on the project. Artist will be responsible for obtaining **ALL** the materials necessary to complete the project. All murals must be in compliance with the City of Palestine Code of Ordinances.

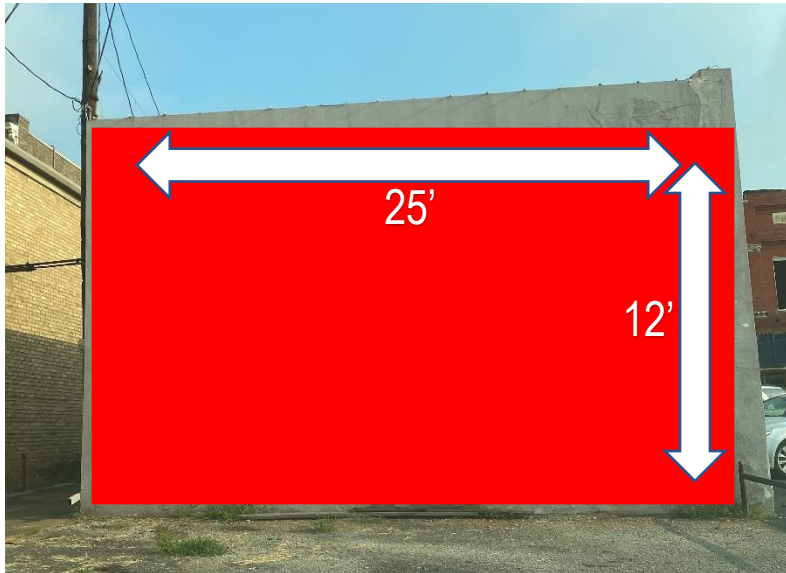
Project Background

The location is a south facing wall on the back side of the property located at 310 W Oak Street and is comprised of painted stucco. The location serves as a back wall to a vacant lot at 309 W Main Street. The mural must incorporate the balloon word “RISE” with a background of the artists choosing to be drawn in the rendering submitted.

The projects should meet the following objectives:

- Enhance the public space.
- Provide a photo worthy selfie station for locals and visitors to take pictures in front of.
- Serve to beautify individual buildings and neighborhoods, discourage graffiti, and add to the unique charm and character of the City.
- Draw visitors and tourists to the City.

The goal of the mural project is to: create a mural that inspires conversation about an array of topics which is to be determined by the subject taking the picture. This canvas will be part of a city-wide social media campaign to draw interest. Individuals, groups, and organizations will be asked to utilize the mural to create messaging as it relates to their interpretation of the artwork.



Artist Eligibility

Preference will be given to local artists or artist teams who have experience in mural/large-scale artworks and prior experience in the creation of public art.

Requests for Modification

Upon granting the project, Artists must understand and be amenable to up to 2 minor requests changes to the artwork as requested by the Tourism Advisory Board. Examples of requests may include a slight modification of the color palette, the addition, modification, or deletion of wording and minor requests that do not change the make up of the artist's work overall.

Evaluation Criteria

The selection of an artist, or artist team, will be bases upon

- Artistic merit of the design
- Appropriateness of the design for the location, including the scale, content, color, and design in relation to the site.
- Concept promotes themes stated in project summary.
- Artist's qualifications.
- Originality of the design.

Budget

The total amount to be paid to the artist is a stipend is \$7,500.00, inclusive of the design and painting process. Artists should consider this in the design, materials, and time to be spent on the project. Artist will be responsible for obtaining all the materials necessary to complete the project. All materials used on the project should be able to last a minimum of 60 months and should be of materials that can withstand the elements of the region. A permit is required, however the City of Palestine permitting fee will be waived for projects awarded under this Program. The artist must also agree that in lieu of anti-graffiti coating, the artist will return upon request within the 60-month contract period to repair any tagging that may occur on the artwork.

Timeline – subject to change

Monday, October 11, 2021, at 3:00 p.m. – Deadline for submission of proposals

Tuesday, October 26, 2021, at 4:00 p.m. – Review, selection, and contracting of the artist/artist team.

October 27, 2021, through December 22, 2021, or sixty (60) days upon completion of all parties signing the contract – Painting of the mural.

Submission Guidelines

Bid Response Requirements: The detailed requirements set forth are mandatory. Failure to respond to a specific requirement will result in disqualification. The City of Palestine, TX reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of the City of Palestine, TX and during the review process at the Tourism Advisory Board Meeting held on the date listed above. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be reviewed by the board for consideration.

City of Palestine, TX reserves the right to enter negotiations with a single artist/artist team OR may create a short list of artists, based upon qualifications and pricing, and may conduct interviews, engage in further discussion, or negotiate pricing terms.

Up to 3 design variations to the same rendering may be submitted per proposal and must be completed on the form attached labeled Submission Form:

1. A preliminary concept drawing and narrative. The narrative should convey the artistic intent, colors, style of work, etc. Please include each image as a .jpg and label with the artist's last name, image number and image title. For example: Smith_01.jpg, Smith_02.jpg etc. Images must be 1028x728 pixels (or smaller) and least 72 dpi.
2. Timetable for completion of the mural.
3. Cost Breakdown - Provide a fee schedule, including hourly rates for the completion of project.
4. Contact information (resume and artist statement are helpful and encouraged)
5. Sample Documents: Examples of other relevant works and/or reviews of similar works. Maximum of 5 images. Please send each image as .jpg and label with the artist's last name, image number and image title. For example: Smith_01.jpg, Smith_02.jpg etc. Images must be 1028x728 pixels (or smaller) and least 72 dpi.
6. Suggested plan for utilizing community volunteers to assist with painting the mural, if applicable.

Delivery: Proposals must be sealed. Proposals may be mailed or hand-delivered to the City of Palestine, City Secretary. Sealed proposals for the Mural Arts RFP 2021-008 are due to the City Secretary's Office by 3:00 p.m. on Monday, October 11, 2021.

Please include on the sealed bid envelope:

"SEALED RFP 2021-020 - TO BE OPENED: MONDAY, OCTOBER 11, 2021, at 5:30 P.M."

Proposals received after this time will be returned unopened. The City reserves the right to reject any and all proposals, to request additional information concerning any proposal for purposes of clarification, and to waive any irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any cost incurred by respondents in the preparation of the proposal. Furthermore, this RFP does not obligate the City to accept or contract for any implied services.

Mailing Address and Hand Delivery Address:

Teresa Herrera, City Secretary
ATTN – SEALED RFP 2021-020 TO BE OPENED: OCTOBER 11, 2021, AT 5:30 P.M.
504 N. Queen Street
Palestine, TX 75801

Your proposal shall be governed by the following schedule:

Monday, October 11, 2021, at 3:00 p.m., Central Standard Time ("CST")

Sealed, written proposals due at Palestine City Secretary's Office. Proposals received after this time will not be considered.

Wednesday, October 6, 2021, at 5:00 p.m., CST

Deadline for inquiries, questions, requests for information, or pre-proposal conference with the City Manager and staff. All questions must be submitted in writing to Therrera@palestine-tx.org and Mraum@palestine-tx.org.

Monday, October 11, 2021, at 5:30 p.m., CST

Opening of sealed RFPs during the Palestine City Council meeting. To be considered for this engagement you must meet the qualifications and satisfy the requirements set forth in this RFP.

Communications/Inquiries: All communications regarding the submission of your proposal are to be in writing directly to Mary Raum at mraum@palestine-tx.org.

Proposals will be reviewed by Staff the week of October 12 through October 20, 2021, and will be presented to the Tourism Advisory Board for evaluation and selection on October 26, 2021, at 4:00 p.m.

Review and Right of Refusal

City of Palestine, TX will evaluate the proposals based on the factors outlined within all requested documentation, which shall be applied to all eligible, responsive proposals in selecting the successful submitter. Proposals will remain in effect for 90 days. Proposals cannot be altered or amended after the submission deadline. Any interlineations, alterations, or erasures made before bid opening must be initialed by the signor of the proposal, guaranteeing authenticity.

City of Palestine, TX reserves the right to disqualify any proposal for, but not limited to person or persons it deems as non-responsive and/or non-responsible; a failure to respond to each section; or whose experience does not describe the competencies required.



Mural Arts Submission Form
Mural RFP 2021-020
310 W Oak Street back wall

Concept Drawings: Concept drawings can be submitted as an attachment

Narrative: The narrative should convey the artistic intent, colors, style of work,

Timetable for completion of the mural:

Cost Breakdown: Provide a fee schedule, including hourly rates for the completion of project.

Contact information (resume and artist statement are helpful and encouraged)

Sample Documents: Examples of other relevant works and/or reviews of similar works. Maximum of 5 images. Please attach images and label with the artist artist's last name, image number and image title. For example: Smith_01.jpg, Smith_02.jpg etc. and a brief description of the image for context.



Mural Arts Submission Form
Mural RFP 2021-020
310 W Oak Street back wall

Concept Drawings: Concept drawings can be submitted as an attachment







Mural Arts Submission Form

Mural RFP 2021-020

310 W Oak Street back wall

Sample Documents:



Examples of large scale realism:



48"x48"



Deanna Pickett Frye

Address: 392 ACR 422, Palestine, TX 75803

Office Phone: 903-724-1671

Email: deannapfrye@yahoo.com

Education

- 2015 MAAE, New Hampshire Institute of Art, Manchester, NH
Concentration: Art Education with a studio emphasis in Painting
- 2000 BFA, Painting and Drawing/Art Education, University of North Texas, Denton, TX
- 1997 AA, Studio Art, Tyler Junior College, Tyler, TX

Teaching Experience

- 2020 Spring Adjunct Professor, Tyler Junior College, Tyler, TX
- 2018 Fall Full Time Professor, Trinity Valley Community College, Palestine, TX
- 2018 Spring Adjunct Professor, Trinity Valley Community College, Palestine, TX
- 2003–2017 Full-time Fine Arts teacher, Cayuga MS-HS, Cayuga, TX
- 2001–2003 Full-time Fine Arts teacher, Washington 6th Grade Center, Palestine, TX

Exhibitions

- 2019-Present Redlands Gallery
- 2020 **Bloom-Group Exhibition**, The R. W. Norton Art Gallery, Shreveport, LA
- 2019 Private on-site commission, Celle Sul Rigo, Italy
- 2019 **Group Exhibition**, UT College of Pharmacy, UT Tyler, TX
- 2019 **Group Exhibition**, Beauty of Art and Medicine, TJC, Tyler, TX
- 2018 **Gallery exhibition**, until February 2020, Valerosa Gallery, Tyler, TX
- 2017 **Solo Exhibition**, Wine Swirl event, Palestine, TX
- 2017 Heavy Metal **Group Exhibition** Gallery Main Street, Tyler, TX
- 2017 AASH Vol2 Martin Walker Gallery, **International Show**, Tyler TX
- 2016 Glassy and Glossy **Group Exhibition** at Gallery Main Street, Tyler, TX
- 2016 Natural to Abstract **Group Exhibition** at Gallery Main Street, Tyler, TX
- 2015 **Solo Exhibition**, Wine Swirl, Fringe Salon
- 2015 exhibit until 2017, Valerosa Gallery, Tyler, TX
- 2015 **Group Exhibition**, *Thesis Exhibition*, Manchester, New Hampshire
- 2015 **Group Exhibition**, *Remixed*, Gallery Main Street, Tyler, TX
- 2014 **Group Exhibition**, *Movements of the Mind*, Gallery Main Street, Tyler, TX
- 2014 **Solo Exhibit**, Fringe Salon, Palestine, TX
- 2014 **Group exhibition**, MAAE-Recent Works, Eye Gallery, Manchester, New Hampshire
- 2013 **Group exhibition**, Pop up gallery, Palestine, TX
- 2012 12x12 Scholarship Fundraiser, Cole Arts Center, Nacogdoches, TX

2012	National Art/Media Teacher Appreciation Show, The Art Institute of Dallas
2011	12x12 Scholarship Fundraiser, Cole Arts Center, Nacogdoches, TX
2010	Solo Exhibition , The Gallery, Palestine, TX
2010	12x12 Scholarship Fundraiser, Cole Arts Center, Nacogdoches, TX
2009	My Very Own Book Event, McKinney Avenue Contemporary Gallery (MAC), Dallas, TX
2007	Solo Exhibition , ASG Gallery, Palestine, TX
2006	TAEA Electronic Gallery, Judges Choice in Color Pencil and Mixed Media
2006	Three Person Show , Museum for East Texas Culture
2004	TAEA Fall Conference Electronic Gallery
2003	Group exhibition , Faces of Woman Exhibit, Las Vegas, New Mexico
2002	Juried Art Show, Museum for East Texas Culture, Palestine, TX
2001	Angel Tree Gallery, Palestine, TX
2000	Open Show , 500x Gallery, Dallas, TX
2000	Senior Exhibition , Cora Stafford Gallery, Denton, TX

Select Commissions

2018	Fringe Salon
2019	Fringe Salon in the Redlands Building
2016	City of Palestine, Public Art
2010	Private Art Commission, Palestine ISD
2008	Private Art Commission, Stretford Condominiums, Tyler, TX

Lectures, Presentations, Workshops,

2010	Workshop Presenter, "Implementing Creativity in the Classroom", Cayuga ISD, Cayuga, TX August, 14, 2010
2009	Workshop Presenter, Region VII Service Center, Kilgore, TX, 2009
2008	Guest Lecture, "Importance of Advanced Art In Small Schools", SFA University, Nacogdoches, TX, November 2008

Artist Residencies

2105	New Hampshire Institute of Art, Manchester, NH (July 6-August 1)
2014	New Hampshire Institute of Art, Manchester, NH (July 5–August 2)

Professional Service and Memberships

2020-2021	Dogwood Arts Council Member
2004-2017	TAEA Member

2006-09	Region VII Service Center, Fine Arts Panel Member, Kilgore, TX
2007-08	Board Member, Anderson County Council on the Arts
2006-07	Participant, Embrace the Arts, with ASG Gallery

Travel and Leadership Abroad

2013	Group Leader, Student Travel, Italy
2011	Group Leader, Student Travel, London
2010	Group Leader, Student Travel, France and Spain
2017	Group Leader, Student Travel for European Tour



**MURAL PROPOSAL 2021-020
310 W Oak Street Back Wall**

BY DIEGO BARACALDO ART

MURAL CONCEPT



The word RISE is made out of balloon letters that are usually used in celebrations, parties and family gatherings. The background is an abstraction of a colorful sky that feeds the reflections on the balloons. The intent of this concept is to create an environment where the cool and bright colors invite the viewers to celebrate the beauty of life and the blessing of having people around us whom we can share this experience.

TIMETABLE FOR COMPLETION

The mural is expected to be completed in 14 days with 5 days of bad weather/Day Off included already. Every day I will start from 7 am to 5 pm with 1 hour for lunch and 2- 30 minute break in between. In case I will need to work nights, I will make a special arrangement with the people in charged of the project logistics. Every day will look as follow:

Day 1 - Wall preparation / primer / start grid

Day 2 - Finish grid / Start line drawing

Day 3 - Finish line drawing / start first coat of paint (base coat)

Day 4 - first layer / set background

Day 5 - Finish first layer

Day 6 - Start second layer

Day 7 - Day Off

Day 8 - second layer (four letter simultaneously)

Day 9 - second layer (four letter simultaneously)

Day 10 - Third layer (details)

Day 11 - Second layer (details)

Day 12 - Weather day

Day 13 - Weather day

Day 14 - Weather Day 15

Finished mural.

COST BREAKDOWN

Materials

Paints , primer, and other materials = \$2,000

transportation, meals and vehicle maintenance
for the ~~24~~ days \$1,000

Artist's fees, flat rate = \$4,500

Total price = \$7,500

Due to the nature of the project I will require to get an advance of \$3,000 for the purchase of materials, gas, meals, etc. And the remaining \$4,500 when the project is completed.

Don't hesitate to contact me if you have any questions.

Thank you for your consideration.

Diego Baracaldo

1321 Mission Creek

Longview, Tx, 75601

(903) 576 9153

diegoaracaldoart@gmail.com

ABOUT THE ARTIST

My Name is Diego Baracaldo, I am an artist born in Colombia and residing in Longview, Texas for the last 14 years. My work focuses primarily on a metaphorical view of reality. My intention, through an expressive use of color, is to draw the viewer into narratives that unveil personal and collective values. The foundation of my work is drawing. I fill sketchbooks with depictions of my surroundings, fragments of my imagination and people that don't mind being stared at for a long period of time. All drawings merge into the narratives I depict on my paintings. I love creating on a large scale, a sense of space that becomes a portal to a different reality, I love to be a contributor to a happier and stronger community.

My experience working on large scale projects has been diverse. I had the great opportunity two years ago to successfully lead a sculpture project that included eight, life-sized prehistorical creatures for The Dinosaur Company in Allen, Tx. There, I learned the importance of managing time, resources and emotions to power through to the difficulty of making something meaningful and worthwhile. Recently, I have been fortunate to work with Arts!Longview, and the City of Longview to create a large outdoor mural in downtown, and a private commission of another mural in Downtown Longview for the Knights of Pythias in collaboration with fellow artist and friend Zack Israel.

Currently, My work can be found on Instagram @diego_elbueno_art, Facebook @Diego Baracaldo Art, Artstation: <https://www.artstation.com/diegobaracaldo>

DIEGO BARACALDO

1321 Mission Creek dr,

Longview, Tx, 75601

(903) 576 9153

diegobaracaldoart@gmail.com

WORK SAMPLES

Baracaldo Image 1

Mural concept for downtown Longview, Tx



"Color for your ears" mural located on 102-106 Methvin St Longview, Tx

Baracaldo Image 2

Mural concept for downtown Longview, Tx



Mural for the Knights of Pythias located at the intersection between Tyler St and N Center St, Downtown Longview, Tx



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

05/27/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Charles Tomberlain Insurance Agency 424 N High St Longview TX 75601		CONTACT NAME: Kristy Vine PHONE (A/C, No, Ext): (903) 753-2609 E-MAIL ADDRESS: Kristy@tomberlain.com FAX (A/C, No): (903) 757-3906	
INSURED Diego Baracaldo, DBA: Diego Baracaldo Art 1321 MISSION CREEK DR LONGVIEW TX 75601		INSURER(S) AFFORDING COVERAGE INSURER A: Liberty Mutual Agency Corporation INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	
		NAIC # 23043	

COVERAGES **CERTIFICATE NUMBER:** CL2152700923 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY			BWG62945364	05/27/2021	05/27/2022	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$
							MED EXP (Any one person) \$
							PERSONAL & ADV INJURY \$
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE \$ 2,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						PRODUCTS - COM/OP AGG \$ 2,000,000
	OTHER:						\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS						BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR						\$
	<input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE						EACH OCCURRENCE \$
	DED RETENTION \$						AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A				E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Charles W. C. Tomberlain

REQUEST FOR PROPOSALS RFP 2021-020
PROJECT: 310 W OAK STREET BACK WALL

BY

DACE KIDD

WWW.MURALARTISTTX.COM

dacekidd@gmail.com
903.258.7274

4500 Gretna Green Lane
Tyler, TX 75703

Letter of Interest:

I am very excited to have an opportunity to create a proposal for a mural that will be located in Palestine’s Old Town area. I am an artist from Latvia, a small country in North-East Europe, where downtown is the city’s heart and a destination for culture. I have resided in Tyler, TX for over ten years, where I have created many of my major public art projects which contribute to Tyler’s art scene: “Eyes of Tyler,” “Wings of Tyler,” “Hello! I Love You, Tyler!”, “777 Historic Azalea District,” to name a few (I am still surprised how quickly these murals have become Tyler landmarks). I enjoy collaborating with and including the local community near my mural installations. My most recent project for the City of Longview are “Unity mural” and “Flower Power mural” which is the biggest mural in East Texas. During this project many children, who were participating in a summer camp sponsored by the Longview Museum of Fine Arts, painted along side me for multiple days.

I started studying art when I was seven years old. From an early age, I decided to become a classically trained painter. In the Art Academy of Latvia, I was introduced to the discipline of monumental art like mosaic and fresco while also studying figure drawing and painting. Continuing my education at the Accademia di Belle Arti Palermo on the island of Sicily, I had the opportunity to learn master’s techniques within the discipline of mural painting and conservation. When I moved to the United States ten years ago, I was very excited to apply my skills and knowledge to studio painting and commission-based projects while also designing and executing site-specific mural installations. Receiving my United States citizenship four years ago motivated me to create work that will connect the community, improve the quality of life, and encourage us to reflect on what matters most. I have even started a separate business – Mural Artist TX.

Please forgive me if one of my words in English is not perfect. English is my fifth language, and I am still learning the Texan version.

I have included with the project proposal: my resume, references, examples of past projects, and a proof of liability insurance of \$1.000.000. I always create a time-lapse video of the mural painting that I share with my client and upload it on my You-Tube channel Mural Artist TX. Thank you for your time and consideration.

Sincerely,
Dace Kidd

Project Narrative:

I am envisioning the mural being executed by mainly focusing on the 3D balloons. I am proposing different backgrounds that would resemble sky and compliment the concept of rising. One of my sketches utilize the colors of Palestine Highschool, that would be a patriotic statement for the mural.

Concepts:



Project Description:

First stage: Collaborate on design with the City.

Second stage: Site inspection for safety issues; we are looking for overhead power-lines or slippery surfaces, etc. Inspect the wall to determine the necessary prep-work to ensure the paint’s best adhesion. Decide if any repairs are required.

Third stage: When the wall is cleaned by the City of Palestine, it will be primed with the appropriate primer coat. One or two coats of primer, depending on coverage. I highly recommend using Extreme Bond Primer by Sherwin Williams that is designed to adhere to uneven and previously exposed to the elements or slick surfaces and provides excellent binding with Resilience Exterior Latex paint by Sherwin Williams that has UV protective properties and a limited lifetime warranty, along with superior moisture resistance (you can even paint with this paint during mild rain). I have used both of these products for over seven years, in many different environments, and they stand the test of time without having an extra protective coating applied.

Fourth stage: The design of the mural is projected and traced on the wall after sunset. This ensures an exact representation of the desired perspective by creating detailed parameters I can work within.

Fifth stage: The mural painting begins along with custom mixing and blending colors to achieve the look of the design. Multiple coats of Resilience will be used to achieve the desired color density.

Fifth stage: If you insist, an anti-graffiti coating is applied to the mural after it’s dried.

Material list:

Projecting supplies: We shall need a power source (110V), extension cords, computer, projector, ladders, drawing tools, kneeling pads.

Painting and priming supplies: We will need roller poles, rollers, roller covers, brushes, painter’s tape, primer (3 gallons to cover ~ 300 sq ft of the mural), paint (10 gallons to do at least two coats and mix many different custom shades), ladders, step-stool, scaffolding, kneeling pads, tarps.

Video recording supplies: Camera, stand.

Artist Fee & Material Breakdown:

Materials Cost (tax included):

Material	Cost
Painting supplies for painting the mural, except for paint and primer	\$500
Extreme Bond Primer 3 gal (1 gallon - \$71.45 including sales tax)	\$214.35
Resilience Exterior Latex different colors 10 gallons (1 gallon - \$79.02 including sales tax)	\$790.20
Design labor to create final redering - \$50 per hour	\$600
Artist labor, assistant fee (\$50 per hour - projecting 110 h of labor) or ~\$15 per square foot.	\$5395.45
Total	\$7500

I promise to repair any damagest to mural within 60 months of its completion instead of applying anti-graffiti coating.

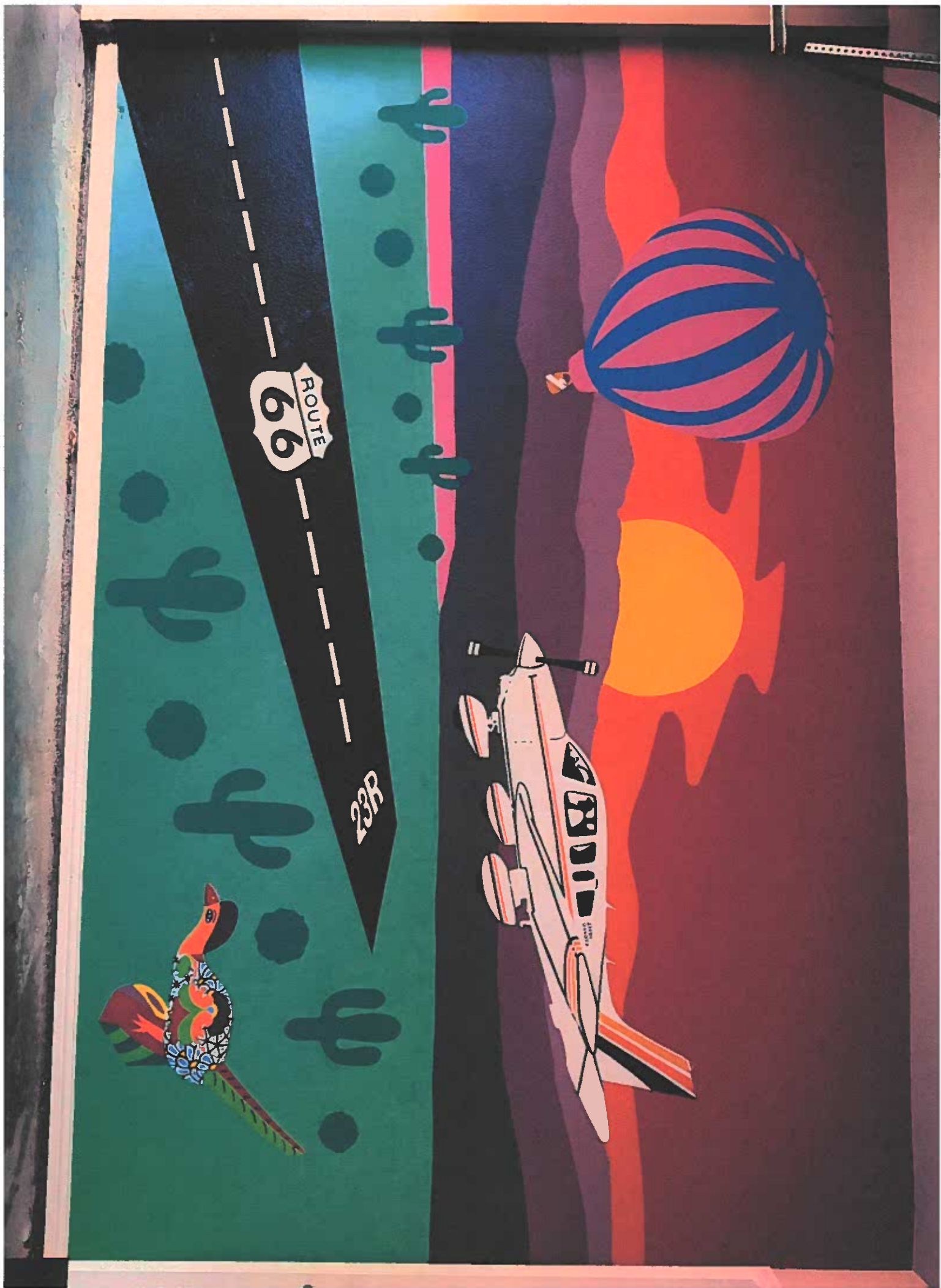
Examples:
Unity Mural, Longview, TX



Examples:
Azalea District, 777, Tyler, TX



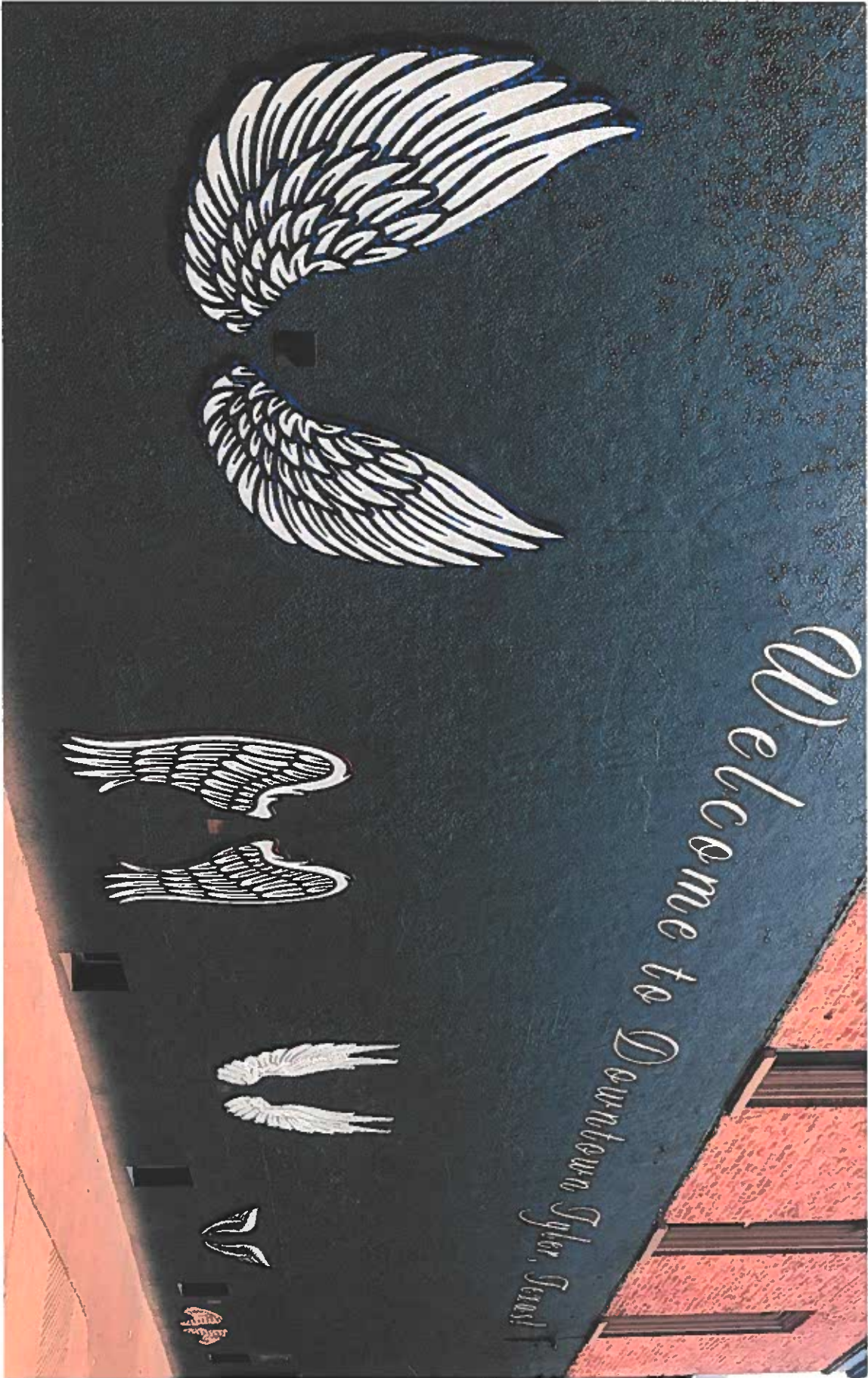
Examples:
New Mexico, Tyler, TX



Examples:
Flower Power, Longview, Tx



Examples:
Wings of Tyler, Tyler, TX



DACE KIDD
Born 1987 in Riga, Latvia. Lives and works in Tyler, Texas.

EDUCATION

2011 B.F.A., Latvian Art Academy, Riga, Latvia
2008-2009 Accademia di Belle Arti Palermo, Italy

AWARDS

2016 International Emerging Artist Award, Dubai, UAE

PUBLIC ART

2021 Flower Power, Longview, Tx
Unity Mural, Longview, Tx
2020 777 Azalea District, Tyler, Tx
Keep Tyler Beautiful, Tyler, Tx
2019 Wings of Tyler, Tyler Tx
Tower Plaza Garden Mural Project, Tyler, Tx
McKinney One, Dallas, Tx
Hillside Park Art Wall, Tyler, Tx
Hello from Tyler, Tyler, Tx
2018 Cedars Union Owl, Dallas, Tx
I Still Believe, Never Give Up, Tyler, Tx
Ride Bike and Recharge, Legacy One, Plano, Tx
2017 Eyes of Tyler, Tyler, Tx

SOLO EXHIBITIONS

2015 Americana, Arcadia Theater, Tyler, TX
2014 TXLY, Arcadia Theater, Tyler, TX
2011 Some luck involved, gallery Carousell, Riga, Latvia
2010 Spinninghead, gallery Carousell, Riga, Latvia

SELECTED GROUP EXHIBITIONS

2019 Color, Maddrey PLLC, Dallas, TX
2018 46th International Exhibition, Brownsville Museum of Fine Art, Brownsville, TX
Evening in The Stars, Maddrey PLLC, Dallas, TX
Texas Vignette, Women’s Museum, Dallas, TX

2016 Art of Peace, Tyler Museum of Art, Tyler, TX
CAC Annual Juried Show, Mary Tomas Gallery, Dallas, TX
International Emerging Artist Award Art Show, TAG BXL gallery, Brussels, Belgium [catalog]
Amateras Mini Paper Art Exhibition, gallery Art Alley, Sofia, Bulgaria [catalog]

2015 4th International Emerging Artist Award, Dubai, United Arab Emirates
Weatherproof, MAC, Dallas, TX
Klassische Moderne Reinszeniert, Speckstrasse 85-87, Hamburg, Germany [Octopus Art Projects]
2nd Annual Juried Exhibition, Artspace111, Fort Worth, TX
Genesis, Jurmala City Museum, Jurmala, Latvia

2014 Take Me Out, Galleria Huuto, Helsinki, Finland [Octopus Art Projects]
Something Old Something New Something Blue and Something Funky, McKinney Ave nue Contemporary, Dallas, TX
Hungry for Peace, Tyler Museum of Art, Tyler, TX
Diversity, Gallery Main Street, Tyler, TX.
Fridge Art Fair NYC, The Ice Cream Sundae Project, New York

2013 Forms and Structures, Gallery Onetwentyeight, New York
Amateras Collection: Jubilee traveling exhibition, Bulgarian Culture Institution, Warsaw, Poland
Amateras Mini Paper Art Exhibition, gallery Art Allery, Sofia, Bulgaria

2012

Holiday Group Show II, Gallery Onetwentyeight, New York
 Karš Krieg War Karas Guerra, Riga, Latvia [Octopus Art Projects]
 Bibloss, gallery Carousel, Riga, Latvia

2011

Heart on the Street, Kunstarkaden, Munich, Germany [Octopus Art Projects]
 Playful Eight, Gallery Onethwentyeight, New York
 The Nightwatch, Stockholm, Sweden and Utrecht, Netherlands [Bubble projects]

2010

Kurosawa. Impacts, Sofia, Bulgaria [curated project of AMATERAS Foundation for 23rd Japanese Cultural Days in Bulgaria on the occasion of the birth centenary of Akira Kurosawa]
 Berliner Liste, gallery Elephant, Berlin, Germany
 5th International Student's Triennial, Istanbul, Turkey
 Senza Titolo, Venice, Italy

SELECTED BOOKS & GROUP EXHIBITION CATALOGUES

2016

The Best of 2016 International Emerging Artist Award (exh. cat.)
 Nakid Publishing. Nakid Magazine. Mini issue IV, San Diego, CA
 Transformation in paper. Sofia Paper Art Fest 2016, Sofia, Bulgaria (exh. cat.)

2014

SELECTED BIBLIOGRAPHY

2020

Robert Martin “The artists being the Wings of Tyler.” Tyler Today Magazine (October/November 2020): 56-59 [ill.] [online]

2018

Darby Good “Follow the Rose.” Tyler Today Magazine (August/September 2018): 26 [ill.]
 Chelsea Purgahn “Willie Lee Glass portrait unveiled at namesake rec center.” Tyler Morning Telegraph (May 19, 2018): 6A [ill.] [online]
 Derrick White “Art Inside the Artist’s Studio: Gallery Main Street Elephant in the Room.” EGuide Magazine (April 2018): 22 [online]

2017

Lifestyles Magazine. “Singular Vision. One to watch. Dace Lucia Kidd.” Inspire Tyler Morning Telegraph (December 3, 2017): D1 [il.] [online]
 Mogle, Danny. “One to watch Tyler artist Dace Lucia Kidd.” Lifestyles Magazine (November/December 2017): 86 [ill.]
 Harris, Byron. “A Blank Slate: Arts District bistro lives up to its location.” WFAA8abc [ill.] [online]
 Mogle, Danny. “Arcadia Art Show features works by up-and-coming artists.” Inspire Tyler Morning Telegraph (September 24, 2017): D1, D2 [online]
 Marlin, Robert. “The Travel Project.” Tyler Today (August/September 2017): 40-41 [ill.]
 Mogle, Danny. “Modern & More.” IN Magazine (July/August 2017): 48-49 [ill.]

2016

Miller, Sarah A. “Painting Cheer.” Tyler Morning Telegraph (November 29, 2016): 2 [ill.] [online]

2015

Mogle, Danny. “Artist Kidd to show art at Arcadia building.” Tyler Morning Telegraph (October 2, 2015): A [online]
 Simmons, Addi. “Brilliant Minds: The Lives of Young Entrepreneurs.” BSCENE Magazine (August 2015): 70 [ill.] [online]

2014

Harper, Faith. “Getting in the holiday spirit.” Tyler Morning Telegraph (November 26, 2014): A, 8A [ill.] [online]
 Gooch, Kelly. “Downtown Tyler Wine Swirl stated for Saturday.” Tyler Morning Telegraph (June 24, 2014): 3A [ill.]
 Slaughter, A.C. “A Sense of Newness: More New, Odd Spaces for Art to Become a Part of Your Daily Life.” EGuide Magazine (January 6, 2014): 22 [ill.] [online]

Reference Letters:



Katrina M. Torrey
Marketing Coordinator
Gaedeke Group, LLC.
3710 Rawlins St. #1100
Dallas, TX 75219
ktorrey@gaeдеke.com

05/08/2018

To Whom It May Concern:

I am writing in reference to Dace Lucia Kidd who I first met this past March. Dace did a wonderful job creating a mural for one of our Plano buildings, One Legacy West. It was very well received by not only management, but by the tenants in the building.

We have asked Dace to create another mural in the same building later this month and will continue to use her excellent artistry skills in the future.

I highly recommend using Dace for the public art proposal for the City of Fort Worth.

If you require any additional information please contact me via email or by phone 214-273-3307.

Yours truly,

Katrina M. Torrey

GAEDEKE GROUP, LLC
CORPORATE
3710 RAWLINS STREET
SUITE 1100, LB 24
DALLAS, TX 75219
TEL 214.528.8863
FAX 214.528.6142
WWW.GAEDEKE.COM

ARIZONA FLORIDA TENNESSEE TEXAS WASHINGTON

Martin Helnes
Mayor



The City of Tyler
Office of the Mayor
P.O. Box 2039
Tyler, Texas 75710-2039

Phone: (903) 531-1253
Fax: (903) 531-1166
www.cityoftyler.org

May 16, 2018

To whom it may concern:

The city of Tyler, Texas, working through the Tyler Main Street Program whose projects include architectural design assistance, historic preservation, a façade grant program, business consultation, and developing the arts in historic downtown Tyler had the distinct pleasure of working with Dace Lucia Kidd to complete a mural project for downtown Tyler.

The City of Tyler Main Street Program has the mission of creating a vibrant downtown culture and economy. Dace, who designed and executed, "The Eyes of Tyler" and volunteers regularly to support our Main Street Gallery and other Main Street programs was a joy to work with, and we would highly recommend her, not only for her obvious artistic abilities but also due to her consummate professionalism.

We look forward to working with her in the future.

Please feel free to contact my office if further references are required.

Best Regards,

Martin Helnes
Mayor
Tyler, Texas

CC: Dace Lucia Kidd

Liability Insurance for \$1,000,000



**NORTHEAST
AGENCIES, INC.**

www.NEAgencies.com

Excess and Surplus Lines Division
TAPCO Underwriters, Inc.
3060 S. Church Street
P.O. Box 286
Burlington, NC 27216-0286

Commercial Lines Phone: (866) 682-7726

Binder Summary Sheet

Insured:

Dace Kidd With Kin'n
4500 Greta Green Ln
Tyler, TX 75703

Producer:

3800001
Northeast Brokerage Agencies, Inc.
8209 IBM Dr., Bldg 102
Suite 100
Charlotte, NC 28262
Producing Agent: Leslie Ochse

Insurer:

Nautilus Insurance Company

Effective/Expiration Date: 3/1/2021 to 3/1/2022

Term: Twelve Months

State: TX

Percent Earned: 25%

In accordance with your instructions, we have bound the following General Liability coverage; provided we receive a properly completed application and a premium payment within 12 days of the effective date shown above.

Comments: For policies with effective dates on or after 01/01/21, the Texas surplus line stamping fee will decrease from .15% to .075%.

Premium quoted includes charge for additional insured.

\$10,000/\$25,000 Lost Key Coverage included (separate \$500 deductible applies).

CG2107 - Exclusion Access or Disclosure of Confidential or Personal Information and Data-Related Liability-Limited Bodily Injury Exception Not Included will apply.

Insured must provide a sample copy of the contract used with their subs. Contracts must be used with all subcontractors, contain a hold harmless in favor of the insured, require the subs maintain GL including Products/Completed Operations with limits at least = to the insureds, require the insured be shown as an AI on sub's policy and requires the sub(s) to provide COI, and is kept on file with the sub's signature of acceptance.

L369 Exclusion – Communicable Or Infectious Disease will apply.

General Liability:	
\$ 2,000,000	General Aggregate
\$ 1,000,000	Products/Completed Operations Aggregate
\$ 1,000,000	Personal Injury/Advertising Injury
\$ 1,000,000	Each Occurrence Limit
\$ 100,000	Damage to Premises Rented to You
\$ 5,000	Medical Payments
\$ **1000	BI/PPD Deductible Per Claimant
98304 - Painting exterior buildings or structures three stories or less in height	
Number of owners 1 (20,000 payroll)	
49950 - Additional Insured	
Units 1	

* Excludes Professional, Nuclear Energy, War, Asbestos, Silica, Lead, Toxic Substances, Total Pollution, Radon



Agenda Date: 11/02/2021
To: Tourism Advisory Board
From: April Jackson, Asst. City Secretary
Agenda Item: Review and consider 2021/2022 Hotel Occupancy Tax Grant Applications
Date Submitted: 10/13/2021

SUMMARY:

Review and consider the HOT Applications submitted for the 2021-22 Budget period.

RECOMMENDED ACTION:

Review and consider the HOT Applications submitted for the 2021-22 Budget period.

CITY MANAGER APPROVAL:

Fiscal Impact

Fiscal Year: 2021/22
Budgeted Y/N: Y
Account #: 150-5-740-3350
Amount Requested: \$75,000.00

BUDGETARY IMPACT:

Up to \$75,000 as allocated by City Council

Attachments

Hot Application - Texas State Railroad
HOT Application - Topview Sports
HOT Application - Dogwood Classic
HOT Application - Mt Vernon
HOT Application - Texas Jailhouse
HOT Application - YMCA Fall
Hot Application - YMCA Spring
HOT Application - 1855 Steakhouse
HOT Application - Dogwood Arts Council
HOT Application - Palestine Area Chamber of Commerce
2021-22 Scorecard



Hotel Occupancy Tax Funding Application

Eligibility: State Law: By law of the State of Texas, the City of Palestine collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
 - a. the commercial center of the city;
 - b. a convention center in the city;
 - c. other hotels in or near the city; or
 - d. tourist attractions in or near the city
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Palestine accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application ninety (90) days prior to the event.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Palestine. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.



Hotel Occupancy Tax Funding Application

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host applicant may profit from the Tourism Advisory Board and City Council's funding of a particular event.

1. The event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
2. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
3. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
4. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
5. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.

Application Process: If you meet all the above criteria, complete the H.O.T. Application.

Submit the typed completed Application (documents must be single sided and unbound), with estimates of event/project and completed estimates of revenue and expenditures (page 7), along with the following required attachments to the City of Palestine no less than 90 days before the event. (Documents must be single sided and unbound)

1. List of current Board of Directors and staff (if applicable)
2. Statement of Organization's Ability to Financially Support program or event
3. Proof of Insurance – level of insurance depends upon event

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Advisory Board for review within thirty (30) days after it is determined to be complete.

At the time of review by the Tourism Advisory Board, the applicant may be asked to attend a board meeting to present its request for Hotel Occupancy Tax funds. If funding is recommended by the Tourism Advisory Board it will be presented to City Council for review during at least one Work Session and then placed on the City Council agenda for consideration.

Next the Application will be presented to City Council, at which time the applicant may be present to answer questions. If funding is awarded by Council, the organization is required to return to sign the original funding contract documents prior to the event taking place. If the documents are not signed within two weeks, that is considered a rejection of the funding offer.

Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within forty-five (45) days of the event. The organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code. If not received within 45 days after the event is completed, reimbursement will not be paid. Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City. At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues. Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.

By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal laws applicable or otherwise implicated by Applicant's receipt of a Hotel Occupancy Tax Funding Grant, which includes but is not limited to Applicant's compliance with Title VII, Civil Rights Act of 1964, as amended, the Texas Labor Code, the Drug Free Workplace Act of 1988, and the Americans with Disabilities Act, as well as Applicant's refraining from discrimination of persons based on race, color, religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, age, citizenship status, genetic information, political affiliation or participation in civil rights activities. Furthermore, while the City of Palestine fully supports the exercise of freedom of speech, the City of Palestine will not financially support or fund projects that incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.



Hotel Occupancy Tax Funding Application

Applicant/Organization Information

Name of Applicant/ Organization	Texas State Railroad	
Address	789 Park Road 70	
City/State/Zip	Palestine TX 75801	
Contact Person	Amy Parady	
Contact Phone Number	Cell 281-541-0541	Work/Home 281-541-0541
Email	aparady@jag-transport.com	
Website	www.texasstaterailroad.net	
Non Profit? Yes <input type="radio"/> No <input type="radio"/>	Federal Tax I.D.# 82-1162891	

Write a short description about your organization's purpose

Texas State Railroad is a historical tourist railroad that operates between the cities of Palestine and Rusk TX. Our purpose is to provide our passengers with an educational and entertaining adventure through East Texas while creating a profit that allows us to reinvest in the business and grow our return ridership.

Proposal Information

Name of the Event/Project and a short description: General Season and Special Events to include Dogwood Brunch Trains, Easter Egg Express, Wines in the Pines, Pints in the Pines, Pumpkin Patch Express and THE POLAR EXPRESS Train Ride 2021	
Primary Location of event/project: Palestine, TX	
Duration of Event: Start Date March 13, 2021 End Date December 31, 2021	
Amount of H.O.T funds requested? \$ 15,000.00	
Write or Attach a timeline of the event/project from planning to completion General season began March 13, 2021 and continues to run through December 2021. Currently we have had 22,385 visitors through September 11, 2021. Inclusive of the 22,385 visits that have already taken place, we have a total ticket count for this season of 36,984 with Polar Sales still having not hit their peak.	
How will the funds be used? (be specific) Print and Social Media Advertising	
List other sources of funding: Self	
Are there any partners in the community? (if so, please list them below) <input type="radio"/> Yes <input checked="" type="radio"/> No	



Hotel Occupancy Tax Funding Application

Which category or categories apply to funding request? Please indicate the amount requested under each category. See Policy for category descriptions

- ☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
Amount requested under this category:
- ☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:
- ☒ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ 15,000.00
- ☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Amount requested under this category?
- ☐ Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category:
- ☐ Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:
- How many individuals are expected to participate in the sporting related event?
- How many of the participants at the sporting related event are expected to be from another city or county?
- Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category:
- What sites or attractions will tourists be taken to by this transportation?
- Will members of the general public (non-tourists) be riding on this transportation?
- What percentage of the ridership will be local citizens? %
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:
- What tourist attractions will be the subject of the signs?



Hotel Occupancy Tax Funding Application

Questions for All Funding Request Categories:

Has this project or event been conducted before? ☒ Yes ☐ No If yes, how many years/times? 1

Previous year attendance

Projected attendance

Local Visitors 4098

Local Visitors 6000

Out of Town Visitors 47,130

Out of Town Visitors 64,000

Hotel Rooms Booked

Number of rooms booked by participants in previous years

Number of rooms projected to be booked by this year's participants

If major increase/decrease in number of rooms booked is projected, please explain why:

Our season has been extraordinary in 2021 and we are hopeful it will continue to be throughout the end of the year barring any significant outbreaks of COVID - 19. Currently we are 246% above in ticket sales from 2020 YTD. Major Social media launch in Feb 2021 and COVID restrictions lessening are main factors

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

n/a

Will you negotiate a special rate or hotel/event package to attract overnight stays?

n/a

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Work directly with Visit Palestine Staff

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

We do charge admission for our excursions and this year we do expect to show a profit. As a private company we do not disclose our profit estimates but we do plan to invest a significant amount of any profits back into the business.

Number of years that you have received H.O.T. funds?

Last year was our first year to apply under the new operator. Many years under the dba Texas State Railroad.



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?

Our major ridership markets are Houston , Dallas / Ft. Worth, San Antonio, Austin and Shreveport. Due to the drive our major market visitors have to make, an extremely large portion of our visitors spend the night in Palestine. We always promote "Visit Palestine" to our visitors for suggestions on other things they should do while in town. Local Hotels, Restaurants and Convenience stores directly benefit from our ridership.

How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)

Our major ridership markets include Houston, Dallas / Ft. Worth, San Antonio, Austin and Shreveport. Due to the distance from our major markets, many visitors make the choice to spend the night or weekend in Palestine. A direct correlation can be made to hotel stays and train operation days.

What outside marketing is going to be conducted and how will it be effective?

We have a large footprint in several social media platforms with over 64,000 followers on our Facebook page alone. We also target our large ridership markets with select print and radio / tv advertising.

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?

We mention Palestine in our social media posts and promote Visit Palestine and often directly connect our inquiring customers to Palestine Tourism office.

What geographic areas does your advertising and promotion reach?

Our general focus on advertising is approximately a 150-250 mile radius around Palestine.

How does the project/event contribute to Palestine?

Bringing in an expected 75,000 - 85,000 visitors has a huge impact on the city of Palestine in terms of Hotels, Restaurants, Gas Stations, and other tourist attractions especially given our major markets of ridership are coming from an average of 2.5hours away. All of the above will benefit from increased economic impacts of these visitors.

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: 70,000

Percentage of those in attendance that are staying at area hotels/lodging facilities: n/a %



Hotel Occupancy Tax Funding Application

PROPOSED Revenues Budgeted

Revenues	\$ 1,548,411.00
Donations	
Entry Fees	
Vendor Fees	
Other Fees	
Revenue Total	\$ 1,548,411.00

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Staffing	\$ 365,866.00
Audio/Visual Equipment	\$ 15,000.00
Supplies	\$ 212,515.00
Food & Beverage	\$ 25,485.00
Location/Facility Cost	\$ 50,000.00
Signage	
Security	
Grounds Keeping	
Marketing/Promotion	\$ 85,000.00
Other	\$ 380,000.00
Other	
Expenditures Total	\$ 1,133,866.00

PROPOSED Cost Breakdown

1	% of costs covered by HOT funds
	% of facility costs covered by HOT funds
	% of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

\$ 5,000.00	Newspapers		Posters
\$ 8,000.00	Radio	\$ 2,000.00	Web
	Flyers	\$ 30,000.00	Brochures
\$ 30,000.00	Social Media	\$ 10,000.00	Other



Hotel Occupancy Tax Funding Application

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date: 9/16/2021

Signature:

DocuSigned by:
Amy Parady 9/24/2021
C83F2F3C9EB14C2...

Printed Name and Title: Amy Parady, Director of Cor

Attachments:

- ☐ List of current Board of Directors and staff
- ☒ Proof of Insurance
- ☐ Statement of Applicants/Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas 75801

Questions, please email: mraum@palestine-tx.org or call 903-723-3014



Hotel Occupancy Tax Funding Application

Eligibility: State Law: By law of the State of Texas, the City of Palestine collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:**
advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
 - a. the commercial center of the city;
 - b. a convention center in the city;
 - c. other hotels in or near the city; or
 - d. tourist attractions in or near the city
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Palestine accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application ninety (90) days prior to the event.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Palestine. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;



Hotel Occupancy Tax Funding Application

- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host applicant may profit from the Tourism Advisory Board and City Council's funding of a particular event.

1. The event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
2. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
3. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
4. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
5. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.

Application Process: If you meet all the above criteria, complete the H.O.T. Application.

Submit the typed completed Application (documents must be single sided and unbound), with estimates of event/project and completed estimates of revenue and expenditures (page 7), along with the following required attachments to the City of Palestine no less than 90 days before the event. (Documents must be single sided and unbound)

- 1. List of current Board of Directors and staff (if applicable)**
- 2. Statement of Organization's Ability to Financially Support program or event**
- 3. Proof of Insurance – level of insurance depends upon event**

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Advisory Board for review within thirty (30) days after it is determined to be complete.

At the time of review by the Tourism Advisory Board, the applicant may be asked to attend a board meeting to present its request for Hotel Occupancy Tax funds. If funding is recommended by the Tourism Advisory Board it will be presented to City Council for review during at least one Work Session and then placed on the City Council agenda for consideration.

Next the Application will be presented to City Council, at which time the applicant may be present to answer questions. If funding is awarded by Council, the organization is required to return to sign the original funding contract documents prior to the event taking place. If the documents are not signed within two weeks, that is considered a rejection of the funding offer.

Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within forty-five (45) days of the event. The organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code. If not



Hotel Occupancy Tax Funding Application

received within 45 days after the event is completed, reimbursement will not be paid. Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City. At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues. Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.

By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal laws applicable or otherwise implicated by Applicant's receipt of a Hotel Occupancy Tax Funding Grant, which includes but is not limited to Applicant's compliance with Title VII, Civil Rights Act of 1964, as amended, the Texas Labor Code, the Drug Free Workplace Act of 1988, and the Americans with Disabilities Act, as well as Applicant's refraining from discrimination of persons based on race, color, religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, age, citizenship status, genetic information, political affiliation or participation in civil rights activities. Furthermore, while the City of Palestine fully supports the exercise of freedom of speech, the City of Palestine will not financially support or fund projects that incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.

Applicant/Organization Information

Name of Applicant/ Organization	Topview Sports	
Address	313 Shadeswood Dr	
City/State/Zip	Hoover, AL 35226	
Contact Person	Alexander Montoya	
Contact Phone Number	407-701-1983	Work/Home
Email	alex@topviewsports.com	
Website	Thecamino205.com	
Non Profit? Yes No	Federal Tax I.D.# 821317902	
Write a short description about your organization's purpose Organizing and promoting cycling events		

Proposal Information

Name of the Event/Project and a short description: Camino Gravel Challenge 2022
Primary Location of event/project: Palestine, Anderson County
Duration of Event: 3 days



Hotel Occupancy Tax Funding Application

Start Date	End Date
Amount of H.O.T funds requested? \$6000	
Write or Attach a timeline of the event/project from planning to completion Planning begins January 2022, promotion occurs all year, event is implemented late September 2022	
How will the funds be used? (be specific) Venue costs, advertising, hotels, event supplies, t-shirts, law enforcement costs, food, fuel	
List other sources of funding: Entry Revenue from Participants	
Are there any partners in the community? (if so, please list them below) Yes No Palestine Chamber of Commerce, Palestine Toastmasters, Hospice Care of East TX, Pint & Barrel Drafthouse, Oxbow Bakery	

Which category or categories apply to funding request? Please indicate the amount requested under each category. See

Policy for category descriptions

- ☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
- ☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
- ☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$500
- ☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Amount requested under this category? \$1000
- ☐ Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
- ☐ Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ 4500



Hotel Occupancy Tax Funding Application

How many individuals are expected to participate in the sporting related event? **200-400**

How many of the participants at the sporting related event are expected to be from another city or county? **95%**

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity? **Participants stay in hotels overnight to participate in event, purchase food and fuel while in Palestine for the event.**

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category: \$

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens?

- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

Has this project or event been conducted before? **Yes** No If yes, how many years/times?
8, but 7 were done by different organizers

Previous year attendance ~200 participants

Projected attendance 300 for 2022

Local Visitors 25-50

Local Visitors 50-100

Out of Town Visitors 200-250

Out of Town Visitors 300-400

Hotel Rooms Booked

Number of rooms booked by participants in previous years- **tbd event is this weekend**

Number of rooms projected to be booked by this year's participants

If major increase/decrease in number of rooms booked is projected, please explain why:

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:



Hotel Occupancy Tax Funding Application

Will you negotiate a special rate or hotel/event package to attract overnight stays?

yes

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Booking the room reservations through our registration website and following up with hoteliers and participants

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Yes, 2021 edition is looking like its going to make \$0, so hopefully we can make a little more than that in 2022. If we make a net profit, I'd like to actually get paid for the work Im doing.

Number of years that you have received H.O.T. funds?

1

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine? Brings lots of people from other areas to Palestine and showcases not just the town, but the surrounding countryside as well.
How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors) The people stay in Palestine, our staff and vendors all stay there. Everyone spends money on hotels, food, fuel, and we also spend money on printing and other services locally related to the event
What outside marketing is going to be conducted and how will it be effective? Social media, I can provide statistics from our 2021 campaign
Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes, its on everything we've been doing



Hotel Occupancy Tax Funding Application

What geographic areas does your advertising and promotion reach? Texas, Louisiana, Arkansas, Oklahoma, Colorado and more
How does the project/event contribute to Palestine? Same as question 1 above
If the funding requested is related to a permanent facility (e.g. museum, visitor center): Expected Attendance Monthly/Annually: Percentage of those in attendance that are staying at area hotels/lodging facilities: %

PROPOSED Revenues Budgeted

See attached budget from 2021 event

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

See budget attached for 2021 event

PROPOSED Cost Breakdown

Posters % of costs covered by HOT funds

 % of facility costs covered by HOT funds

Brochures % of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers

Radio Web

Flyers

Social Media Other

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date:



Hotel Occupancy Tax Funding Application

Signature: *Alexander Montoya*

Printed Name and Title: Alexander Montoya, Race Director

Attachments:

List of current Board of Directors and staff

Proof of Insurance

Statement of Applicants/Organization's Ability to Financially Support this Activity

**SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas
75801 Questions, please email: mraum@palestine-tx.org or call 903-
723-3014**

**2021 Event budget prior to registration closing. Date this was copied
09/22/21**

Race Date	Sept 25th-26th 2021
Camino 205 Budget	
INCOME	Actual
Entry Revenue	14000
Rentals	0
Merchandise	0
Sponsorship/Grant Funds	6000
Chip Sales	
Event Services	0
Other	0



Hotel Occupancy Tax Funding Application

Total INCOME	20000
RACE EXPENSES	Actual
Police	665
Fuel	650
Hotel	1400
Donation to charity	1000
Insurance	2500
Permits	150
Staff	3400
Prize Money	2000
Food	850
Number Plates/Chips	449
EMT	0
Portos	600
Uhaul trailer for Rest Stop materials	75
Venue Rental/Church	250
Website Expenses	130
Banners & Promo printing	550
Advertising	100
Awards	400
Rest Stops & Supplies	811
T-Shirts	1200
Cantu Wheelset Raffle	1000
Band for Saturday	1800
Total RACE EXPENSES	19980
RACE BUDGET SUMMARY	
	Actual
Total Income	20000.00
Total Expenses	19980.00



Hotel Occupancy Tax Funding Application

NET	20.00
-----	-------



Hotel Occupancy Tax Funding Application

Eligibility: State Law: By law of the State of Texas, the City of Palestine collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:**
advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
 - a. the commercial center of the city;
 - b. a convention center in the city;
 - c. other hotels in or near the city; or
 - d. tourist attractions in or near the city
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Palestine accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application ninety (90) days prior to the event.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Palestine. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;



Hotel Occupancy Tax Funding Application

- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host applicant may profit from the Tourism Advisory Board and City Council's funding of a particular event.

1. The event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
2. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
3. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
4. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
5. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.

Application Process: If you meet all the above criteria, complete the H.O.T. Application.

Submit the typed completed Application (documents must be single sided and unbound), with estimates of event/project and completed estimates of revenue and expenditures (page 7), along with the following required attachments to the City of Palestine no less than 90 days before the event. (Documents must be single sided and unbound)

- 1. List of current Board of Directors and staff (if applicable)**
- 2. Statement of Organization's Ability to Financially Support program or event**
- 3. Proof of Insurance – level of insurance depends upon event**

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Advisory Board for review within thirty (30) days after it is determined to be complete.

At the time of review by the Tourism Advisory Board, the applicant may be asked to attend a board meeting to present its request for Hotel Occupancy Tax funds. If funding is recommended by the Tourism Advisory Board it will be presented to City Council for review during at least one Work Session and then placed on the City Council agenda for consideration.

Next the Application will be presented to City Council, at which time the applicant may be present to answer questions. If funding is awarded by Council, the organization is required to return to sign the original funding contract documents prior to the event taking place. If the documents are not signed within two weeks, that is considered a rejection of the funding offer.

Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within forty-five (45) days of the event. The organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code. If not



Hotel Occupancy Tax Funding Application

received within 45 days after the event is completed, reimbursement will not be paid. Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City. At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues. Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.

By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal laws applicable or otherwise implicated by Applicant's receipt of a Hotel Occupancy Tax Funding Grant, which includes but is not limited to Applicant's compliance with Title VII, Civil Rights Act of 1964, as amended, the Texas Labor Code, the Drug Free Workplace Act of 1988, and the Americans with Disabilities Act, as well as Applicant's refraining from discrimination of persons based on race, color, religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, age, citizenship status, genetic information, political affiliation or participation in civil rights activities. Furthermore, while the City of Palestine fully supports the exercise of freedom of speech, the City of Palestine will not financially support or fund projects that incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.

Applicant/Organization Information

Name of Applicant/ Organization	Topview Sports	
Address	313 Shadeswood Dr	
City/State/Zip	Hoover, AL 35226	
Contact Person	Alexander Montoya	
Contact Phone Number	407-701-1983	Work/Home
Email	alex@topviewsports.com	
Website	Topviewsports.com	
Non Profit? Yes No	Federal Tax I.D.# 821317902	
Write a short description about your organization's purpose Organizing and promoting cycling events		

Proposal Information

Name of the Event/Project and a short description: Dogwood Classic
Primary Location of event/project: Palestine, Anderson County
Duration of Event: 3 days



Hotel Occupancy Tax Funding Application

Start Date	End Date
Amount of H.O.T funds requested? \$5000	
Write or Attach a timeline of the event/project from planning to completion. Date of event is tbd based on Texas road race calendar, but expected to be in late March or April 2022	
How will the funds be used? (be specific) Venue costs, advertising, hotels, event supplies, t-shirts, law enforcement costs, food, fuel	
List other sources of funding: Entry Revenue from Participants	
Are there any partners in the community? (if so, please list them below) Yes No Palestine Chamber of Commerce, tbd	

Which category or categories apply to funding request? Please indicate the amount requested under each category. See

Policy for category descriptions

- ☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
- ☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
- ☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$500
- ☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Amount requested under this category? \$1000
- ☐ Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
- ☐ Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ 4500
How many individuals are expected to participate in the sporting related event? **200-400**



Hotel Occupancy Tax Funding Application

How many of the participants at the sporting related event are expected to be from another city or county? **95%**

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity? **Participants stay in hotels overnight to participate in event, purchase food and fuel while in Palestine for the event.**

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category: \$

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens?

- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

Has this project or event been conducted before? Yes **No** If yes, how many years/times?

Previous year attendance

Projected attendance 250 for 2022

Local Visitors

Local Visitors 50-100

Out of Town Visitors

Out of Town Visitors 300-400

Hotel Rooms Booked

Number of rooms booked by participants in previous years- **based on our other event in the area, we can expect about 50-100 roomnights or more for a first year road race event like this**

Number of rooms projected to be booked by this year's participants

If major increase/decrease in number of rooms booked is projected, please explain why:

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

Will you negotiate a special rate or hotel/event package to attract overnight stays? yes



Hotel Occupancy Tax Funding Application

yes

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Booking the room reservations through our registration website and following up with hoteliers and participants

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Yes, entry fee's range from \$40 to \$120 depending on the events chosen. We'd hope to net approximately \$5000 from the race weekend, although that number could be lower for a first time event. This net profit would go towards paying my company for organizing the event

Number of years that you have received H.O.T. funds?

1

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine? Brings lots of people from other areas to Palestine and showcases not just the town, but the surrounding countryside as well.
How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors) The people stay in Palestine, our staff and vendors all stay there. Everyone spends money on hotels, food, fuel, and we also spend money on printing and other services locally related to the event
What outside marketing is going to be conducted and how will it be effective? I can provide statistics from our other events in the area if needed
Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes, it would be included on all promotion material and web material



Hotel Occupancy Tax Funding Application

What geographic areas does your advertising and promotion reach? Texas, Louisiana, Arkansas, Oklahoma, Colorado and more
How does the project/event contribute to Palestine? Same as question 1 above
If the funding requested is related to a permanent facility (e.g. museum, visitor center): <div style="margin-left: 40px;">Expected Attendance Monthly/Annually:</div> <div style="margin-left: 40px;">Percentage of those in attendance that are staying at area hotels/lodging facilities: %</div>

PROPOSED Revenues Budgeted

Expected cost to produce the event ~\$15,000-\$20,000

Biggest costs:

Law Enforcement \$2500-\$4000

Race Officials - \$2000-\$3000

Insurance - \$2500-\$5000

Hotels - \$1000-\$1500

Medics - \$1200-\$1750

Food - \$450

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

PROPOSED Cost Breakdown

	% of costs covered by HOT funds
Posters	
	% of facility costs covered by HOT funds
	% of staff costs covered by HOT funds
Brochures	

PROPOSED Marketing Breakdown

Newspapers	
Radio	Web
Flyers	



Hotel Occupancy Tax Funding Application

Social Media

Other

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date: 09/22/2021

Signature: *Alexander Montoya*

Printed Name and Title: Alexander Montoya, Race Director

Attachments:

List of current Board of Directors and staff

Proof of Insurance

Statement of Applicants/Organization's Ability to Financially Support this Activity

**SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas
75801 Questions, please email: mraum@palestine-tx.org or call 903-
723-3014**



Hotel Occupancy Tax Funding Application

Applicant/Organization Information

Name of Applicant/Organization	Mt. Vernon AME Church	
Address	913 Calhoun	
City/State/Zip	Palestine, Texas 75801	
Contact Person	Tabitha Enge	
Contact Phone Number	Cell 903-948-9648	Work/Home
Email	mtvernon14@gmail	
Website	Project Restoration for Mt. Vernon AME @ Facebook	
Non Profit? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Federal Tax I.D.# 30-0803007	

Write a short description about your organization's purpose

Continue to provide a place of worship and serve as a a educatinal center displaying the historical artifacts and memobillia . All restoration plans are included to meet Texas Historical Commission requirements.

Proposal Information

Name of the Event/Project and a short description: Phase 2 of 5 of Preservation master planning giude. see guide p 62 of 62. Micheal Bugh report	
Primary Location of event/project: 913 Calhoun	
Duration of Event: Start Date 12/2021 End Date 1/2022	
Amount of H.O.T funds requested? \$ 15,000.00	
Write or Attach a timeline of the event/project from planning to completion Historical contractor hired within 30 days project complete with 30 days after.	
How will the funds be used? (be specific) Hot Tax funds will be used to contribute in the cost of completing phase 2	
List other sources of funding: Annual banquets, Preservation Grants, Crowdfunding, Upcoming fundraisers	
Are there any partners in the community? (if so, please list them below) <input type="checkbox"/> Yes <input type="checkbox"/> No Anderson County Historical Commission	



Hotel Occupancy Tax Funding Application

Which category or categories apply to funding request? Please indicate the amount requested under each category. See Policy for category descriptions

- ☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
Amount requested under this category:
- ☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:
- ☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:
- ☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Amount requested under this category?
- ☒ Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ 15,000.00
- ☐ Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county?

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category:

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens? %

- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:

What tourist attractions will be the subject of the signs?



Hotel Occupancy Tax Funding Application

Questions for All Funding Request Categories:

Has this project or event been conducted before?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	If yes, how many years/times? 0
<i>Previous year attendance</i>		<i>Projected attendance</i>	
Local Visitors		Local Visitors	
Out of Town Visitors		Out of Town Visitors	

Hotel Rooms Booked

Number of rooms booked by participants in previous years

Number of rooms projected to be booked by this year's participants

If major increase/decrease in number of rooms booked is projected, please explain why:

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

Will you negotiate a special rate or hotel/event package to attract overnight stays?

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Number of years that you have received H.O.T. funds?



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?

The restoration project promote tourism by display of African American Culture and Heritage that exist in the city. Mt Vernon was founded in 1873 on land donated to freedman shoryley after the civil war.

How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)

Mt. Vernon is a main attraction listed on the North East historical driving tour available to all visitors. The existing structure built in 1921 and celebrating 100th Anniversary November 2021

What outside marketing is going to be conducted and how will it be effective?

Mt Vernon is a National Historical Landmark, Texas Historical Landmark. and City of Palestine Historical Landmark

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?

yes

What geographic areas does your advertising and promotion reach?

News of Mt. Vernon AME is world wide, 2015 Texas Most Endangered Place. Facebook, National Historical Places

How does the project/event contribute to Palestine?

Saving this Historical site will continue to display the life and legacys of the Africian American achievements The church will continue to be a spotlight in the newly growing revitalization of the community and serve as a place for education, unity and spiritual growth.

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: 100

Percentage of those in attendance that are staying at area hotels/lodging facilities: 20 %



Hotel Occupancy Tax Funding Application

PROPOSED Revenues Budgeted

Revenues	
Donations	
Entry Fees	
Vendor Fees	
Other Fees	
Revenue Total	\$ 0.00

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Staffing	
Audio/Visual Equipment	
Supplies	
Food & Beverage	
Location/Facility Cost	
Signage	
Security	
Grounds Keeping	
Marketing/Promotion	
Other	
Other	
Expenditures Total	\$ 0.00

PROPOSED Cost Breakdown

% of costs covered by HOT funds
% of facility costs covered by HOT funds
% of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers	Posters
Radio	Web
Flyers	Brochures
Social Media	Other



Hotel Occupancy Tax Funding Application

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date: 09/22/2021

Signature: 

Printed Name and Title: Tabitha Enge Project Coordinator

Attachments:

- ☒ List of current Board of Directors and staff
- ☒ Proof of Insurance
- ☐ Statement of Applicants/Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas 75801

Questions, please email: mraum@palestine-tx.org or call 903-723-3014

**Project Restoration
Mt. Vernon AME
Board of Directors**

Executive Coordinator

Tabitha Enge

President

Tony Evans

Vice President

Bobby Carwell

Secretary of Board

Bernidine Taylor

Board Member

Mary Birdow

Board Member

Ronnie Evans

**PROPERTY COVERAGE PART
DECLARATIONS PAGE**

POLICY NO.: 0244328-02-175065

ITEM 1. DESCRIPTION OF PREMISES AND COVERAGES:

PREMISES NO: 001 BUILDING NO: 001
CONSTRUCTION: JOISTED MASONRY
OCCUPANCY: CHURCH
LOCATION: 913 E CALHOUN ST
COUNTY: ANDERSON
CITY/STATE: PALESTINE, TX

COVERAGE: BUILDING
LIMIT OF INSURANCE: \$344,000
COINSURANCE PERCENT: 80%
COVERED CAUSE OF LOSS: BROAD WITH THEFT
VALUATION: ACTUAL CASH VALUE

COVERAGE: PERSONAL PROPERTY
LIMIT OF INSURANCE: \$52,000
COINSURANCE PERCENT: 80%
COVERED CAUSE OF LOSS: BROAD WITH THEFT
VALUATION: ACTUAL CASH VALUE

PREMISES NO: 002 BUILDING NO: 002
CONSTRUCTION: FRAME
OCCUPANCY: ONE FAMILY NON-OWNER OCCUPIED DWELLING
LOCATION: 914 BIRCH ST
COUNTY: ANDERSON
CITY/STATE: PALESTINE, TX

COVERAGE: BUILDING
LIMIT OF INSURANCE: \$80,000
COINSURANCE PERCENT: 80%
COVERED CAUSE OF LOSS: BROAD WITH THEFT
VALUATION: ACTUAL CASH VALUE

ITEM 2. DEDUCTIBLE - OCCURRENCE:

\$10,000

PROTECTING
THE GREATER
GOOD



Bugh & Brown Structural Engineering, LLC
P.O. Box 8345
Tyler, Texas 75711



July 15, 2016

TBPE Firm No. F-15046

Ms. Tabitha Enge
913 East Calhoun Street
Palestine, Texas 75801

Re: Mount Vernon A.M.E. Church Roof Truss and Wall Framing Observation
Palestine, Texas
BBSE Project No: 16075

Dear Tabitha,

On June 30, 2016, per your request, we conducted a visual observation of the building structure located at 913 East Calhoun Street in Palestine, Texas. The purpose of the site visit was to observe the condition of the existing roof and support structure and to determine the limits of damage as well as providing recommendations for stabilizing the roof structure.

Building Description

The building consists of a two-story, wood framed structure supported on a suspended foundation. The roof consists of hipped and gabled conditions and the entire roof is covered with composition asphaltic shingles. The foundation appears to be a pier and beam system with a crawlspace. The perimeter stem wall consist of continuous multi-whythe brick masonry bearing on an assumed continuous concrete footing below grade. The interior wood load bearing walls and floor framing are supported on eight-inch Concrete Masonry Unit (CMU) plinths at varied spacing. The CMU plinths are founded on precast concrete pads bearing on grade in the crawlspace. The exterior walls of the building are covered with a brick veneer. The site slopes from north to south and there is a moderate change in grade across the property. The building is rectangular in plan and for the purpose of this report, faces south.

Based on the information provided in the 1997 Mount Vernon A.M.E. Church Preservation Plan, submitted by Carter Design Associates from Austin, Texas and Mark A. Thacker, with Mark Thacker, AIA Commercial & Preservation Architecture, the following timeline of construction and repairs associated with the buildings structure was determined:

- According to the buildings cornerstone, the original construction of the building occurred in 1921.
- The building was reroofed between December of 1995 and February of 1996. This included removing all previous layers of roofing material, installing new sheathing and composition asphalt shingles.
- Temporary shoring of the floor faming was required at locations of roof leaking occurred between December of 1995 and February of 1996
- New shoring of the existing roof trusses was installed in the fall of 2015 to prevent further damage to roof and wall framing as well as preventing the potential collapse of the structure.

Observations and Discussions:

Listed below are the observed conditions during the site observation on June 30, 2016. Refer to **Exhibits P1 and P2** for a roof plan with typical truss profiles as well as plan for the locations of photographs referenced below.

- Existing exterior 2x6 wood stud walls along the east and west elevations had minor to moderate termite damage. The existing interior horizontal wood shiplap siding was removed under the windows to due to evidence of termite damage within the shiplap. The damaged studs should be repaired or replaced depending on extent of damage. Due to the age and density of the existing wood framing material, replacing the existing stud framing with new wood framing of similar dimension is not acceptable. New growth wood does not possess the same strength. Repair framing should be designed and detailed by a licensed structural engineer in the state of Texas. **Refer photographs 1 and 2.**
- Two lines of shoring had been placed along the transitions between the horizontal bottom chord section and the sloped bottom chord section of the existing wood scissor roof trusses. The roof trusses have excessive deflection and have been shored to prevent further deflection or potential failure. The shoring consisted of multiple levels of steel scaffolding anchored to the floor. Two layers of 3/4" plywood sheathing had been placed under the scaffolding to provide a uniform distribution of the roof loading to the floor framing. Additional support material had been placed between the floor framing and the soil in the crawlspace to transfer all loading from the shoring. The shoring may be removed once the repair framing has been completed and a licensed structural engineer in the state of Texas has approved all repairs.
- During the installation of the shoring of the roof trusses, a wood stud pony wall had been installed on top of the scaffolding. The pony wall studs were attached to the horizontal bottom chord and sloped top chord of the existing wood scissor trusses. **Refer photographs 3-5.** This framing should not be removed until all framing repairs have been completed and a licensed structural engineer in the state of Texas has approved all repairs.
- The existing roof scissor trusses indicate evidence of failure at the sloped bottom chord to horizontal bottom chord connection. **Refer photograph 6.** This failure is evident at nearly every roof trusses. This failure has been exacerbated by deflection and rotation of the roof trusses. The connections at these locations should be designed and detailed by a licensed structural engineer in the state of Texas.
- At the over-framed gable roof areas that frame perpendicular to the main ridge of the sanctuary, the deflection and connection failures are intensified due to the additional dead loading applied from the wood over-framing. The observed inward lateral rotation in the gabled end walls above the typical truss bearing elevation along the east and west elevations, is evidence that the excessive downward deflection is translating to the over-framed gabled roof areas. The existing roof truss framing and connections should be evaluated and repairs to connections should be provided by a licensed structural engineer in the state of Texas.
- Lateral bracing of the existing roof trusses was not completed during the initial construction. Lateral bracing of the trusses should be installed to brace the trusses as well as the individual truss web members. The lateral truss bracing should be designed and detailed by a licensed structural engineer in the state of Texas.

Conclusions and Recommendations:

Based on the above observations, we make the following structural recommendations:

1. The roof framing and support structure of the building is in **poor condition** and may present a hazard to the public if items noted are not corrected.
2. All previous reports that have been provided for stabilizing and repairing the structure should be used in conjunction with this report.
3. A certified pest control company licensed in the state of Texas should be retained to treat the entire building for termites.
4. All wood framing that has been damaged by termites located on the east and west sides of the sanctuary should be removed and replaced.
5. The roof structure should be leveled and repaired to prevent further lateral displacement of the east and west walls.
6. Installation of multi-strand wire cabling or rods should be installed near the top of the walls along the east and west sides of the sanctuary to prevent further lateral displacement from existing scissors roof trusses.
7. Once the walls and roof trusses have been completely leveled and repaired, new roof truss bracing should be installed in the attic space to brace the trusses laterally as well as the individual truss web members.
8. All repairs noted in this report should be designed and detailed by a structural engineer licensed in the state of Texas.
9. Our opinion of probable cost for repair of the structure is approximately **sixty-thousand dollars (\$60,000)**.

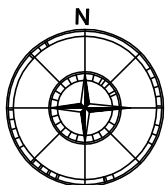
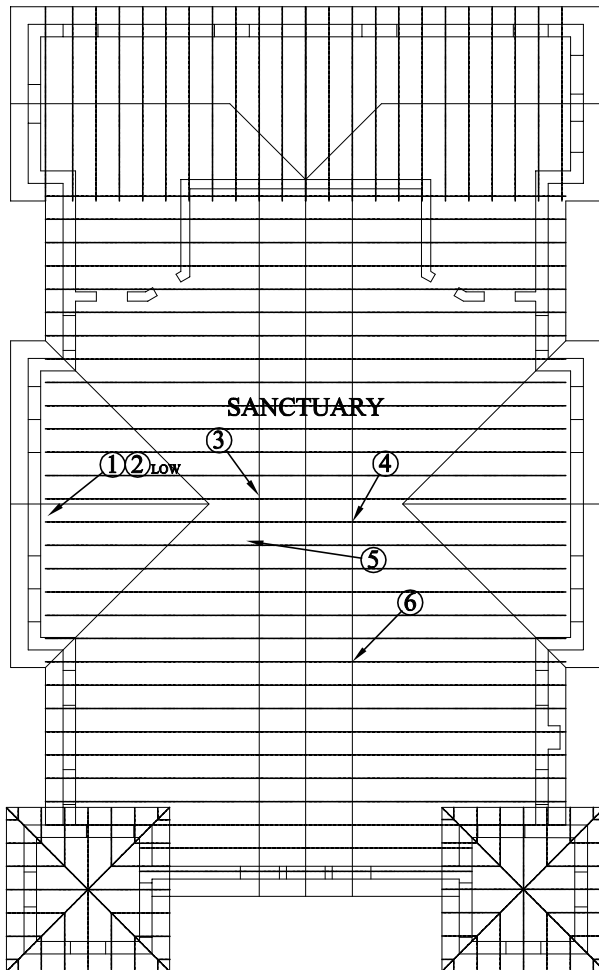
The opinions and comments provided as part of this report are based on field observations as part of our services. Bugh & Brown Structural Engineering, LLC has ascertained to the best of our ability the visually apparent structural defects. However, as field observations were conducted in a building in which portions of the structural framing were concealed by the building finishes, Bugh & Brown Structural Engineering, LLC cannot be responsible for failing to ascertain any structural deficiencies which were not visible due to existing conditions in the building. No warranty, either expressed or implied, regarding the building structure is intended.

If you need additional information, please feel free to contact our office.

Sincerely,

Michael E. Bugh, P.E.
Principal





PLAN NORTH

MOUNT VERNON AME CHURCH
PALESTINE, TEXAS

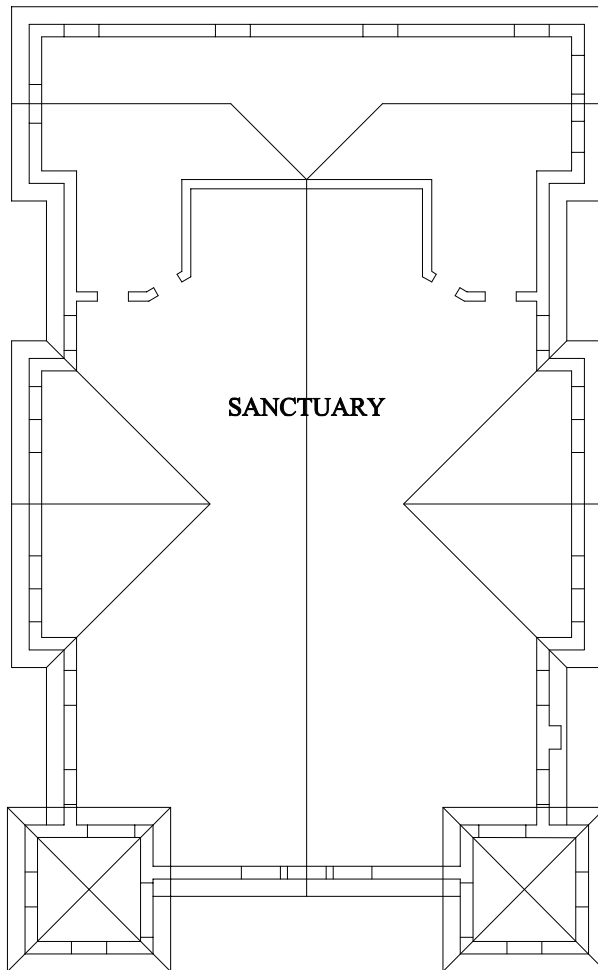
PICTURE PLAN

SCALE: 1/16"=1'-0"

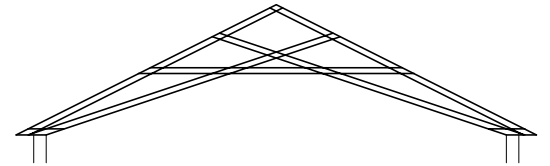
P1

BBSE

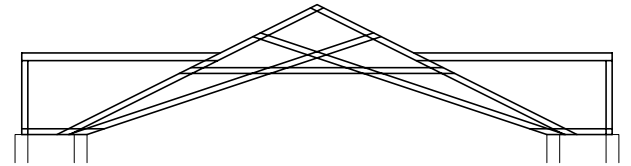
TBPE Firm No. F-15046
Bugh & Brown Structural Engineering, LLC
P.O. Box 8345
Tyler, Texas 75711
903-714-5994



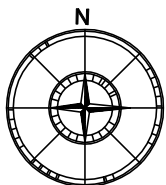
PLAN PROVIDED BY MARK A. THACKER, AIA COMMERCIAL & PRESERVATION ARCHITECTURE



TYPICAL ROOF TRUSS PROFILE



TYPICAL ROOF TRUSS PROFILE AT OVERFRAMING



PLAN NORTH

MOUNT VERNON AME CHURCH
PALESTINE, TEXAS

ROOF PLAN

SCALE: 1/16"=1'-0"

P2

BBSE

TBPE Firm No. F-15046
Bugh & Brown Structural Engineering, LLC
P.O. Box 8345
Tyler, Texas 75711
903-714-5994



Hotel Occupancy Tax Funding Application

Eligibility: State Law: By law of the State of Texas, the City of Palestine collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
 - a. the commercial center of the city;
 - b. a convention center in the city;
 - c. other hotels in or near the city; or
 - d. tourist attractions in or near the city
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Palestine accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application ninety (90) days prior to the event.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Palestine. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host applicant may profit from the Tourism Advisory Board and City Council's funding of a particular event.



Hotel Occupancy Tax Funding Application

1. The event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
2. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
3. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
4. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
5. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.

Application Process: If you meet all the above criteria, complete the H.O.T. Application.

Submit the typed completed Application (documents must be single sided and unbound), with estimates of event/project and completed estimates of revenue and expenditures (page 7), along with the following required attachments to the City of Palestine no less than 90 days before the event. (Documents must be single sided and unbound)

1. **List of current Board of Directors and staff (if applicable)**
2. **Statement of Organization's Ability to Financially Support program or event**
3. **Proof of Insurance – level of insurance depends upon event**

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Advisory Board for review within thirty (30) days after it is determined to be complete.

At the time of review by the Tourism Advisory Board, the applicant may be asked to attend a board meeting to present its request for Hotel Occupancy Tax funds. If funding is recommended by the Tourism Advisory Board it will be presented to City Council for review during at least one Work Session and then placed on the City Council agenda for consideration.

Next the Application will be presented to City Council, at which time the applicant may be present to answer questions. If funding is awarded by Council, the organization is required to return to sign the original funding contract documents prior to the event taking place. If the documents are not signed within two weeks, that is considered a rejection of the funding offer.

Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within forty-five (45) days of the event. The organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code. If not received within 45 days after the event is completed, reimbursement will not be paid. Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City. At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues. Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.

By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal laws applicable or otherwise implicated by Applicant's receipt of a Hotel Occupancy Tax Funding Grant, which includes but is not limited to Applicant's compliance with Title VII, Civil Rights Act of 1964, as amended, the Texas Labor Code, the Drug Free Workplace Act of 1988, and the Americans with Disabilities Act, as well as Applicant's refraining from discrimination of persons based on race, color, religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, age, citizenship status, genetic information, political affiliation or participation in civil rights activities. Furthermore, while the City of Palestine fully supports the exercise of freedom of speech, the City of Palestine will not financially support or fund projects that incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.



Hotel Occupancy Tax Funding Application

Applicant/Organization Information

Name of Applicant/Organization	Texas Jailhouse, LLC	
Address	704 Avenue A	
City/State/Zip	Palestine, TX 75801	
Contact Person	Jeremy Janz / Sonia Martinez	
Contact Phone Number	Cell 903-723-0164 / 903-373-7384	Work/Home
Email	jjanz@texasjailhouse.com smartinez@texasjailhouse.com	
Website	www.texasjailhouse.com	
Non Profit? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Federal Tax I.D.# 84-2270198	

Write a short description about your organization's purpose

The Texas Jailhouse, LLC is a business dedicated to promoting tourism and historic preservation in Palestine. We offer historic jail tours and seasonal events at the Historical Anderson County Jail, a National Registered Historic Building.

Proposal Information

Name of the Event/Project and a short description:	
The multi-phase project we are proposing is an update and/or replacement of HVAC units to prevent mold and allow for year-round events.	
Primary Location of event/project: 704 Avenue A Palestine, TX 75801	
Duration of Event: 60 Days	
Start Date A.S.A.P. (Immediately after receiving grant approval.) End Date 60 days from grant approval	
Amount of H.O.T funds requested? \$15,000	
Write or Attach a timeline of the event/project from planning to completion October 2021: HVAC company selected will further identify energy efficient solutions to update existing HVAC system, begin repairs, and order new HVAC units or parts to repair pre-existing units. November / December: Installation and/or repair of HVAC units.	
How will the funds be used? (be specific) Purchase new HVAC systems and/or repair existing equipment to climate control and reduce humidity to preserve this historic building.	
List other sources of funding: NA; There will be no other sources for this project.	
Are there any partners in the community? (if so, please list them below) Yes No <input checked="" type="checkbox"/>	



Hotel Occupancy Tax Funding Application

Which category or categories apply to funding request? Please indicate the amount requested under each category. See Policy for category descriptions

- ☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
Amount requested under this category: \$
- ☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
- ☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$
- ☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Amount requested under this category? \$
- ☒ Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ 15,000
- ☐ Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
How many individuals are expected to participate in the sporting related event?
How many of the participants at the sporting related event are expected to be from another city or county?
Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category: \$

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens?

- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$

What tourist attractions will be the subject of the signs?



Hotel Occupancy Tax Funding Application

Questions for All Funding Request Categories:

Has this project or event been conducted before? * Yes ☒ No ☐ If yes, how many years/times? Eight
* HVAC grant project has not "No"; Texas Jailhouse "Historic Anderson County Jail events "Yes" (Ex. Grinch's Lair)
Previous year attendance *Projected attendance*

Local Visitors 343 *Attendance impacted by COVID Local Visitors 700
Out of Town Visitors 2,700 Out of Town Visitors 4,500

Hotel Rooms Booked

Number of rooms booked by participants in previous years 560 - 1,000

Number of rooms projected to be booked by this year's participants 560 - 1,000

If major increase/decrease in number of rooms booked is projected, please explain why:

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Will you negotiate a special rate or hotel/event package to attract overnight stays? No

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

1. Survey of hoteliers
2. Guest Surveys

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

1. Yes, admission will be charged.
2. Yes, we anticipate a net profit from events.
3. Net profit from events is anticipated to be between \$7,000 - \$20,000. These funds will be re-invested into the buildings historic preservation and Palestine's tourism marketing.

Number of years that you have received H.O.T. funds? 1



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?

The Texas Jailhouse attracts visitors and tourists from out of town and state by offering unique events and opening our doors to showcase the building's history. Our event, the Grinch's Lair, has brought new and returning visitors to Palestine since 2013.

How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)

Our Grinch's Lair event is a supplemental companion event to the Polar Express. Our guests are happy to stay in Palestine to add our event to their itinerary while visiting during the holidays. When chosen for a film location, the productions cast and crew stay in Palestine's hotels for the duration of the film shoot.

What outside marketing is going to be conducted and how will it be effective?

The Texas Jailhouse uses several platforms to market our business and special events. Examples include: a business website, social media, newspapers, radio, television, flyers, posters, banners, and Groupon campaigns. Numerous media outlets have featured the Texas Jailhouse in their articles or news stories. This exposure is effective in enticing visitors to Palestine.

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?

Yes

What geographic areas does your advertising and promotion reach?

North Texas, The Tri-State area, Houston, Austin, and San Antonio

How does the project/event contribute to Palestine?

As a Nationally Registered Historic Building on the Courthouse Square, any functionality improvements contribute to the overall impression on tourists and visitors to Palestine. These improvements will show visitors that we care about preserving and repurposing our city's landmarks. In turn, these tourists will return and recommend our town and events to their family, friends, and co-workers.

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: 6,000

Percentage of those in attendance that are staying at area hotels/lodging facilities: 80 %



Hotel Occupancy Tax Funding Application

PROPOSED Revenues Budgeted

Revenues

Donations \$0

Entry Fees \$38,000

Vendor Fees \$0

Other Fees \$6,000

Revenue Total \$44,000

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Staffing \$7,790

Audio/Visual Equipment \$600.00

Supplies \$3,245

Food & Beverage \$2,090

Location/Facility Cost \$16,685

Signage \$160

Security \$0

Grounds Keeping \$900

Marketing/Promotion \$1,860

Other \$1,980

Other \$960

Expenditures Total \$36,270

PROPOSED Cost Breakdown

- 0 % of costs covered by HOT funds
- 0 % of facility costs covered by HOT funds
- 0 % of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

- | | |
|--------------------|---------------|
| Newspapers \$0 | Posters \$80 |
| Radio \$0 | Web \$754 |
| Flyers \$400 | Brochures \$0 |
| Social Media \$200 | Other \$ |



Hotel Occupancy Tax Funding Application

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date: 09/22/2021

Signature: *JEREMY JANZ*

Printed Name and Title: Jeremy Janz

Attachments:

- ☒ List of current Board of Directors and staff
- ☒ Proof of Insurance
- ☒ Statement of Applicants/Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas 75801

Questions, please email: mraum@palestine-tx.org or call 903-723-3014

TEXAS JAIL HOUSE

704 Avenue A Palestine, TX 75801

www.texasjailhouse.com (903) 480-0212

September 22, 2021

To Whom It May Concern:

This letter is to inform the Tourism Advisory Board, The City Of Palestine, City Council, and all other invested parties that although the Texas Jailhouse, LLC is financially able to host community events on a seasonal basis, these grant funds are necessary to preserve one of Palestine's Historic Landmarks, the Historic Anderson County Jail.

We are unable to financially afford to update this historic property's HVAC system in order to reduce the internal humidity. Left unmanaged over time this issue will contribute to the building's overall deterioration.

We appreciate your consideration and commitment to historic preservation.

With Gratitude,



Jeremy Janz
Texas Jailhouse Owner
jjanz@texasjailhouse.com
Direct: 903.724.0164



Sonia Martinez
Texas Jailhouse Owner
smartinez@texasjailhouse.com
Direct: 903.373.7384



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

09/22/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Tatum Insurance Group LLC PO Box 669 Frankston TX 75763		CONTACT NAME: Amanda Bacon PHONE (A/C No. Ext): (903) 876-2159 E-MAIL ADDRESS: amanda@jtatuminsurance.com FAX (A/C No): (903) 876-4343	
INSURED Texas Jail House LLC 704 Ave. A Palestine TX 75801		INSURER(S) AFFORDING COVERAGE INSURER A: SCOTTSDALE INS. COMPANY INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES**CERTIFICATE NUMBER:** 20210922**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			CPQ1164655A	09/22/2021	09/22/2022	EACH OCCURRENCE \$ 1,000,000
			DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000				
			MED EXP (Any one person) \$ 5,000				
			PERSONAL & ADV INJURY \$ 1,000,000				
			GENERAL AGGREGATE \$ 2,000,000				
			PRODUCTS - COMP/OP AGG \$ 1,000,000				
							\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$
							BODILY INJURY (Per person) \$
							BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
							\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$
							AGGREGATE \$
							\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y / N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N / A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.



Jeremy Janz <jjanz@texasjailhouse.com>

HOT Grant

1 message

Michael Thomason <msthomason@yahoo.com>
To: jjanz@texasjailhouse.com

Tue, Sep 21, 2021 at 2:37 PM

Jeremy:

The second and third floors are serviced by 4 systems. There is one missing condenser outside, but it looks to have been a match for the others. They are: 3each 5.0ton systems and 1each 7.5Ton. The blowers are upflow in mechanical rooms on each floor.

LENNOX makes a replacement system that we can install using the existing ductwork and copper refrigerant lines. These are: 3ea ML14XP-060 condensers with CBA25UH-060 blowers and 20KW heat strips and 1ea ELP090S4ST1Y Condenser with ELA090S4D air handler unit and 25KW heat strips.

We will tie everything in and get it up and running. We will install new thermostats too.

Our Bid: \$35,000.00. (Thirty five thousand and 00/100 dollars).

Thank You!

Michael Thomason
Owner Ranger Air



Jeremy Janz <jjanz@texasjailhouse.com>

Ac bid

1 message

Pete Henry <airplus_pete@yahoo.com>
To: jjanz@texasjailhouse.com

Wed, Sep 22, 2021 at 12:51 PM

Henry A/C and Heating
TACL 24707e

Henry a/c and heating would like to submit a price of \$ 34,400.00
This price includes all material and labor to change the heat and air with the total of 4 systems . No insulating of ducts are being priced due to duct being located in conditioned spaces. If there are any questions please give me a call.
Thanks Pete
(903)391 2305

Sent from my iPhone

Paul Martine
Palestine Air & Heat

1919 W. Oak St.
Palestine, TX 75801
(903) 729-3513

September 21, 2021

Bid for Texas Jail House – Palestine, TX
jjanz@texasjailhouse.com

To change out three five ton units and one 7 ½ ton, with labor and all materials, the price would be \$33,210.74. These units are Allied, 3 phase, 230V heat pump split systems .

Please feel free to call me with any questions you may have.

Sincerely, and many thanks,

Paul Martine

TACLB28234E-Regulated by Texas Dept. of Licensing and Regulation, P.O. Box 12157, Austin, Texas 78711, 1-800-803-9202, 512-463-6599.



Hotel Occupancy Tax Funding Application

Eligibility: State Law: By law of the State of Texas, the City of Palestine collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
 - a. the commercial center of the city;
 - b. a convention center in the city;
 - c. other hotels in or near the city; or
 - d. tourist attractions in or near the city
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Palestine accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application ninety (90) days prior to the event.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Palestine. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.



Hotel Occupancy Tax Funding Application

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host applicant may profit from the Tourism Advisory Board and City Council's funding of a particular event.

1. The event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
2. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
3. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
4. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
5. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.

Application Process: If you meet all the above criteria, complete the H.O.T. Application.

Submit the typed completed Application (documents must be single sided and unbound), with estimates of event/project and completed estimates of revenue and expenditures (page 7), along with the following required attachments to the City of Palestine no less than 90 days before the event. (Documents must be single sided and unbound)

1. List of current Board of Directors and staff (if applicable)
2. Statement of Organization's Ability to Financially Support program or event
3. Proof of Insurance – level of insurance depends upon event

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Advisory Board for review within thirty (30) days after it is determined to be complete.

At the time of review by the Tourism Advisory Board, the applicant may be asked to attend a board meeting to present its request for Hotel Occupancy Tax funds. If funding is recommended by the Tourism Advisory Board it will be presented to City Council for review during at least one Work Session and then placed on the City Council agenda for consideration.

Next the Application will be presented to City Council, at which time the applicant may be present to answer questions. If funding is awarded by Council, the organization is required to return to sign the original funding contract documents prior to the event taking place. If the documents are not signed within two weeks, that is considered a rejection of the funding offer.

Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within forty-five (45) days of the event. The organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code. If not received within 45 days after the event is completed, reimbursement will not be paid. Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City. At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues. Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.

By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal laws applicable or otherwise implicated by Applicant's receipt of a Hotel Occupancy Tax Funding Grant, which includes but is not limited to Applicant's compliance with Title VII, Civil Rights Act of 1964, as amended, the Texas Labor Code, the Drug Free Workplace Act of 1988, and the Americans with Disabilities Act, as well as Applicant's refraining from discrimination of persons based on race, color, religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, age, citizenship status, genetic information, political affiliation or participation in civil rights activities. Furthermore, while the City of Palestine fully supports the exercise of freedom of speech, the City of Palestine will not financially support or fund projects that incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.



Hotel Occupancy Tax Funding Application

Applicant/Organization Information

Name of Applicant/ Organization		
Address		
City/State/Zip		
Contact Person		
Contact Phone Number	Cell	Work/Home
Email		
Website		
Non Profit? Yes No	Federal Tax I.D.#	
Write a short description about your organization's purpose		

Proposal Information

Name of the Event/Project and a short description:		
Primary Location of event/project:		
Duration of Event:		
Start Date	End Date	
Amount of H.O.T funds requested?		
Write or Attach a timeline of the event/project from planning to completion		
How will the funds be used? (be specific)		
List other sources of funding:		
Are there any partners in the community? (if so, please list them below) Yes No		



Hotel Occupancy Tax Funding Application

Which category or categories apply to funding request? Please indicate the amount requested under each category. See Policy for category descriptions

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

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county?

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category:

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens? %
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:

What tourist attractions will be the subject of the signs?



Hotel Occupancy Tax Funding Application

Questions for All Funding Request Categories:

Has this project or event been conducted before? Yes No If yes, how many years/times?

Previous year attendance

Projected attendance

Local Visitors

Local Visitors

Out of Town Visitors

Out of Town Visitors

Hotel Rooms Booked

Number of rooms booked by participants in previous years

Number of rooms projected to be booked by this year's participants

If major increase/decrease in number of rooms booked is projected, please explain why:

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

Will you negotiate a special rate or hotel/event package to attract overnight stays?

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Number of years that you have received H.O.T. funds?



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?
How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)
What outside marketing is going to be conducted and how will it be effective?
Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?
What geographic areas does your advertising and promotion reach?
How does the project/event contribute to Palestine?
If the funding requested is related to a permanent facility (e.g. museum, visitor center): Expected Attendance Monthly/Annually: Percentage of those in attendance that are staying at area hotels/lodging facilities: %



Hotel Occupancy Tax Funding Application

PROPOSED Revenues Budgeted

Revenues
Donations
Entry Fees
Vendor Fees
Other Fees
Revenue Total

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Staffing
Audio/Visual Equipment
Supplies
Food & Beverage
Location/Facility Cost
Signage
Security
Grounds Keeping
Marketing/Promotion
Other
Other
Expenditures Total

PROPOSED Cost Breakdown

% of costs covered by HOT funds
% of facility costs covered by HOT funds
% of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers	Posters
Radio	Web
Flyers	Brochures
Social Media	Other



Hotel Occupancy Tax Funding Application

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date:

Signature:

Printed Name and Title:

Attachments:

List of current Board of Directors and staff

Proof of Insurance

Statement of Applicants/Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas 75801

Questions, please email: mraum@palestine-tx.org or call 903-723-3014



Hotel Occupancy Tax Funding Application

Eligibility: State Law: By law of the State of Texas, the City of Palestine collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
 - a. the commercial center of the city;
 - b. a convention center in the city;
 - c. other hotels in or near the city; or
 - d. tourist attractions in or near the city
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Palestine accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application ninety (90) days prior to the event.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Palestine. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.



Hotel Occupancy Tax Funding Application

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host applicant may profit from the Tourism Advisory Board and City Council's funding of a particular event.

1. The event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
2. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
3. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
4. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
5. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.

Application Process: If you meet all the above criteria, complete the H.O.T. Application.

Submit the typed completed Application (documents must be single sided and unbound), with estimates of event/project and completed estimates of revenue and expenditures (page 7), along with the following required attachments to the City of Palestine no less than 90 days before the event. (Documents must be single sided and unbound)

1. List of current Board of Directors and staff (if applicable)
2. Statement of Organization's Ability to Financially Support program or event
3. Proof of Insurance – level of insurance depends upon event

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Advisory Board for review within thirty (30) days after it is determined to be complete.

At the time of review by the Tourism Advisory Board, the applicant may be asked to attend a board meeting to present its request for Hotel Occupancy Tax funds. If funding is recommended by the Tourism Advisory Board it will be presented to City Council for review during at least one Work Session and then placed on the City Council agenda for consideration.

Next the Application will be presented to City Council, at which time the applicant may be present to answer questions. If funding is awarded by Council, the organization is required to return to sign the original funding contract documents prior to the event taking place. If the documents are not signed within two weeks, that is considered a rejection of the funding offer.

Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within forty-five (45) days of the event. The organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code. If not received within 45 days after the event is completed, reimbursement will not be paid. Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City. At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues. Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.

By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal laws applicable or otherwise implicated by Applicant's receipt of a Hotel Occupancy Tax Funding Grant, which includes but is not limited to Applicant's compliance with Title VII, Civil Rights Act of 1964, as amended, the Texas Labor Code, the Drug Free Workplace Act of 1988, and the Americans with Disabilities Act, as well as Applicant's refraining from discrimination of persons based on race, color, religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, age, citizenship status, genetic information, political affiliation or participation in civil rights activities. Furthermore, while the City of Palestine fully supports the exercise of freedom of speech, the City of Palestine will not financially support or fund projects that incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of persons on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.



Hotel Occupancy Tax Funding Application

Applicant/Organization Information

Name of Applicant/ Organization		
Address		
City/State/Zip		
Contact Person		
Contact Phone Number	Cell	Work/Home
Email		
Website		
Non Profit? Yes No	Federal Tax I.D.#	
Write a short description about your organization's purpose		

Proposal Information

Name of the Event/Project and a short description:		
Primary Location of event/project:		
Duration of Event:		
Start Date	End Date	
Amount of H.O.T funds requested?		
Write or Attach a timeline of the event/project from planning to completion		
How will the funds be used? (be specific)		
List other sources of funding:		
Are there any partners in the community? (if so, please list them below) Yes No		



Hotel Occupancy Tax Funding Application

Which category or categories apply to funding request? Please indicate the amount requested under each category. See Policy for category descriptions

- ☐ Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
Amount requested under this category:
- ☐ Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category:
- ☐ Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:
- ☐ Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Amount requested under this category?
- ☐ Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category:
- ☐ Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:
How many individuals are expected to participate in the sporting related event?
How many of the participants at the sporting related event are expected to be from another city or county?
Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category:

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens? %

- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:

What tourist attractions will be the subject of the signs?



Hotel Occupancy Tax Funding Application

Questions for All Funding Request Categories:

Has this project or event been conducted before? Yes No If yes, how many years/times?

Previous year attendance *Projected attendance*

Local Visitors Local Visitors

Out of Town Visitors Out of Town Visitors

Hotel Rooms Booked

Number of rooms booked by participants in previous years

Number of rooms projected to be booked by this year's participants

If major increase/decrease in number of rooms booked is projected, please explain why:

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

Will you negotiate a special rate or hotel/event package to attract overnight stays?

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Number of years that you have received H.O.T. funds?



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?
How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)
What outside marketing is going to be conducted and how will it be effective?
Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?
What geographic areas does your advertising and promotion reach?
How does the project/event contribute to Palestine?
If the funding requested is related to a permanent facility (e.g. museum, visitor center): Expected Attendance Monthly/Annually: Percentage of those in attendance that are staying at area hotels/lodging facilities: %



Hotel Occupancy Tax Funding Application

PROPOSED Revenues Budgeted

Revenues
Donations
Entry Fees
Vendor Fees
Other Fees
Revenue Total

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Staffing
Audio/Visual Equipment
Supplies
Food & Beverage
Location/Facility Cost
Signage
Security
Grounds Keeping
Marketing/Promotion
Other
Other
Expenditures Total

PROPOSED Cost Breakdown

% of costs covered by HOT funds
% of facility costs covered by HOT funds
% of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers	Posters
Radio	Web
Flyers	Brochures
Social Media	Other



Hotel Occupancy Tax Funding Application

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date:

Signature:

Printed Name and Title:

Attachments:

List of current Board of Directors and staff

Proof of Insurance

Statement of Applicants/Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas 75801

Questions, please email: mraum@palestine-tx.org or call 903-723-3014



Hotel Occupancy Tax Funding Application

Applicant/Organization Information

Name of Applicant/Organization	1855 Steakhouse and Seafood Company	
Address	555 E. Palestine Ave.	
City/State/Zip	Palestine, TX 75801	
Contact Person	Tommy Wright	
Contact Phone Number	Cell 817/247 3439	Work/Home
Email	tommywright@embargo.com	
Website	1855steakhouseandseafoodcompany.com	
NonProfit? Yes <input checked="" type="radio"/> No	Federal Tax I.D.# 87-1286967	

Write a short description about your organization's purpose: We are a for profit restaurant and we are seeking grant funds to enhance our facility. Specifically, we will completely transform the former go-cart track and miniature golf course into an outdoor live music venue with trees, grass, stage and lighting. In addition, we will remodel the adjacent building to include an indoor horse shoe shape bar and stage.

Proposal Information

Name of the Event/Project and a short description: We are seeking to book Torrie Martin for an outdoor concert. (Nashville act)	
Primary Location of event/project: 1855 Steakhouse	
Duration of Event: Start Date Sat, April 2nd at 8:00pm End Date Sat, April 2nd, 12 mid	
Amount of H.O.T funds requested? \$5000.00	
Write or Attach a timeline of the event/project from planning to completion	
How will the funds be used? (be specific) Primarily to book Torrie Martin.	
List other sources of funding: 1855 will partially fund if necessary.	
Are there any partners in the community? (if so, please list them below) Yes <input checked="" type="radio"/> No	



Hotel Occupancy Tax Funding Application

Which category or categories apply to funding request? Please indicate the amount requested under each category. See Policy for category descriptions

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

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county?

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category: \$

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens?

- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$

What tourist attractions will be the subject of the signs?



Hotel Occupancy Tax Funding Application

Questions for All Funding Request Categories:

Has this project or event been conducted before?

Yes

☒ No

If yes, how many years/times?

Previous year attendance *n/a*

Projected attendance

Local Visitors *n/a*

Local Visitors *100*

Out of Town Visitors *n/a*

Out of Town Visitors *50*

Hotel Rooms Booked

Number of rooms booked by participants in previous years *n/a*

Number of rooms projected to be booked by this year's participants *50*

If major increase/decrease in number of rooms booked is projected, please explain why: *n/a*

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

We will reserve book block for 25 rooms at Hampton Inn and 25 rooms at Comfort Inn.

Will you negotiate a special rate or hotel/event package to attract overnight stays?

We attempt We will attempt.

How will you measure the impact of your event on area hotel activity (e.g., room block usage information, survey of hoteliers, etc.)?

Room block info. and survey.

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

Yes, \$10.00 per ticket. Proceeds will go towards stage and equipment rental.

Number of years that you have received H.O.T. funds?

n/a



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?

We expect at least 50 out of town visitors to stay in hotels overnight.

How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)

see above.

What outside marketing is going to be conducted and how will it be effective?

Radio, social media, flyers, posters, brochures and web.

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?

Yes

What geographic areas does your advertising and promotion reach?

Anderson, Houston, Cherokee, Henderson and Smith counties.

How does the project/event contribute to Palestine?

- hotel occupancy occupancy
- retail
- breakfast

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Attendance Monthly/Annually:

n/a

Percentage of those in attendance that are staying at area hotels/lodging facilities:

%



Hotel Occupancy Tax Funding Application

PROPOSED Revenues Budgeted

Revenues \$1500.00

Donations (sponsors) \$1000.00

Entry Fees

Vendor Fees \$500.00

Other Fees (gross restaurant and alcohol) \$2000.00

Revenue Total \$5000.00

PROPOSED Expenditures Budgeted: This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Staffing \$900.00

Audio/Visual Equipment \$1200.00

Supplies \$500.00

Food & Beverage \$10000.00

Location/Facility Cost n/a

Signage n/a

Security \$500.00

Grounds Keeping n/a

Marketing/Promotion \$3000.00

Other > \$500.00

Other

Expenditures Total \$16600.00

PROPOSED Cost Breakdown

% of costs covered by HOT funds

% of facility costs covered by HOT funds

% of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers 25%

Radio 25%

Flyers 5%

Social Media 0%

Posters 10%

Web 0%

Brochures 30%

Other 5%

31.25%



Hotel Occupancy Tax Funding Application

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date: 9/22/21

Signature:

Printed Name and Title:

Tommy Wright - Marketing Director

Attachments:

List of current Board of Directors and staff

Proof of Insurance

Statement of Applicants/Organization's Ability to Financially Support this Activity

> upon request

SUBMIT TO: Mary Raum at 825 W. Spring Street, Palestine, Texas 75801

Questions, please email: mraum@palestine-tx.org or call 903-723-3014

City of Palestine Hotel Occupancy Tax Funding Application

Mission Statement:

Our collaborative mission is to support artistic endeavors and expression within the City of Palestine and Anderson County for the enrichment of all citizens and visitors both today and tomorrow.

Vision Statement:

Our holistic vision is to ensure that the lives of all citizens and visitors of the City of Palestine and neighboring communities within Anderson County are enriched by the Visual and Performing Arts.

City of Palestine Hotel Occupancy Tax Funding Application:



HOTEL OCCUPANCY TAX FUNDING APPLICATION

Name of Organization: Dogwood Arts Council

Address: P O Box 2601

City/State: Palestine, Tx 75802

Contact Person: Celia Campbell Polster (903) 345-5158 and Kellie McMaster (702) 354-4620

Email: info@DogwoodArtsCouncil.com

Website: DogwoodArtsCouncil.com

Non-Profit Fed ID 87-0834617

Mission Statement:

Our collaborative mission is to support artistic endeavors and expression within the City of Palestine and Anderson County for the enrichment of all citizens and visitors both today and tomorrow. Its mission is to bring art to downtown Palestine in TIE (Tasteful, Inspirational and Educational)

The Dogwood Arts Council is resuming the Art Tracks project previously held in Palestine since 2011 from the previous organizers; meanwhile creating additional art events and opportunities throughout the year. As a non-profit organization, the Dogwood Arts Council will be organizing and placing its Art Tracks exhibits on private property throughout the downtown area of Palestine.

Under the guidance of a professional Art Curator, Scott Trent, who is participating in the vision, plan and development work; it will be a first class arts council with its many local board members, members, and artists. Scott Trent will be responsible for selection and placement of artwork.

Name of Event/Project and a short description:**Art Tracks Exhibit March 2022.**

Since the usual Fall 2021 Art Tracks exhibit has not been accomplished this year, this first Art Tracks tour is especially important to keep art sculpture talent a part of downtown Palestine. In a slightly different approach than previous Art Track tours, it will feature one artist, Jeffie Brewer, of Lufkin, an acclaimed artist with national and international credentials. Jeffie Brewer was raised in Palestine and graduated from Palestine High School. The inaugural event with artist Jeffie Brewer will take place during the Dogwood Trails Festival by the Chamber of Commerce. It will coincide with the art events for Dogwood Trails, its grand opening will be a part of that event and will be on display for a two year period with some rotation of art. Jeffie Brewer's art is growing in popularity and his work will not always be available to an emerging art location such as Palestine's Art Tracks tour. Jeffie Brewer's bio is attached.

8 sculptures for two-year placement.

The next rotating art program will follow the Brewer installation in the fall of 2022.

The primary location of the event: At sites in the downtown Palestine area on private property in collaboration with local businesses and area art enthusiasts. Final locations to be determined.

Duration of Event:

Start Date: March 2022 to February 2024

Amount H.O.T. Funds requested?

\$18,750

Timeline:

August 2021 Call for proposal is completed since it is one artist decision by Curator

August 2021 DAC (Dogwood Arts Council) Board approved

February 2022 Contract Delivery

February 15 – March 6, 2022 Install art – Terry Jones Present (check to artist is due)

March 2022 – February 2024 Duration of placement – 2 years

March 15-17, 2022 People's Choice vote – celebrity/guest judges

Mar 18-19, 2022 Award Ceremony (Dogwood Trails Celebrations)

March 18-19, 2022 Art Tent (People's choice award)

How will Funds be used?

Stipends to Artist – 8 sculptures @ \$1250	\$ 10,000
Curator fee	\$ 5,000
Installer -	\$ 3,000
Concrete pads for art installs 8 @ \$500	<u>\$ 4,000</u>
Total	\$ 22,000

List other sources of funding:

Private and corporate donors: Anticipated \$3,000
Events and sponsorship projects: Anticipated \$3,000

Partners in the Community:

Palestine Chamber of Commerce
Palestine Visitor Center – inclusion in marketing materials

Which categories apply to funding request?

Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry

Questions for all Funding Request Categories:

Has this project or event been conducted before? Yes, 9 years by another non-profit. And 1 year by the City of Palestine.

Previous year attendance: Dogwood Arts Council was not part of the project, we have no information. However, since the project is in visible locations for people walking or driving by; it is seen daily 24 hours a day by thousands of Local Visitors and Out of Town Visitors. As a project it is promoted for visitors to seek it out and follow the tour in addition to incidental viewing.

Hotel Rooms Booked

Number of rooms booked by participants in previous years. Dogwood Arts Council was not a part of the project and has no information.

Number of rooms projected to be booked by this year's participants. Impossible to project except the grand opening event in March which should have 40.

Room Block: No

Special rate: Yes, special rates will be negotiated for the grand opening of this Art Tracks tour.

How will you measure the impact on hotel activity: We will endeavor to track information; especially with the projected tours to see the works.

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used? There is no charge for admission for the Arts Tracks tour. Profit will come in the event one of the sculptures is sold as a result of its exposure. Profit will be used to fund the other art projects planned by Dogwood Arts Council.

Number of years that you received H.O.T. funds? None

City of Palestine Hotel Occupancy Tax Funding Application:

How does the project/event impact tourism in Palestine? The Art Track tour benefits tourism by providing art visuals for visitors who are either driving or walking in our downtown areas. This tour is another item to be offered to tourists to expand their stay in our community and to walk and drive by areas and businesses. The art gives visitors another aspect to the historical elements present in our downtown areas.

How does the project/event directly promote and aid the convention and hotel industry? Since the Art Tracts tour will be included in all promotional material as an attraction in our downtown area, it adds to the elements to keep visitors here one night longer.

What outside marketing is going to be conducted and how will it be effective? Promotion statewide will be conducted. The sculpture community is diverse and our group of artist followers are throughout Texas. Editorial copy will be sought in all related blogs, magazines, newspapers as we promote the artist(s) and their work. As a network the artists show mainly throughout the Southeastern part of the U.S. in other Art Track type exhibits. Their followers become our visitors, further increasing the interest in our community. A brochure will be produced for distribution through our Visitor Center and all tourism points. As the artists and their work received awards here, they will be promoted. Art Tourism is becoming a very strong feature in the tourism field.

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event. Yes

What geographic area does your advertising and promotion reach? It reaches Texas and the art community into the SE part of the US.

How does the project/event contribute to Palestine? This project contributes to the landscape in providing interesting visuals to our downtown area. Art sculptures encourage discussion and study. Each artist has a story to tell. It also fills the void in areas which may not be appealing to view.

If the funding is related to a permanent facility: No

City of Palestine Hotel Occupancy Tax Funding Application:

Proposed Revenues Budgeted for this event:

Revenues:	0
Donations	\$3,000
Sponsorship Opportunities	
People's choice award	\$1,000
Pad Sign sponsorship	\$1,600
Brochure Printing	\$3,000
H.O.T. Funds Grant	<u>\$22,000</u>
	\$30,600

PROPOSED Expenditures Budgeted:

Sculpture Stipends 8 @\$1250	\$10,000
Curator/Installer	\$ 8,000
Concrete Pads 8 @ \$500	\$ 4,000
Sign bases 8@\$150	\$ 1,200
Signs for each 8@\$50	\$ 400
People's Choice Award	\$ 1,000
Brochure – promotional	\$ 3,000
<u>Promo & Event Exp</u>	<u>\$ 3,000</u>
	\$30,600

Proposed Cost Breakdown:

% of costs HOT Funds 71%
% facility – none
% staff costs HOT Funds none

Proposed Marketing Breakdown:

Brochures
Social Media
Posters
Other

City of Palestine Hotel Occupancy Tax Funding Application:

We have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement.

We certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein for the purpose of receiving City of Palestine H.O.T. funds.

September 20, 2021

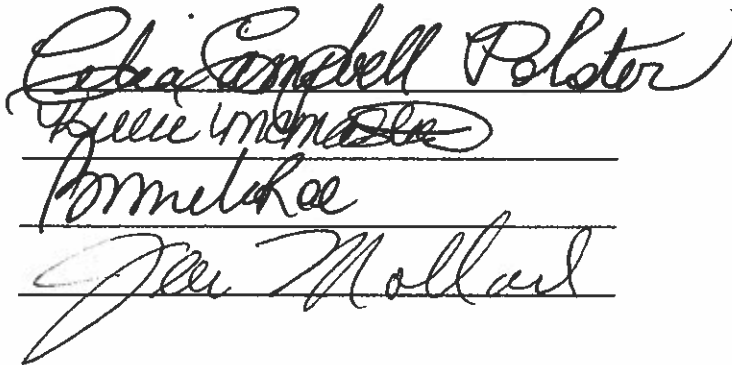
Signed:

Celia Campbell Polster:

Kellie McMaster

Bonnie LaRoe

Jean Mollard:

The block contains four handwritten signatures, each written over a horizontal line. From top to bottom, the signatures are: Celia Campbell Polster, Kellie McMaster, Bonnie LaRoe, and Jean Mollard. The signatures are written in dark ink and are cursive in style.

List of current Board of Directors (no paid staff)

Celia Campbell Polster, Executive Director

Executive Board:

Celia Campbell Polster

Kellie McMaster, Treasurer

Bonnie LaRoe

Jean Mollard

Board Members:

David Tripp

Deanna Pickett Frye

Greg Gunnels

Peyton Williams

Sandi Jones

Insurance will be in place in advance of our projects.

Statement of Applicants/Organization's Ability to Financially Support this Activity:

We acknowledge that we will have the financial wherewithal to support this activity through donations, grants and other pledges.

Jeffie Brewer M

I AM AN: ARTIST.

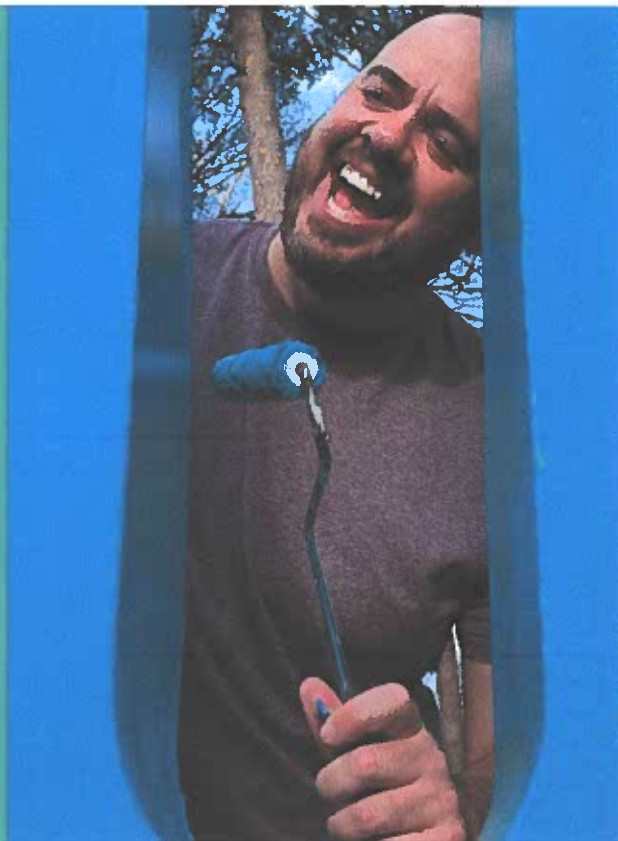
Jeffie Brewer grew up in a small, rural town in East Texas. The son of eccentric junk yard owners, he learned to spot beauty in the mundane, developed an array of industrial skills and discovered he had a knack for drawing. Those early revelations have influenced his artistic trajectory ever since.

Jeffie earned an MFA in sculpture and metals and an MA in sculpture and painting. He also holds a BFA in drawing, printmaking and jewelry making. He taught a wide range of undergraduate and graduate level art classes from 1998-2019, from sculpture to typography to expressive drawing.

Since his first exhibition in 1998, his work has appeared in both solo and group shows across North America and in Mexico and Japan.

In addition to his academic career, Jeff has utilized his artistic talents as an illustrator and designer for an advertising firm (Point A Media, 1999-present) and as the founder and president of a design and fabrication company (Orange Cat, Inc., 2002-present). He also designed, fabricated and built his own home in 2006.

Jeffie is married to the love of his life, Angie, whom he credits with saving him from impending doom. His interests include teaching, golf, dogs, plants, the letter z, singularity, a ten foot putt, fresh figs, harmony, understanding, tulips, the tango, long runs, cut grass, the color teal, clouds, rust stains on concrete, clouds, small violent birds, the realization of exactly how fast time goes by, the number 7, politricks, cows, short walks, good stories, using the word "sans" and lying in the sun.



JEFFIE BREWER

305 County Road 813
Nacogdoches, Texas 75964
936.552.6078

EDUCATION

2000 MFA, Sculpture & Painting, Stephen F. Austin State University, Nacogdoches, Texas
1998 MA, Sculpture & Metals, Stephen F. Austin State University, Nacogdoches, Texas
1995 BFA, Studio Art, Sam Houston State University, Huntsville, Texas

EXHIBITIONS

PUBLIC & PRIVATE COLLECTIONS

Bunny in Repose and Meditations, Westin Houston Medical Center, Houston, Texas

Artmadillo, Covenant Children's Hospital, Lubbock, Texas

Yves Klein Blue Heron, New Mexico Museum of Natural History & Science, Albuquerque, New Mexico

Tetelestai, Cloud Rain & Bee Bum, The J - St. Louis Jewish Community Center, St. Louis, Missouri

Burd, Wells Fargo Building, Lubbock, Texas

Flamingo, Maestri Gallery, Dallas, Texas

Cloud Sun, The Henry, Coral Gables, Florida

CatDog, Sage Veterinary Imaging & Round Rock Animal Hospital, Round Rock, Texas

Void, Mast Arboretum, Stephen F. Austin State University, Nacogdoches, Texas

Bull, City of Boerne, Highway 46, Boerne, Texas

Bunny, Artmadillo & Burd, The Fredonia Hotel, Nacogdoches, Texas

Cloud Rain, City of Greeley, Colorado

Winking RedBird, Power Boulevard, Kenner, Louisiana

Bunny, Daley Park, City of Ames, Iowa

Surf Dog, Ruff Range Dog Park, Frisco, Texas

RedBird, West Canadian Digital Imaging, Inc., Calgary, Canada

Hawk, The Jimmy Club, St. Rose, Louisiana

Yves Klein Blue Heron, HomeTown, North Richland Hills, Texas

Ab's Chair, Banita Creek Trail, Nacogdoches, Texas

Three Herons, Canals, Frisco, Texas

SOLO EXHIBITIONS

2021 *afterthinker*, GVG contemporary, Santa Fe, New Mexico

2020 *PDA (public display of art)*, Lubbock, Texas

2019 *Art On The Llano Project*, Lubbock, Texas

2018 *Idiot Boy*, Temple College, Temple, Texas

2018 *Tender Barbarian*, GVG contemporary, Santa Fe, New Mexico

2017 *Sculptures and Drawings*, CASP 5&J, Lubbock, Texas

2017 *No One Is Watching You*, MCC, Waco, Texas

2016 *Days Like This*, MT Burton Gallery, Surf City, New Jersey

2016 *Get My Hands On You*, Cole Art Center, Nacogdoches, Texas

2015 *Meditations on Looking and Seeing*, GVG contemporary, Santa Fe, New Mexico

2015 *Hypnagogia*, Ben Bailey Art Gallery, Texas A&M University at Kingsville, Kingsville, Texas

2014 *What Does It All Mean*, Hardin-Simmons University, Abilene, Texas

GALLERIES

GVG Contemporary, Santa Fe, NM

Jane Hamilton Fine Art, Tucson, AZ

Maestri Gallery, Dallas, TX

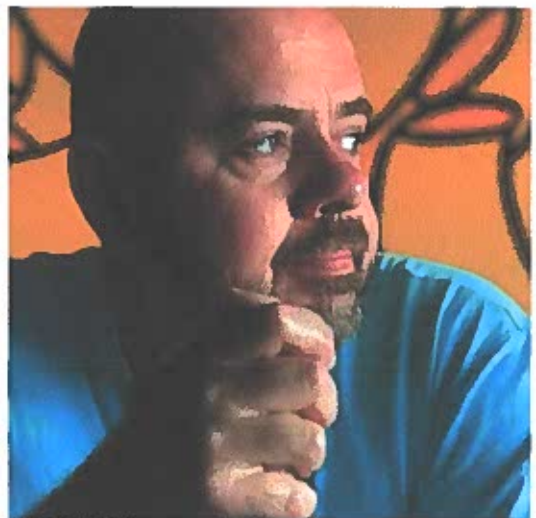
Charles Adams Gallery, Lubbock, TX

MT Burton Gallery, Surf City, NJ

Rebecca Low Gallery, Fort Worth, TX

Adaro Art, Watersound, FL

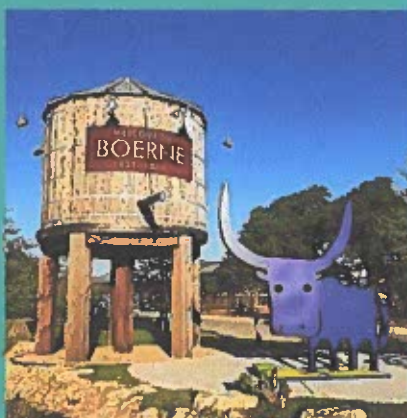
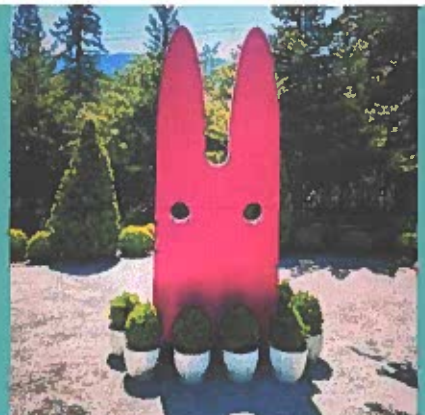
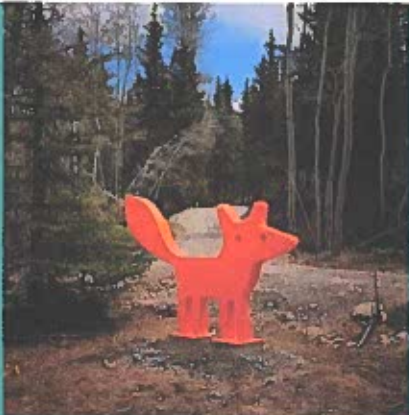
Shain Gallery, Charlotte, NC

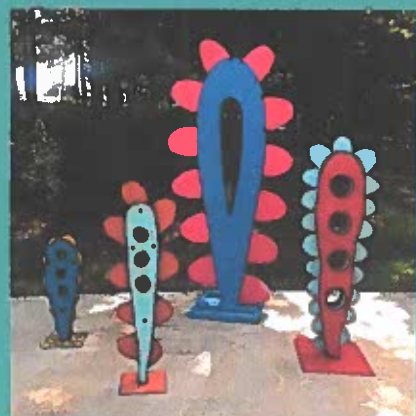
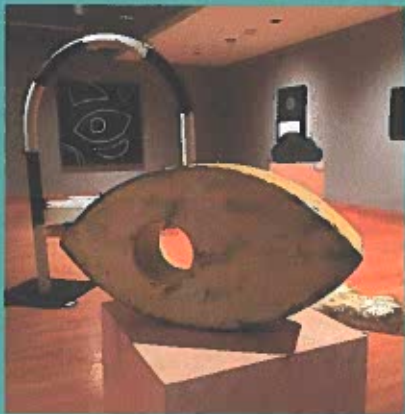
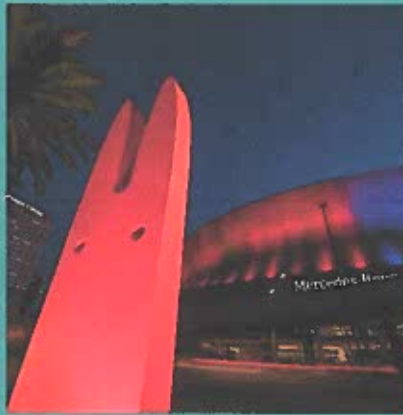
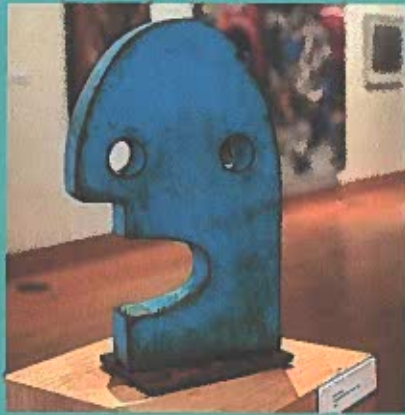


GROUP EXHIBITIONS

- 2021 *#3DMISSISSIPPI*, Studio Waveland + Gallery, Waveland, Mississippi
2021 *Color Field*, Public Art University of Houston System, Houston, Texas
2021 *55th Annual National Drawing & Small Sculpture Show*, (White Library Purchase Award) Del Mar College, Corpus Christi, Texas
- 2020 *Midtown Sculpture Walk*, Jackson, Mississippi
2020 *Color Field*, The Baker Museum at Artis-Naples, Naples, Florida
- 2019 *Color Field*, Crystal Bridges Museum of American Art, Bentonville, Arkansas
2019 *Garden Party Sculpture Month Santa Fe*, GVG Contemporary, Santa Fe, New Mexico
2019 *Art on the Green*, Kemp Center for the Arts, Wichita Falls, Texas
2019 *Sculpture Tucson*, Tucson, Arizona
2019 *True North 2019*, Houston Heights, Texas
2019 *Boerne Art al Fresco*, Boerne, Texas
2019 *Assistance League® of Houston Celebrates Texas Art 2019*, Houston, Texas
- 2018 *Odyssey Sculpture Program*, Purdue University NW, Westville, Indiana
2018 *44 Artists from Texas*, LHUCA, Lubbock, Texas
2018 *Old Town Art Splash*, Coppell, Texas
2018 *St. Joseph Sculpture Walk*, St. Joseph, Missouri
2018 *City of Santa Fe Art on Loan*, Santa Fe, New Mexico
2018 *State Fair Sculpture Garden*, Dallas, Texas
2018 *National Juried Exhibition*: Eastern Kentucky University, Richmond, Kentucky
2018 *Boerne Art al Fresco Public Art*, Boerne, Texas
2018 *Art Palm Springs*, Palm Springs California
2018 *Art on Henderson Pop Up*, Dallas, Texas
- 2017 *Yokna Sculpture Trail*, University of Mississippi, Oxford, Mississippi
2017 *Old Town Art Splash*, Coppell, Texas
2017 *Palestine Art Tracks*, Palestine, Texas
2017 *Keller Art Walk*, Keller, Texas
2017 *Rosemary Beach Sculpture*, (People's Choice) Rosemary Beach, Florida
- 2017 *Blanco Sculpture Walk*, Blanco, Texas
2017 *20th Anniversary Exhibition*, (Featured Artist) Rebecca Low Gallery, Fort Worth, Texas
2017 *Art On The Henderson*, (First Place) Dallas, Texas
2017 *Boerne Art al Fresco Public Art*, Boerne, Texas
2017 *Group Show*, Wall Gallery, Dallas, Texas
2017 *Public Arts League of Salado Juried Show*, Salado Sculpture Garden, Salado, Texas
2017 *TSG Juried Member Show*, Artspace111, Fort Worth, Texas
- 2016 *Craft Hilton Head 2016*, Hilton Head Island, South Carolina
2016 *TAIC Exhibition*, University of Science & Arts of Oklahoma, Chickasha, Oklahoma
2016 *Palestine Art Tracks*, Palestine, Texas
2016 *Divergent Unity*, GVG Contemporary, Santa Fe, New Mexico
2016 *Place Beyond Image*, Jeske Sculpture Park, Ferguson, Missouri
2016 *Art on the Green*, Kemp Center for the Arts, Wichita Falls, Texas
2016 *Sculpture for New Orleans*, Poydras Corridor, NOLA, Louisiana
2016 *Looking for Michael*, East End Studio Gallery, Houston, Texas

And the list goes for two more very active years ... 2015, 2014







Kimberly Grayson State Farm

1735 Crockett Rd

Palestine TX 75801

903-729-3222

kimberly@youreasttexasagent.com

www.youreasttexasagent.com

September 22, 2021

RE: Dogwood Arts Council

PO Box 2601

Palestine, TX 75802

To whom it may concern,

The Dogwood Arts Council has arranged insurance coverage with State Farm Insurance Companies to begin February 1, 2022. This will begin prior to the first installment of ART TRACKS sculptures. The policy will include 1 Million in Liability coverage as well as a State Farm Business Policy sculpted to fit their specific needs. A copy of the quote along w specific coverage can be provided upon request.

Sincerely,

Kimberly Grayson

Kimberly Grayson, Agent



Hotel Occupancy Tax Funding Application

Organization Information

Name of Organization	Palestine Area Chamber of Commerce (PACC)	
Address	401 W. Main St.	
City/State/Zip	Palestine TX 75801	
Contact Person	Heather Chancellor	
Contact Phone Number	Cell 832.878.0807	Work/Home 903.729.6066
Email	heather@palestinechamber.org	
Website	www.palestinechamber.org	
Non Profit? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Federal Tax I.D.# 75-0478920	

Write a Short description about your organization : PACC is a non-profit assisting local business, large and small in networking, marketing, representation in city, county and state government. To assist in expanding their business in and outside of our local market.
Provide exciting community events to showcase our members, assist other non-profits, drive revenue to them and our community.

Proposal Information

Name of the Event/Project and a short description	
84th Annual Dogwood Festival featuring Art & Music - March 18 & 19, 2022 Get Loco - Annual Hot Pepper Festival - Oct. 22, 2022 CASI & Community Chili Cook - off 10.21.22	
Duration of Event:	Dogwood 3.19.22 Hot Pepper 10.22.22
Start Date	Dogwood 3.18.22 Hot Pep.10.21. End Date
Amount of H.O.T funds requested? \$15,000 50% used for each event.	
Write or Attach a timeline of the event/project from planning to completion Please see attached. Dates may be subject to change.	



Hotel Occupancy Tax Funding Application

List other sources of funding: **Sponsorships, booth sales, gate tickets sales, VIP concert ticket sales, beer garden (hot pepper)**

Are there any partners in the community? (if so, Please list them below) Yes ☒ No ☐

**The City of Palestine,
Visit Palestine**

Eligible Funding Category for Request: See Policy for category descriptions

- ☐ Convention and Visitor's Bureau
- ☒ Promotion of the Arts
- ☐ Historical Restoration and Museums
- ☐ Promotion of Sporting Events
- ☒ Signage

Has this project or event been conducted before? Yes ☒ No ☐

If yes, how many years/times? **83 years for Dogwood Festival, over 40 years for Hot Pepper**

Previous year attendance

Local Visitors **2500**

Out of Town Visitors **1000**

Projected attendance

Local Visitors **3500**

Out of Town Visitors **2500**

Hotel Rooms Booked

Number of rooms booked by participants in previous year **150**

Number of rooms projected to be booked by this year's participants **250**

If major increase/decrease in number of rooms booked is projected, please explain why:

Anticipating growth from previous years due to less travel restrictions in 2022

Number of years that you have received H.O.T. funds? **9**



Hotel Occupancy Tax Funding Application

Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?

Local and out of area marketing and promotion will attract new and repeat visitors to the area. Highlighting old favorites and new attractions, activities and vendors will draw a large crowd.

By Adding a Fall and possibly a Spring CASI (Chili Appreciation Society International) Sanctioned Chili Cook-off, we will draw a new crowd who may not be familiar with Palestine and typically stays for 24 - 48 hours for cook-offs.

How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)

Vendors will now have a special Chamber Membership class and able to reserve hotel rooms, camping spots, and other accommodations at special rates. We will promote our local hotels to our attendees.

Lodging, Dining & Retail, will have featured buttons on the Argent Kiosk and PACC website at both Festivals.



Hotel Occupancy Tax Funding Application

What outside marketing is going to be conducted and how will it be effective?

Radio - local and out of market, Tyler, Huntsville, DFW

Print - newspaper local and Houston, DFW Markets. Special spring and fall magazines

Social Media - Facebook, Instagram, Twitter

Texas Highways Magazine

Go Texan Newsletters and website listing

CASI newsletter and website listing

Chile Social Media Infleuncers will assit with promotion

25+ travel and "to-do" sites have the listing

How does the project/event contribute to Palestine?

These events put the spotlight on what our community has to offer. Drives revenue, and taxes to local business and return trips for visitors and vendors.



Hotel Occupancy Tax Funding Application

PROPOSED Revenues

Budgeted	
Revenues	
Donations	15000
Entry Fees	2000
Vendor Fees	15000
Other	\$ 2,500.00
Other	3750
Revenue Balance	\$ 38,250.00

PROPOSED Expenditures

This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Budgeted	
Expenditures	
Staffing	\$ 1,200.00
Audio Visual/Entertainment	\$ 3,500.00
Supplies	\$ 3,500.00
Food and Beverage	\$ 2,500.00
Location Cost	\$ 1,500.00
Signage	\$ 3,500.00
Security	\$ 1,200.00
Grounds keeping	\$ 1,000.00
Marketing/Promotion	\$ 12,000.00
Other	\$ 5,000.00
Other	
Expenditures Balance	\$ 34,900.00



Hotel Occupancy Tax Funding Application

PROPOSED Cost Break Down

Percent of Costs covered by H.O.T Funds?
18
Percent of facility costs covered by H.O.T funds?
0
Percent of staff costs covered by H.O.T. Funds?
0
Total Costs
\$ 39,500.00

PROPOSED Marketing Breakdown \$\$

Newspapers	Posters
\$ 3,500.00	\$ 1,500.00
Radio	Web
\$ 1,500.00	\$ 1,000.00
Flyers	Brochures
\$ 500.00	
Social Media	Other
\$ 1,000.00	\$ 3,000.00

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

Date: 8/31/20

Signature: *Heather Chancellor*

Heather Chancellor President/CEO

Printed Name and Title: _____

Attachments:

☒ List of current Board of Directors and staff

☒ Proof of Insurance

☐ Statement of Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum 825 W. Spring Street, Palestine, Texas 75801 903-723-3014

Email: mraum@palestine-tx.org

{EXT/06319/0003/W1154643.1}7



**Palestine Area Chamber of Commerce
2021 Board of Directors**

Roy Finch, Chairman

Palestine Regional Medical Center
Cell: 903.258.3525
Email: roy.finch@lpnt.net
Birthday: Aug 11

Mark Davis, Past Chair

Austin Bank
Cell: 903.724.3609
Email: mdavis@austinbank.com
Birthday: June 8

Debbie Wacha, Treasurer

Commercial Bank of Texas
Cell: 903-724-4221
Email: dwacja@cbtx.com
Birthday: August 1

John Piersol

Iron Gate Feed
Cell: 903-724-4392
Email: johnpiersol@embarqmail.com
Birthday: December 24

Chris Kiser

Palestine Independent School District
Email: ckiser@palestineschools.org
Birthday:

Melissa Ward

KYYK
Cell: 903.922.9725
Email: melissa@kyyk.com
Birthday: June 1

Ernie Williams, Chair Elect

Ernie Williams Insurance Agency
Cell: 903.258.3525
Email: ernie@erniewilliamsintegra.com
Birthday:

Angela Howell, Secretary

Ben E Keith
Cell: 903.922.0477
Email: angelahowell@benekeith.com
Birthday: December 27th

Mario Garcia

Mario's Mexican Grill
Email: mbkitchens18@gmail.com
Birthday:

Meshell Scott

Vera Bank
Cell: 903.391.4248
Email: mscott@verabank.com
Birthday: March 27

Chuck Eldridge

Palestine Toyota
Cell: 903.277.1840
Email: chuck@palestinetoyota.com
Birthday:

USS



PO Box 12058
Austin, TX 78711-2058

ROLLO INSURANCE GROUP INC
1500 EARL RUDDER FWY S
COLLEGE STATION TX 77840-2677

CONFIDENTIALITY NOTICE: This communication may contain confidential, proprietary or privileged information and is intended only for the person to whom the communication is addressed. If you are not the intended recipient, please immediately notify Texas Mutual's information services center at (800) 859-5995 or information@texasmutual.com and destroy all copies of the communication as your use, disclosure, copying or storage of the communication is prohibited and may be a violation of state or federal law.

D Frank 2021-08-24

Print Cover Page

GENERAL CHANGE ENDORSEMENT

The policy to which this endorsement is attached is amended as shown below:

The Employers Liability Limits are amended to:

\$1,000,000 each accident

\$1,000,000 policy limit

\$1,000,000 each employee

Premium is determined at Final Audit.

This endorsement changes the policy to which it is attached effective on the inception date of the policy unless a different date is indicated below.

(The following "attaching clause" need be completed only when this endorsement is issued subsequent to preparation of the policy.)

This endorsement, effective on 8/4/21 at 12:01 a.m. standard time, forms a part of:

Policy no. 0001134584 of Texas Mutual Insurance Company effective on 8/4/21

Endorsement no. 1

Issued to: PALESTINE CHAMBER OF COMMERCE



Premium change: \$128.00

This is not a bill

Authorized representative

NCCI Carrier Code: 29939

8/24/21

Workers' Compensation and Employer's Liability Policy

Policy number 0001134584 Issue date 8/24/21 Policy period 8/4/21 to 8/4/22

Schedule of Operations

Item 4: Premium Calculation

Agent copy

Class codes for primary named insured

State	Location	Code	Classification	Premium basis total estimated annual remuneration	Rate per \$100 of remuneration	Estimated annual premium
8/4/21 to 8/4/22						
42	00001	8810	Clerical Office Employees NOC	62,250.00	0.210	131.00
			Estimated manual premium			\$131.00
		9812	Increased Limits Factor 1,000,000/1,000,000/1,000,000		0.014	2.00
		9848	Increased Limits Balance to Minimum Premium (\$150)		1.000	148.00
		9885	Premium Incentive For Small Employer Modifier		0.850	(42.00)
		9889	Schedule Modifier		1.000	0.00
		0900	Expense Constant		1.000	150.00
			Total payroll and Texas total premium	\$62,250.00		\$389.00

This endorsement changes the policy to which it is attached effective on the inception date of the policy unless a different date is indicated below.
(The following "attaching clause" need be completed only when this endorsement is issued subsequent to preparation of the policy.)

This endorsement, effective on 8/4/21 at 12:01 a.m. standard time, forms a part of:

Policy no. 0001134584 of Texas Mutual Insurance Company effective on 8/4/21

Endorsement no. 1

Issued to: PALESTINE CHAMBER OF COMMERCE



Premium change: \$128.00

This is not a bill

Authorized representative

NCCI Carrier Code: 29939

8/24/21



Mary,

Thank you for taking the time to review our HOT Funds Application.

Our General Liability policy has been included but for both the Dogwood Festival and Hot Pepper Festival 2022, we will purchase specific event policies 45 days ahead of the event with higher coverage limits.

Thank you,

Heather Chancellor

President/CEO

O 903.729.6066

C 832.878.0807

401 W. Main Street, Palestine, Tx 75801

www.palestinechamber.org

[illegible]