

Patty Smith, Chair
Amanda Hoffmann, Vice-Chair
Daniel Hennessee, Board Member
Michael Nichols, Board Member
Susan Rand, Board Member
Veer Patel, Board Member
Kasey Crutcher, Board Member

Katie Beth Henry,
Tourism Marketing Manager



**NOTICE OF MEETING
TOURISM ADVISORY BOARD
November 28, 2023
4:00 PM
City Hall Conference Room
504 N. Queen Street
Palestine, TX**

Zoom Link:

<https://us02web.zoom.us/j/83267303508?pwd=cFArbiBJZHNVcWEwalZVazc1dHZpZz09>

Meeting ID: 832 6730 3508
Passcode: 848223

One tap mobile
+13462487799,,83267303508#,,, *848223# 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/palestinetc/](https://www.facebook.com/palestinetc/)

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

1. Review October 2023 Tourism Advisory Report

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the September 26, 2023, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding the appointment of the Tourism Advisory Board Chair and Vice-Chair.

2. Discussion and possible action regarding Hotel Occupancy Tax Grant Applications for Fiscal Year 2023-2024.

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 **Wednesday, November 22, 2023, at 2:00 p.m.**



April Jackson, City Secretary

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 or 903-731-8414.



Agenda Date: 11/28/2023
To: Tourism Advisory Board
From: Katie Beth Henry, Tourism Marketing Manager
Agenda Item: Tourism Report - October 2023
Date Submitted: 11/22/2023

SUMMARY:

Report on activities that have been taking place over the last month and follow up on ideas and suggestions from the previous September Tourism Advisory Board Meeting.

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:



Agenda Date: 11/28/2023
To: Tourism Advisory Board
From: Katie Beth Henry, Tourism Marketing Manager
Agenda Item: Consider approval of minutes from the September 26, 2023 meeting.
Date Submitted: 11/22/2023

SUMMARY:

Consider approval of minutes from the September 26, 2023 meeting.

RECOMMENDED ACTION:

Consider approval of minutes from the September 26, 2023 meeting.

CITY MANAGER APPROVAL:

Attachments

09/26 minutes

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

The Tourism Advisory Board of the City of Palestine convened in a Regular Meeting on Tuesday, September 26, 2023, at 4:00 p.m., in the City Hall Conference Room, 504 N. Queen Street, Palestine, Texas, with the following people present: Chair Patty Smith; Board Members Amanda Hoffman, Mike Nichols, Susan Rand, Kasey Crutcher, and Veer Patel.

Staff present: Tourism Marketing Manager Katie Beth Henry and City Secretary April Jackson.

Board Member Daniel Hennessee was absent.

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 4:00 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

DIRECTOR'S REPORT

Tourism Marketing Manager Katie Beth Henry presented the Tourism Monthly Report for August 2023.

APPROVAL OF MINUTES

1. Consider approval of minutes from the August 22, 2023, meeting.

Motion by Board Member Susan Rand, seconded by Board Member Veer Patel, to approve the item as presented. Upon vote, the motion carried 6-0.

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding reopening the Fiscal Year 2023-2024 Hotel Occupancy Tax Grant Applications.

Staff reported on the following reopening the application window for the remaining \$10,000.00 in budgeted HOT grant funding.

Susan Rand made a motion to open the application window for the remaining \$10,000. In HOT grant funding. Mike Nichols seconded the motion. The board discussed a 30-day window and how to get the information out to people that it would be reopened. October 16th to November 16th was the proposed window with discussion at the November 28th board meeting. Board Chair Patty Smith opened a vote for the chosen dates. The vote passed with a 6-0 vote.

2. Discussion and possible action regarding strategic planning for future Hotel Occupancy Tax Grant Application process.

Staff let the Tourism Advisory Board know that an email would come to determine possible dates. If a date is chosen a Notice of Quorum would need to be turned in prior to the meeting.

3. Discussion regarding partnering with local organizations to enhance the promotion of the arts.

Staff reminded the board of the basic idea brought up at the August meeting. Looking for more direction and discussion was opened for the topic.

Hoping to bring in more families for school events. Display throughout town in various businesses, library, city buildings, hotels etc. 4-5 times a year and change out the projects. Art, ag, history, science, robotics, etc. are options for display projects. School voting and then public voting for the winners. Have town 1 pager- in all display locations for tourism.

4. Discussion on how to extend weekend activities to encourage visitors to stay 2 nights over the weekend.

Staff provided a Sunday and Monday pamphlet for board to see what we have to offer at this time.

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:41 p.m.

PASSED AND APPROVED THIS 28TH DAY OF NOVEMBER 2023.

ATTEST:

Patty Smith, Chair

Katie Beth Henry, Tourism Marketing Manager



Agenda Date: 11/28/2023
To: Tourism Advisory Board
From: Katie Beth Henry, Tourism Marketing Manager
Agenda Item: Discussion and possible action for 2023-2024 HOT grant contracts
Date Submitted: 11/22/2023

SUMMARY:

Review and consider the HOT Applications submitted for the 2023-2024 Budget period.

RECOMMENDED ACTION:

Staff recommends that the Tourism Advisory Board review and make a recommendation on the applications to be presented to City Council for approval.

CITY MANAGER APPROVAL:

Attachments

Lions Club HOT application
Rotary Club HOT application



Hotel Occupancy Tax Funding Application 2023

Applicant/Organization Information

Name of Applicant/Organization	Palestine Lions Club		
Address	P.O. Box 522		
City/State/Zip	Palestine, Tx 75802		
Contact Person	Lee Chaffin		
Contact Phone Number	Cell 817-913-5754	Work/Home	—
Email	LeeChaffin@ACL.com		
Website	—		
Non Profit? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Federal Tax I.D.# 75-6050839		
Write a short description about your organization's purpose we fund community projects and help those in need in our community			

Proposal Information

Name of the Event/Project and a short description: see attachment	
Primary Location of event/project: Reagan Park	
Duration of Event: Dates for use of funding must fall within October 1, 2023 and September 30, 2024.	
Start Date 1-20-24	End Date 1-20-24 (Dedication Event)
Amount of H.O.T funds requested? \$5700	
Write or Attach a timeline of the event/project from planning to completion Fountain sculpture will take 10 weeks to complete. we plan to commission it with a dedication to the City on Saturday 1-20-24	
How will the funds be used? (be specific) Reimburse us for the cost of this sculpture	
List other sources of funding: None or unknown	
Are there any partners in the community? (if so, please list them below) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	



Hotel Occupancy Tax Funding Application 2023

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

- ☐ 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? \$
things like this draw parents and kids to Palestine
- ☐ 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 2023

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:

NA

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

NA

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

NA

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

This project adds to the culture and tourism of Palestine

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?

This is solely to beautify Palestine and show that our Lions Club cares.

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

0



Hotel Occupancy Tax Funding Application 2023

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?

Tourist who come with their kids enjoy the park and our Fountain. They come back and tell their friends and stay in our hotels and eat at our establishments

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

Parents come and their kids have fun. They ride the train and drink from a Lions head. They eat here and they sleep here and they come back.

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

* we plan on a dedication on or about 1-20-24
Advertised by: Palestine Herald Press
KYYK 98.3 radio
Chamber of Commerce, Facebook, etc.

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?

"Things To Do" in www.visitpalestine.com

What geographic areas does your advertising and promotion reach?

The world
all are on the internet except for KYYK radio

How does the project/event contribute to Palestine?

Improves our City Park which draws in visitors. Our world wide Lions organization is easily recognized.

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

Expected Attendance Monthly/Annually: 100s - It's a permanent fountain in our city park

Percentage of those in attendance that are staying at area hotels/lodging facilities: 20-30 % or more



Hotel Occupancy Tax Funding Application 2023

PROPOSED Revenues Budgeted

Revenues - unlimited - This fountain will last forever
Donations - None planned so far
Entry Fees - 0
Vendor Fees - 0
Other Fees - 0
Revenue Total NA

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 volunteers from our lions club (30)
Audio/Visual Equipment
Supplies
Food & Beverage
Location/Facility Cost
Signage
Security
Grounds Keeping - supplied by the city of Palestine
Marketing/Promotion - see *
Other
Other - cost of this fountain w/o funding = \$5700
Expenditures Total

PROPOSED Cost Breakdown

100 % of costs covered by HOT funds
N/A % of facility costs covered by HOT funds
N/A % of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers	Posters
Radio	Web
Flyers	Brochures
Social Media	Other

we expect to have all of the donated



Hotel Occupancy Tax Funding Application 2023

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: 11-1-23

Signature: Lee Chaffin

Printed Name and Title: Lee Chaffin

Attachments: (check all)



List of current Board of Directors and staff - see below



Proof of Insurance

N/A



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

see attachment

SUBMIT TO: Katie Beth Henry at 825 W. Spring Street, Palestine, Texas 75801

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

Palestine Lion Club
Board members

Randy McTee	- President
Heather Giles	- 1 st VP
Cindy Pipersol	- 2 nd VP
Lee Chaffin	- secretary and co-treasurer
Mike Searay	- treasurer



Hotel Occupancy Tax Funding Application 2023

Application Deadline: November 16, 2023

Individual Pre-Application Review Meeting Cut Off: November 13, 2023

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) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- b) **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.
- c) **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.
- d) **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.
- e) **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.
- f) **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
- g) **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



Hotel Occupancy Tax Funding Application 2023

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.

Palestine Texas Lions Club

Fountain Sculpture for Reagan Park



This fountain is being custom built for us and the City of Palestine will install it in Reagan Park for us.

We (Palestine Lions Club) are a non-profit charity organization working to make Palestine and our community a better place.

We issue \$1000 scholarships to worthy high school students every year (5 this year).

We donate to and volunteer for worthy causes such as:

Children and adults in need of eye glasses

Disaster Relief Funds

Animal Shelter and Rescue (BARC)

Meals on Wheels

Texas Lions Camp in Kerrville for children in need

Rock Bottom Ranch for ladies in need

CASA

Shoe and Back-Pack give-a-way programs for Palestine school kids

Palestine Crisis Center

Leader Dogs for the Blind

. . . . and many more

Lions clubs help out those in need world wide. There are more than 1.4 million members of various lions clubs. Our club here in Palestine has been in existence now for more than 100 years. Our signs and symbols are a part of Palestine and are recognized by adults of all ages. Like the two new benches at our new Library building.



Adults and kids want to come to a community with clubs that support the community's needs and their people. Their kids enjoy playing on the lions sculpture and sticking their head in the lions mouth to get a drink. They sit on our benches at the library.

And . . . they stay in our hotels and eat at our fine restaurants.

And . . . they want to come back (or move to our community).

We are proud of our club and will continue to do all we can for Palestine and Anderson County as a whole. It's what generations before us taught us to do and we work hard to make them proud.



Hotel Occupancy Tax Funding Application 2023

Applicant/Organization Information

Name of Applicant/Organization	Rotary Club of Palestine	
Address	PO Box 612	
City/State/Zip	Palestine, Texas 75801	
Contact Person	Bill Kimla	
Contact Phone Number	Cell 281-475-6490	Work/Home
Email	bill.kimla1@gmail.com	
Website	www.palestinerotary.org	
Non Profit? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Federal Tax I.D.# 75-6036799	

Write a short description about your organization's purpose

Rotary International is an international service organization whose stated human rights purpose is to bring together business and professional leaders in order to provide humanitarian services, encourage high ethical standards in all vocations, and to advance goodwill and peace around the world.

Proposal Information

Name of the Event/Project and a short description:

This project will rejuvenate a trail section of approximately 1.6 miles in the Upper Lake area that 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 falling apart, 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. Clearing of trails, laying new path base material, installing nature and tree fact signage along the route, and bridge and bench restoration are all in scope. The project will commence in fall 2023 with a few planned work days and a follow up work day in the spring as needed.

Primary Location of event/project: Upper Lake Trail, Palestine

Duration of Event: Dates for use of funding must fall within October 1, 2023 and September 30, 2024.

StartDate 12/01/2023 End Date 04/15/2024

Amount of H.O.T funds requested? \$1,000.00

August 2023 - Project identified and permission granted by the City of Palestine

Oct/Nov 2023 - Committee sub-chairs identified and team meetings to discuss partnerships and strategies.

Dec 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 Completion

How will the funds be used? (be specific) The funds will be used to create new wayfinding signage throughout the trail and establish a new trailhead marker at the south entrance and update the signage at the main trail head.

List other sources of funding: Rotary Club of Palestine, Rotary District 5910, community partnerships

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

This will be a community wide service opportunity. We will have volunteers from organizations throughout the area to help in the best way they can. We will be working with the Texas A&M Forestry Service to help with tree identification and optimal placement for signage.



Hotel Occupancy Tax Funding Application 2023

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

- ☐ 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: \$1,000.00

What tourist attractions will be the subject of the signs? Upper Lake Trail



Hotel Occupancy Tax Funding Application 2023

Questions for All Funding Request Categories:

Has this project or event been conducted before?

Yes ☒

No ☐

If yes, how many years/times? 30 years ago

Previous year attendance N/A

Projected attendance N/A

Local Visitors

Local Visitors

Out of Town Visitors

Out of Town Visitors

Hotel Rooms Booked

Number of rooms booked by participants in previous years unknown

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

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

We are unable to determine the number of rooms that this refreshed trail will produce due to the attraction being open to the public 7 days a week at no charge.

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?

No

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

Once complete, members of the community will have equal access to a free and safe Forest environment to escape to. This project has been on the list for the City of Palestine for over 4 years and they have not been able to execute due to budget constraints and staffing. A similar trail was developed by volunteers about 7 years ago in another park and it is now widely used daily. The expectation is that this will provide a second outdoor space that will meet the needs of our residents.

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?

No charge

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

None



Hotel Occupancy Tax Funding Application 2023

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?

Once complete, members of the community will have equal access to a free and safe Forest environment to escape to. A similar trail was developed by volunteers about 7 years ago in another park and it is now widely used daily. The expectation is that this will provide a second outdoor space that will meet the needs of our residents. The town benefits with the expansion of "quality of life" open space. Club members will benefit by active volunteerism during the restoration process.

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

One of the primary areas of focus on the Tourism Strategic Plan is the development of our Outdoor Attractions under goal #4 Nature Tourism Development. Partner with TPWD and the City of Palestine to assess potential tourism opportunities including the Palestine Community Forest for kayaking, canoeing, paddling trails, camping, hiking/biking trails & swimming.

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

Upon completion, the trail will be another tool that can be used to attract visitors and new residents to Palestine. The trail will provide additional accessible space where outdoor enthusiasts can enjoy hiking, biking, and fishing. The Rotary Club of Palestine will be creating a buzz for community engagement to market the revitalized trail to the residents and the Visitor Information Center can market an additional outdoor attraction for Spring, Summer, and Fall Adventurers.

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?

N/A

What geographic areas does your advertising and promotion reach?

Regional and it will have additional exposure south and east Texas as far as Galveston, Beaumont, Nacogdoches, etc. within our District area.

How does the project/event contribute to Palestine?

This project will benefit members of the Palestine community and its visitors. The town benefits with the expansion of "quality of life" open space. Club members and local organizations and volunteers will benefit by active volunteerism during the restoration process building comradery and fellowship in the service of others.

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

No

Expected Attendance Monthly/Annually:

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

%



Hotel Occupancy Tax Funding Application 2023

PROPOSED Revenues Budgeted

Revenues **N/A**

Donations **Seeking additional funding through grants**

Entry Fees **N/A**

Vendor Fees **N/A**

Other Fees **District Grant \$3000, Rotary Club of Palestine \$3,000**

Revenue Total **\$12,000**

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

Audio/Visual Equipment

Supplies **\$11,000**

Food & Beverage

Location/Facility Cost

Signage **\$1,000**

Security

Grounds Keeping

Marketing/Promotion

Other

Expenditures Total **\$12,000**

PROPOSED Cost Breakdown

12

% of costs covered by HOT funds

% of facility costs covered by HOT funds

% of staff costs covered by HOT funds

PROPOSED Marketing Breakdown

Newspapers

Radio

Flyers

Social Media

Posters

Web

Brochures

Other



Hotel Occupancy Tax Funding Application 2023

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: 11/15/2023

Signature:

Printed Name and Title:

Bill Kinla District Grant Coordinator

Attachments: (check all)



List of current Board of Directors and staff



Proof of Insurance



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

SUBMIT TO: Katie Beth Henry at 825 W. Spring Street, Palestine, Texas 75801

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

Rotary
Club of Palestine



11/15/23

Contact

P.O. Box 612
Palestine, Tx 75802

Board of Directors

President – Mary Raum
President Elect – Dr. Michael Gorby
Secretary – LeeAnn Martine
Treasurer – Rhonda Herrington
Service – Ernie Williams
Public Relations – Angela Fields
Youth Services – Brett Weisenburn
Membership – Chris Keller
Foundation – Benjamin Rhone
Director at Large – Hugh Summers
Past President – Richard Rutledge

To Whom it May Concern,

The Rotary Club of Palestine is excited to have the opportunity to help our community and visitors with the revitalization of the 1.6 mile trail at Upper Lake. We are actively working within the community on many projects, and we are able to financially support this project.

Sincerely,

A handwritten signature in blue ink that reads "Mary Raum".

Mary Raum
President 2023/24
Rotary Club of Palestine
818-943-8626



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

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 Arthur J. Gallagher Risk Management Services, Inc. 2850 Golf Road Rolling Meadows IL 60008	CONTACT NAME: Gallagher Service Center		
	PHONE (A/C No, Ext): 1-833-3ROTARY	FAX (A/C No): 630-285-4062	
	E-MAIL ADDRESS: rotary@ajg.com		
INSURED All Active US Rotary Clubs & Districts ATTN: Risk Management Dept. 1560 Sherman Ave. Evanston, IL 60201-3698	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A: Westchester Surplus Lines Insurance Company		10172
	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		
INSURER F:			

COVERAGES**CERTIFICATE NUMBER:** 899307648**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 SUBR INSD 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 <input checked="" type="checkbox"/> Liquor Liability Included GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	G73578917 002	7/1/2023	7/1/2024	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$500,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COMP/OP AGG \$4,000,000 \$
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		G73578917 002	7/1/2023	7/1/2024	COMBINED SINGLE LIMIT (Ea accident) \$2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$		NOT APPLICABLE			EACH OCCURRENCE \$ AGGREGATE \$ \$
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A	NOT APPLICABLE			PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> 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)

The Certificate Holder is included as an additional insured where required by written contract or permit subject to the terms and conditions of the general liability policy, but only to the extent bodily injury or property damage is caused in whole or in part by the acts or omissions of the insured.

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

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