

Ben Campbell, President  
Suzanne Eiben, Vice President  
Kim Willmott, Secretary/Treasurer  
Dan Bochsler, Director  
Joseph Thompson, Director  
Linda Dickens, Director  
Charles Drane, Director



Christophe Trahan,  
EDC Director  
Lisa Bowman,  
Admin. Assistant

**ADDENDUM**  
**To the Agenda for Tuesday, December 12, 2023**  
**ECONOMIC DEVELOPMENT BOARD**  
**December 12, 2023**  
**10:00 A.M.**  
**PEDC Office**  
**100 Willow Creek Pkwy, Suite A**  
**Palestine, TX**

**I. DISCUSSION AND ACTION ITEMS**

8. Discussion and possible action regarding Rotary Club of Palestine Community Development Grant Application in the amount of \$7,000.

I certify that the above Notice of Meeting was posted at the main entrance of the Palestine Economic Development Corporation located at 100 Willow Creek Parkway, Suite A, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, December 8, 2023, at 5:30 p.m.**

A handwritten signature in blue ink that reads "Lisa Bowman". The signature is written in a cursive style and is positioned above a horizontal line.

Lisa Bowan, EDC Admin. Assistant

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 [citysecretary@palestine-tx.org](mailto:citysecretary@palestine-tx.org) or 903-731-8414.



Agenda Date: 12/12/2023  
To: Palestine Economic Development Corporation  
From: April Jackson, City Secretary  
Agenda Item: Rotary Club of Palestine Community Development Grant Application in the amount of \$7,000

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**SUMMARY:**

Discussion and possible action regarding Rotary Club of Palestine Community Development Grant Application in the amount of \$7,000.

**RECOMMENDED ACTION:**

Staff recommends discussion and possible action regarding Rotary Club of Palestine Community Development Grant Application in the amount of \$7,000.

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**Attachments**

Community Development Grant Outline - Rotary Club of Palestine - 2023  
PEDC Community Development Grant Application - Rotary Club of Palestine

**Contact: Mary Raum**  
Rotary Club of Palestine  
Phone: (903) 723-3014  
Cell: (818) 943-8626

P.O. Box 612  
Palestine, TX 75802  
msraum@gmail.com



## Community Development Grant Application 2023

### Applying Organization

Rotary is a global network of 1.4 million neighbors, friends, and leaders volunteer their skills and resources to solve issues and address community needs. We are an international service organization whose stated human rights purpose is to bring together business and professional leaders to provide humanitarian services, encourage high ethical standards in all vocations, and to advance goodwill and peace around the world. The organization was founded in February 1905 and the Rotary Club of Palestine was founded in 1913 and chartered a year later in 1914. Today, the Palestine club is the 8<sup>th</sup> oldest club in Texas with 91 members and growing!

While every Rotary Club is a little different, the Rotary Club of Palestine focuses its efforts on youth development and leadership. Our programs include:

- Safety Town – Interactive and immersive set of hands-on short courses about various types of safety for Anderson County 1<sup>st</sup> graders
- Dictionary Project – Classroom session with all 3<sup>rd</sup> graders teaching them how to use a dictionary using the 4-way test. Every child gets to keep their own dictionary.
- First Blessings Shoe Giveaway – Actively volunteers each year to provide local children with a free pair of socks & shoes before school starts.
- Rotary Youth Leadership Awards – 20 high school Juniors are sent on a weekend packed with leadership training and networking.
- Rotary Youth Exchange – Each year we host a foreign exchange student. They attend all Rotary meetings and participate in events and service opportunities throughout the year.
- Scholarships – Each year we award a minimum of \$12,000 to graduating seniors through an internal application process.

These programs are unduplicated and important to our rural community. They help promote youth leadership development, education, and address and solve community needs.

### Project

The Rotary Club of Palestine identified a need within our community that can be utilized by every resident and visitor. The project will revitalize the Upper Lake Trail which is approximately 1.6 miles through the Palestine Community Forest. Today it is completely overgrown in many areas and impassable 10 or 12 months of the year due to low lying areas being underwater when it rains.

The trails were developed over 30 years ago as an Eagle Scout project, but not maintained in recent years. The current low water crossings are rotting and deteriorating, and the path is made of a sandy soil that makes it hard for wheeled equipment such as bicycles, strollers, scooters, and motorized wheelchairs to access and traverse the trail.

Within the scope of work, we are planning to clear the trail, lay new path base material, and create new signage that will be installed along the route identifying the route, native trees and plants and facts about the natural wildlife in the area. Additionally, there are a few bridges that need to be replaced and a few new

benches along the trail. The project will commence in winter 2024 with a phased plan and a series of group workdays.

August 2023	Project identified, and permission granted by the City of Palestine
Oct 2023	Project awarded by Rotary District 5910
Nov/Dec 2023	Committee sub-chairs identified and team meetings to discuss partnerships and strategies.
Jan 2023	Presentation of the project to City Council
Jan/Feb 2024	Community workdays to clear overgrowth, debris and clean up and remove old bridges and signage. Partner with City to rebuild boardwalk/bridge. Install new signage and benches throughout the trail.
Mar/Apr 2024	Project Wrap Up and Completion no later than April 29

Once the project is complete, visitors and residents will be able to safely utilize the trail for walking, hiking, bike riding and trail runs. We also expect that it will become an excellent course for cross country track events and will be utilized for many things from birdwatching to geocaching. It will be open to the public and there will be no fee for its use.

By completing this project, we will have added to the list of projects that we have completed to better serve our community. Other projects we have completed include the pavilion at Davey Dogwood Park, Public Restrooms in Davey Dogwood Park, purchase, and restoration of a vacant building in Palestine Main Street, maintenance and beautification of the Rotary Park in Main Street, restoration of the Welcome to Palestine gateway signage on Hwy 155 to name a few. We look for projects that we can complete that will provide lasting change within our community.

Starting in October 2024, we will continue to enhance the trail by layering in a pollinator project to seed native flowering plants and will host an annual workday each year to ensure the trail remains accessible.

This project aligns with the following strategies adopted by the Palestine Economic Development Corporation by supporting and enhancing the awareness and visibility of cultural, sports, entertainment and community assets that contribute to quality of life, business development and growth of Palestine sales tax revenue. It also aligns with the Economic Development strategy to highlight and promote Palestine as a unique destination for residents and visitors alike and meet citizen needs for quality-of-life improvements, business development and sustainable economic growth for residents in the City of Palestine. This project also will create a sense of place for our community and will highlight and promote Palestine as a unique destination for residents and visitors just through the nature of the product.

The project is expected to have a lifespan of 10 years and will continue to produce direct and indirect sales tax revenue for the full life cycle of the program. In discussion with the City of Palestine Park & Recreation Director, this area has been on the list of projects to be completed for many years, but they have not had the manpower or budget to go in and get it cleaned up. With our efforts, the city will be able to maintain the trails.

## Financial

The Rotary Club of Palestine relies itself on working partnerships to meet a common goal. We always start with funds supplied through our club. This project requires that Rotary Club and Rotary District Grant funds are used before any other funds. You will also notice that there are no labor costs in our budget. Our project is to be executed by Rotarians and volunteer labor. This allows our dollars to go further. If in the event we receive additional donations or in-kind materials, we may not need the full request.

Below you will see the Project Budget Outline with revenue and expenses.

Project Expenses - Upper Lake Trail		
	Income	Expenses
Rotary Funds	\$3,000	
Rotary District Grant	\$3,000	
HOT Grant	\$1,000	
In Kind Services	\$4,000	
Additional Funding Request	\$7,000	
	<b>\$18,000</b>	
Bridges (x3)		\$8,000
Trail Base Material		\$3,500
Equipment Rental		\$2,000
Trailhead/Gateway Signs		\$2,000
Nature Trail Signage		\$1,500
Fuel		\$400
Meals/Water for Volunteers		\$400
Cement		\$200
		<b>\$18,000</b>

## Marketing & Outreach

The Rotary Club of Palestine has been networking within the community and talking about this project since August 2023. We have already identified several groups that have requested to be part of the project in ways that are meaningful to their organizations. As we build momentum, we will be working with the Palestine Herald Press to create excitement about the project within the community. We will be utilizing our social media to introduce the project and show the progress from start to finish. We will wrap up the project with a ribbon cutting at the trailhead. City leadership, local organizations and residents will be invited to walk the trail to encourage and facilitate foot traffic on the trail.

## Metrics to Evaluate Success

The results of this project are more tangible than a set of metrics could produce. The goals outlined previously are our established metrics:

- Regular increased foot traffic on the trail year-round.
- Trail is utilized for strollers, scooters, bikes, and other city approved devices.
- Trail featured in promotional materials generated by Visit Palestine defined as a nature tourism destination.



## **PALESTINE ECONOMIC DEVELOPMENT CORPORATION**

### **Community Development Grant Application**

#### **IMPORTANT:**

- Please read the "*Palestine Community Development Grant Program Guidelines & Criteria*" prior to completing this application.
- The Grant Guidelines & Criteria and Application are available at [www.palestinetexas.net](http://www.palestinetexas.net); by calling 903.729.4100 or by emailing [edcadmin@palestine-tx.org](mailto:edcadmin@palestine-tx.org)
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically for consideration by the PEDC Board. Please submit the application to:

[edcdirector@palestine-tx.org](mailto:edcdirector@palestine-tx.org)

*Applications must be completed in full, using this form, and received by PEDC electronically, or in person.*

#### **Funding requested must meet the following criteria:**

##### **Project Grant**

Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of PEDC.

#### **APPLICATION**

##### **ORGANIZATION INFORMATION**

Name: Rotary Club of Palestine

Federal Tax I.D.: 75-6036799

Incorporation Date: June 3, 1912

Mailing Address: P.O. Box 612

City Palestine

ST: Texas

Zip: 75802

Phone: 818-943-8626

Fax:

Email: [lmartini64@yahoo.com](mailto:lmartini64@yahoo.com)

Website: [PalestineRotary.org](http://PalestineRotary.org)

**Check One:**

- ☒ Nonprofit – 501(c)(3) Attach a copy of IRS Determination Letter  
☐ Governmental entity  
☐ Other

Professional affiliations and organizations to which your organization belongs: Rotary International

**REPRESENTATIVE AUTHORIZED TO COMPLETE / SUBMIT APPLICATION:**

Name: Mary Raum

Title: Club President

Mailing Address: PO Box 612

City: Palestine

ST: Texas

Zip: 75802

Phone: 818-943-8626

Fax:

Email: msraum@gmail.com

**DESIGNATED CONTACT FOR COMMUNICATION BETWEEN PEDC AND ORGANIZATION:**

Name: Mary Raum

Title: Club President

Mailing Address: PO Box 612

City: Palestine

ST: Texas

Zip: 75802

Phone: 818-943-8626

Fax:

Email: msraum@gmail.com

**FUNDING**

Total amount requested: \$7,000

Matching Funds Available: \$7,000

**PROJECT**

Start Date: January 2024

Completion Date: April 2024

**BOARD OF DIRECTORS** (*may be included as an attachment*)

**President – Mary Raum**

**Past President – Richard Rutledge**

**President Elect – Dr. Michael Gorby**

**Treasurer – Rhonda Herrington**

**Secretary – LeeAnn Martine**

**Service – Ernie Williams**

**Youth – Brett Weisenburn**

**Foundation – Ben Rhone**

**Membership – Chris Keller**

**Director at Large – Hugh Summers**

**President Nominee – Greg Lindsey**

**Public Relations – Angela Howell-Fields**

**LEADERSHIP STAFF** (*may be included as an attachment*)

**The Rotary Club of Palestine does not maintain staff however, our District Grant Project Coordinator is Bill Kilma**

**Using the outline below, provide a written narrative no longer than 5 pages in length:**

**I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.

**II. Project**

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the location for Project.
- Provide a timeline for the Project.
- Detail goals for growth/expansion in future years.



**Project Grants – please complete the section below:**

- |                             |   |  |
|-----------------------------|---|--|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A replacement/repair?     | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A multi-phase project?    | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| • A new project?            | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.* No

**Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by Palestine Economic Development Corporation:**

- Eligible for PEDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to PEDC Grant Guidelines & Criteria)
- Support cultural, sports, fitness, entertainment and community projects that attract resident and visitor participation and contribute to quality of life, business development and growth of Palestine sales tax revenue
- Highlight and promote Palestine as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of Palestine
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in Palestine

**Indicate which goal(s) listed above will be supported by the proposed Project:**

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**Has a request for funding, for this Project, been submitted to PEDC in the past?**

☐ Yes ☒ No If yes, list date of submittal: \_\_\_\_\_

**III. Financial**

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

**What is the estimated total cost for this Project?**

**\$18,000.00**

**(Include a budget for the proposed Project)**

## What percentage of Project funding will be provided by the Applicant?

Are Matching Funds available? ☒ Yes

☐ No

Cash \$ 7,000.00

Source Rotary Club of  
Palestine

39% of Total

In-Kind \$4,000.00

Source Labor and  
materials

22% of Total

**Are other sources of funding available?** *If so, please list source and amount.* We do have a fund balance that could be utilized with board approval.

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested.* Yes, the City of Palestine Tourism Advisory Board awarded the project \$1000 to go towards the signs at the gateways and throughout the trail.

## IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

## V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

## Acknowledgements

*If funding is approved by the PEDC board of directors, Applicant will assure:*

- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- PEDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project. Specifics to be agreed upon by applicant and PEDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the PEDC Grant Guidelines in executing the Project for which funds were received.
- A final report detailing the success of the Project, as measured against identified metrics, will be provided to PEDC no later than 30 days following the completion of the Project.
- An Applicant may submit a request for a partial reimbursement during the course of the Project but prior to the Project's final completion. Requests for partial reimbursement received prior to final Project completion may not exceed 80% of the total approved Project grant amount. Requests for partial reimbursement submitted to the PEDC must be accompanied by copies of paid invoices/receipts and proof of payment and release of liens. Once verified, PEDC Board approval will be required before payment is delivered to the Applicant. The remaining 20% of the grant proceeds

may be paid to the Applicant following the PEDC's receipt of all paid invoices/receipts, proof of payment and release of liens; documentation of fulfillment of obligations to PEDC, including the Applicant's final report on the Project.

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the PEDC notifies the applicant of the violation.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**


**Chief Executive Officer**

  
Signature

Printed Name Mary Raum

Date 12/06/2023

**Representative Completing Application**

  
Signature

Printed Name Mary Raum

Date 12/06/2023

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

**CHECKLIST:**

**Completed Application:**

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project; description, goals and objectives
- ☒ Indicate PEDC goal(s) that will be supported by this Project
- ☒ Project timeline and location
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

**Attachments:**

- ☒ Financials: organization's budget for current fiscal year; Project budget; audited financial statements
- ☐ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO BE PROVIDED TO PEDC WITHIN 30 DAYS OF THE PROJECT COMPLETION. FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT. PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.***



## **PALESTINE ECONOMIC DEVELOPMENT CORPORATION**

### **COMMUNITY DEVELOPMENT GRANT**

#### **Final Report**

**Organization:**

**Funding Amount:**

**Project:**

**Start Date:**

**Completion Date:**

**Location of Project:**

#### **Please include the following in your report:**

- Narrative report on the Project
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, videos, etc.
- Performance against metrics outlined in application

#### **Please submit Final Report no later than 30 days following the completion of the Project:**

Palestine Economic Development Corporation  
100 Willow Creek Pkwy., Suite A  
Palestine, TX 75801

Attn: Christophe Trahan, Director of Economic  
Development [edcdirector@palestine-tx.org](mailto:edcdirector@palestine-tx.org)