Patty Smith, Chair Amanda Hoffmann, Vice-Chair

Cassie Ham. **Tourism Marketing Manager**

Daniel Hennessee, Board Member Michael Nichols, Board Member Cristy Buckner, Board Member Edward Mondich, Board Member Kasey Crutcher, Board Member

> NOTICE OF MEETING **TOURISM ADVISORY BOARD** May 22, 2024 3:00 PM

City Hall Conference Room 504 N. Queen Street Palestine, TX

Zoom Link:

https://us02web.zoom.us/j/86195690211?pwd=SFZReGVwVVJiNFE0Mzk2N2Y5SnMydz09

Meeting ID: 861 9569 0211

Passcode: 959437

One tap mobile

+13462487799,,86195690211#,,,,*959437# 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/

CALL TO ORDER Α.

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 March 2024 Tourism Monthly Report

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the March 26, 2024, meeting.

G. **DISCUSSION AND ACTION ITEMS**

1. Discussion regarding Arts & Cultural Enhancement Project Grant for the Texas Historic Theater and Palestine Community Theater, not to exceed \$18,000.00 for improvements to the sound system in the theater.

- 2. Discuss a possible Arts & Cultural Enhancement Project Grant for a mural located at 310 W. Oak Street, facing the Redlands Hotel parking lot.
- 3. Discussion regarding a possible Historical Restoration and Preservation Project Grant for Mt. Vernon AME Church in the amount of \$30,000.00.
- 4. Discussion regarding Fiscal Year 2024-2025 Hotel Occupancy Tax Funding Grant applications.

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, May 17, 2024., at 4:00 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: 05/22/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Review to Tourism Manager's Report for March 2024

Date Submitted: 05/16/2024

SUMMARY:

Review to Tourism Manager's Report for the month of March 2024.

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

March 2024 Tourism Report

City of Palestine Phone: (903) 723-3014 Direct: (903) 723-3053 825 W. Spring St. Palestine, TX 75801 tourism@palestine-tx.org



TOURISM REPORT – MARCH 2024

Hotel Occupancy Income Tax Collected/STR Reporting

	March 2024	March 2023	+/- to Last Year	Year-to-Date
Occupancy	64.9%	58.4%	+11.1%	+19.4%
Average Daily Rate (ADR)	\$89.26	\$87.40	+2.1	+0.3
Revenue Per Avail. Room (RevPAR)	\$57.93	\$51.06	+13.4	+19.7
Revenue	\$1,271,384	\$1,120,687	+13.4	+19.7

^{*}Census includes 8 hotels, 708 rooms. (8 of 11 hotels reporting)

Accomplishments, Activities & Successes

- Attended Dallas Travel and Adventure Show to advertise Palestine, TX
- New HOT grant application and process passed by Tourism Advisory Board.
- Successful kickoff to Dogwood Trails Celebration.

Marketing:

- Advertisements/articles submitted to be published with: County Line, Good Housekeeping/Woman's Day, Meetings + Events (Digital).
- Social media engagement is still high, due to paid ads for Dogwood Celebration.
- Dogwood Trails kicked off successfully, blooms held on for the beginning of the celebration period (goes through April 6)
- Planning 4 5K/10K/Half-Marathon runs in 2025.

Main Street

- Continued work with businesses dealing with challenges from the Downtown Revitalization project
- Farmer's Market season opening
- Dogwood Festival
- Dealing with sign ordinance concerns.

Visitor Center:

 More than 416 visitors or calls to the Visitor Center, with 366 from in-state, and 50 from out of state (based on the quantified data)



Agenda Date: 05/22/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Consider approval of minutes from the March 26, 2024 Tourism Advisory Board

meeting

Date Submitted: 05/16/2024

SUMMARY:

Consider approval of minutes from the March 26, 2024, Tourism Advisory Board meeting.

RECOMMENDED ACTION:

Approve meeting minutes as presented.

CITY MANAGER APPROVAL:

Attachments

March 2024 Meeting Minutes March 2024 Meeting 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, March 26, 2024, 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 Vice-Chair Amanda Hofmann, and members Michael Nichols, Edward Mondich, and Kasey Crutcher.

Staff present: Tourism Marketing Manager Cassie Boyd and City Secretary April Jackson

Not Present: Board Members Daniel Hennessee and Susan Rand.

CALL TO ORDER

With a quorum present, Chair Patty Smith called the meeting to order at 4:01 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

Tourism Manager advised that the date of the HOT Grant Workshop should be updated to April 12, 2024 as noted on the attached Hotel Occupancy Tax Funding Application.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

DIRECTOR'S REPORT

Tourism Marketing Manager Cassie Boyd presented the Tourism Monthly Report for February 2024.

APPROVAL OF MINUTES

1. Consider approval of minutes from the February 27, 2024 meeting.

Motion by Board Vice-Chair Amanda Hofmann, seconded by Board Member Edward Mondich, to approve the item as presented. Upon vote, the motion carried 5-0.

DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding the FY 2024-25 Hotel Occupancy Tax Grant and Post-Event Report.

Discussion regarding which groups or events should apply for funding using this application. Staff advised that this application should be used only for event funding with specific date ranges, and Historical Preservation and Arts & Culture related projects should make a proposal first to Tourism Manager, and that proposal would be brought forward to the Tourism Advisory Board if appropriate for funding with Hotel Occupancy Tax (HOT) funds.

Tourism Manager proposed change to application years 3+ to receive up to 25% funding. Board Member Michael Nichols proposed increasing funding from 25%, citing that 25% may not be sufficient to garner an application. Kasey asked question regarding whether the Tourism Advisory Board would still vote on applications. Staff advised that yes, the Board would still need to approve any applications for funding by way of a vote.

Board Member Kasey then proposed we amend the 25% funding limit for years 3+ to read "up to 50% of HOT Funds generated by the event, as agreed by the Tourism Advisory Board." Michael Nichols agreed.

Staff proposed changing the grant application deadline to May 15, 2024. Board Vice-Chair Amanda Hofmann noted that the Board typically votes at a separate meeting after the applications are heard, so that the board can think about the applications and deliberate in closed session. Staff proposed adding a second special meeting for Grant Application funding decisions on May 30, 2024 at 4 p.m.

Board Chair, Patty Smith, proposed that the Tourism Advisory Board should be present at the June 10 City Council meeting for the presentation of the FY 2024-25 Grant Awardees by staff, to show support. City Secretary, April Jackson advised that staff would have to submit a notice of quorum ahead of meeting.

Staff asked City Secretary whether the Tourism Advisory Board could approve the grant pending the proposed changes are made. City Secretary advised the Board could vote the approve the Grant Application pending the changes noted during the meeting and that all the discussion should be included in the meeting minutes.

Motion to approve the Grant Application and Post-Event Report with the changes noted during the meeting was made by Board Member Kasey Crutcher, and seconded by Board Member Michael Nichols. Upon a vote, the motion carried, 5-0.

ADJOURN

With no other bu	isiness to come	before the board	d, the meeting was	s adjourned at 4:43 p.m.
PASSED AND A	APPROVED T	HIS 22 ND DAY	OF May 2024.	

ATTEST:	Patty Smith, Chair	
Cassie Ham,		
Tourism Marketing Manager		

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, March 26, 2024, 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 Vice-Chair Amanda Hofmann, and members Michael Nichols, Edward Mondich, and Kasey Crutcher.

Staff present: Tourism Marketing Manager Cassie Boyd and City Secretary April Jackson

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PUBLIC COMMENTS

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CONFLICT OF INTEREST DISCLOSURES

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DIRECTOR'S REPORT

Tourism Marketing Manager Cassie Boyd presented the Tourism Monthly Report for February 2024.

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PASSED AND A	APPROVED T	HIS 22 ND DAY	OF May 2024.	

ATTEST:	Patty Smith, Chair	
Cassie Ham,		
Tourism Marketing Manager		



Agenda Date: 05/22/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Discussion regarding a possible Arts & Culture Enhancement project for the

Texas/Palestine Community Theater

Date Submitted: 05/16/2024

SUMMARY:

Discuss a possible Arts & Cultural Enhancement Project Grant for the current Fiscal Year for the Texas Historic Theater and Palestine Community Theater, not to exceed \$18,000 for improvements to the sound system in the theater.

The total cost for all the projects they wish to complete will be approximately \$67,000 in total and will also include additional sound system improvements as well as a projector screen.

Three bids and a project proposal have been included.

The current remaining budget for FY 2023-2024 is \$34,239.50. There are not currently any outstanding purchase orders or encumbrances for those funds. A vote may be made at the special meeting on May 30, 2024.

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

Texas Theater Request

REQUEST FOR PROPOSAL FOR FUNDING

May 16, 2024

Texas Historic Theater Palestine Community Theater 213 W Crawford Palestine, Texas 75801

City of Palestine Visitor Bureau 825 W Spring St. Palestine, Texas 75801

My name is Linda McDonald and I am making a Request for Funds Proposal on behalf of The Texas Historic Theater and Palestine Community Theater (the caretakers of the building). I am on the Board of Directors of the theater.

Our theater has been a proud part of this Community for generations; families and friends have met, bonded and become family within these walls. We are keenly aware of the impact we can make in providing a safe space for patrons and performers alike. We are constantly striving to make everyone's experience here a positive one, and one that will have them want to return over and over again. Unfortunately, an inadequate sound system can reduce the enjoyment of a program, and we could lose some of our long time (and our new) patrons.

Pursuant to that end, we are requesting assistance from you by considering us for funding a new microphone and sound system. Our system is quite old and we have been struggling for a few years to keep it safely operating. We have noticed that with the last few productions, we have been receiving some complaints that the performers are hard to understand and the sounds/feedback can often times be off putting. Many of the Board members agree with those patrons (including myself).

For Phase 1, we are hoping to replace the system with a new sound board, and between 12-15 microphones, and any other miscellaneous items we may encounter. Based on the quotes we have received, we estimate the costs to be between \$15,000 to \$18,000.

For Phase 2, we also decided to include an all inclusive bid from a professional company that would replace the entire system including the speaker systems. You will see that replacing the speaker system is quite costly, but we wanted you to have the full picture of the task at hand. Any amount of funding you might provide will be graciously appreciated.

There is also a bid included for a projection screen, but that is not a part of our request, as it is covered by another grant we recently received.

We have two Board members who are well-versed in operating our sound system, and they would be in charge of the replacement and obtaining the equipment needed. Their name and information is as follows:

Larry Weber
Ljw70@earthlink.net
903-724-8056

Curt DeWitt jcurtdewitt@gmail.com 903-520-0895

The milestones we would like to propose are as follows:

- File bids or Industry catalog quotes by May 16, 2024, along with this proposal;
- (2) Attend 3 pm meeting May 22, 2024 at the City Council Chambers for any questions;
- (3) If granted, we would set a start date on or around June 14, 2024;
- (4) Estimated completion date of July 30, 2024.

In conclusion, we would like for you to consider offering funding to help support the theater with the microphone, sound board, and speaker replacements, if possible. We believe it will encourage tourists to return to our gem of a theater, and perhaps share their experience with their friends and family.

Thanks for your consideration Linda McDonald 713-254-9932

Linda McDonald



Music Education Technology Division

5501 US HWY 30 W Fort Wayne, IN 46818 (800) 822-6752 Sweetwater.com Quote Number 9730444
Quote Date 5/2/24

Delivery Method FedEx Ground (Home)

Customer Number 504167

Quote To: Larry Weber

First United Methodist Church

422 S Magnolia St Palestine, TX 75801 Ship to: Larry Weber

1522 Court Dr Palestine, TX 75803

Qty.	Item	Description	Retail Price	Your Price	Total
12	SLXD14153-H55	Shure SLXD Wis Earset Sys w/MX1531, H55	\$1,139.00	\$726.00	\$8,712.00
		http://www.sweetwater.com/store/detail/SLXD14153-H55/			
1	X32Producer	Behringer 32-ch 8-bus Rkmt Digital Mixer	\$2,099.00	\$1,822.00	\$1,822.00
		http://www.sweetwater.com/store/detail/X32Producer/			
2	UA845UWB	Shure 5 Way Active Antenna Splitter	\$1,474.00	\$843.00	\$1,686.00
		http://www.sweetwater.com/store/detail/UA845UWB/			
2	UA874US	Shure UA874US Wideband Antenna	\$566.00	\$359.00	\$718.00
		http://www.sweetwater.com/store/detail/UA874US/			
2	BNC58-25	Hosa 25' 50Ω RG-58/U BNC-BNC Coax Cable	\$34.95	\$15.00	\$30.00
		http://www.sweetwater.com/store/detail/BNC58-25/			

Subtotal:	\$12,968.00
Shipping & Handling:	\$185.36
Free Shipping Promo:	-\$185.36
Tax:	\$1,037.44
Total:	\$14,005.44

Your Sales Engineer Is Jim Swain:

Dear Larry,

If you ever have any questions or concerns, please do not hesitate to contact me at (800) 222-4700 x1228 or jim_swain@sweetwater.com.

24-hour support is also available at Sweetwater.com/ SweetCare, or with our in-house SweetCare Center by phone at (800) 222-4700 (M - F 9am - 6pm, Sat 9am - 5pm).

Sweetwater's Return Guidelines:

It's our goal to earn your trust and create a relationship with you for the long term by standing behind what we sell. We promise to deal with you fairly and reasonably; we hope you will be fair and reasonable with us as well. So, if for some reason you are not satisfied with your purchase, we will gladly accept your timely return of eligible items.

To make a return, simply contact your Sales Engineer to start the process.

For additional information on returns, please visit Sweetwater.com/help.

7 F

\$404.00

\$40.95

\$614.00

\$2,999.00

\$879.00

Shure UA874US Active Directional UHF Antenna with Gain Switch (470-698 MHz). Black

FREE delivery Sat, May 18

They are gett bearing repre-

Que 2 W Divers Sare for age - Company with concentration - Starts

Hosa BNC-06-125 Pro 75-ohm Coax, BNC to BNC, 25 feet

FREE delivery for Prime members

FREE Roturns -

Share UA844+SWB Five-way Active Antenna Splitter & Power Distribution System for QLX-D, ULX, ULX-D, SLX & BLX4R Receivers

FREE delivery Man, May 20 for Prizhe members.

FREE Roturns

They all bight Learn main.

Pay in 5 inequiry payments of \$122.50 year name.

Qtp: 2 w Delete Selection and Listable Although reterm. Users



Behringer X32 Digital Mixer

Continue Two Day

FREE delivery Thu, May 16

Life opnismi nut ecoletica Law minora Patharre: Digital Misse

Que t w - Dente - Searts late - Compare activities men. House



Shure SLXD14/155T Wireless Microphone System with Bodypack and MX153T Earset Headworn Mic, SLXD14/153T-G58

they that a mage there in the way.

FREE delivery for Prime members

SHEE BULLETS. -

This waigh Lawrence State: USE: 470-114 MHz

Customers who shopped for Shure UA874US Active Directional UHF Antenna with ... also shopped for:



Dual Band Pro Digital 古古古古公 24





Wireless Microphone **** \$193.99



Shari BLX24R/SMS8 UHF Windows... \$429.00



Share UA440 Front Mount Antanna Kit w 食食食食のな

Subtotal (19 items): \$15,664.90





SOUND & VIDEO OLUTIONS

www.soundsos.com

"A Multimedia Design-Build Company Since 1982"

This Design & Proposal Copyright © 2024 Is Respectfully Submitted To:

Mrs. Linda McDonald Palestine Community Theater Palestine, Texas



P. O. Box 132647 Tyler, TX 75713 1-888-466-6165 fax 903-581-6025 info@soundsos.com

Design & Proposal Copyright © 2023 Sound & Video Solutions

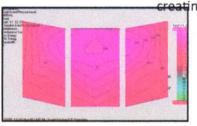
Mrs. McDonald.

Sound and Video Solutions is proud to present the following proposal for the Sound System Upgrades at the Palestine Community Theater.

Section 1: GENERAL

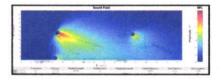
1.1 DESIGN CONCEPTS

A. This sub-section in intended to provide you with insight on how *Sound & Video Solutions* arrives at a design and the tools used to facilitate this. This information gathered during an initial consultation is key to creating an accurate design. This information, our experience and the design concepts are the primary factors to creating this design and proposal. The design resources are:



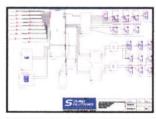
EASE

This program allows us to construct a 3D model of the acoustical environment. With this model, we can see how the room will react to sound. We are able to place the speakers in a location that allows for the best coverage. Additionally, we are able to look at the anticipated intelligibility within the listening areas. If there is a significant problem with the acoustics in the room, we are able to create a detailed report to illustrate why. We are also able to provide guidance in this report of what is recommended to improve the acoustics. This is a fee-based service and noted in this proposal if included.



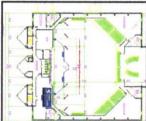
MAPP Pro

MAPP Pro is very similar to EASE; however, it is more proprietary as that it allows us to work only with the Meyer Sound product line.



Stardraw

We can create a "sketch" of how the system will fit together. Although not to scale, it does assist with connectivity and troubleshooting. Stardraw functions as a pictorial flow chart.



TurboCad

This is a complete computer assisted design software and it allows us to view, edit and create designs or layers of existing designs.

Typically, we have your architect send us CAD files and then we

The design and proposal contained herein is an intellectual creation and is protected by the copyright laws of the United States of America. This copyrighted work is owned solely by Sound and Video Solutions. This design and proposal, in its entirety or in significant portions, may not be reproduced, distributed or otherwise used for any other purpose than its owner, Sound and Video Solutions, intended. It is also unlawful to use this design and proposal, in its entirety or in significant portions, as a method or blueprint to install this proposed design without written permission from Sound and Video Solutions. Permission may be granted only in writing and is subject to the usual and customary fees for said design work.

are able to import these into TurboCad. We are able to see precisely what is planned for the facility and build on this to scale.

1.2 SPECIAL FEATURES

A. The following describes, in part, some of the additional items you will receive ather than that described in the proposal on the subsequent pages. They are:

Training Session

You and your staff will receive training on the system installed.

An explanation of the installation, operations as it pertains to the client and troubleshooting represent the three major categories discussed. All training is described in laymen's terms. Training may be recorded or video-taped and there is no constraint on time or personnel.

E

5 Year Workmanship Warranty

All systems installed by *Sound & Video Solutions* are covered by a five (5) year workmanship warranty. This warranty covers any defects caused or created by the action or negligence of the installations technicians. It will also cover parts related to the item that is being warranted. It does not include any damage created as a result of God or nature, abuse or common wear and tear. The warranty will become void if other persons attempt to repair item/s without first consulting this office.



Service and Support

We provide our clients access to service and support 24/7/365. This is done via telephone, fax, e-mail, cell phones, and or pagers. We are able to address problems immediately or take the appropriate action to facilitate a resolution. We are available day or night, weekends and holidays to assist you. If the service item is not covered in our workmanship warranty, we may still assist you but charges may be applicable.

Digital Photos

When the installation is complete, it is highly recommended that digital photos of the settings be taken and stored on a media CD. This makes for a reliable resource to fall back on if the setting's are lost.

Labeling

Once the installation is complete and all is adjusted, we will label all equipment for ease of use and troubleshooting. This is done prior to training where it will help paint a clear picture in the minds of the operators.

Lifetime Warranty on Cables

You will receive a limited lifetime warranty on all cables that are imprinted with our company logo. You must have the cable that is to be replaced as we will need it to honor this warranty.

Programming and Analysis

The design and proposal contained herein is an intellectual creation and is protected by the copyright laws of the United States of America. This copyrighted work is owned solely by Sound and Mode Solutions. This design and proposal, in its entirety or in significant portions, may not be reproduced, distributed or otherwise used for any other purpose than its owner, Sound and Mode Solutions, intended. It is also unlawful to use this design and proposal, in its entirety or in significant portions, as a method or blueprint to install this proposed design without written permission from Sound and Mode Solutions. Permission may be granted only in writing and is subject to the usual and customary fees for said design work.

1.3 EXPECTATIONS

- A. The design and proposal contained herein is an intellectual creation and is protected by the copyright laws of the United States of America. This copyrighted work is owned solely by *Sound & Video Solutions*. This design and proposal, in its entirety or in significant portions, may not be reproduced, distributed or otherwise used for any other purpose than its owner, *Sound & Video Solutions*, intended. It is also unlawful to use this design and proposal, in its entirety or in significant portions, as a method or blueprint to install this proposed design without written permission from *Sound & Video Solutions*. Permission may be granted only in writing and is subject to the usual and customary fees for said design work.
- B. The following specification is intended to describe a complete and operational system, including all cabling, connectors, components and installation required for operation, except where otherwise noted.
- C. Only the equipment and services specified herein or, in future change orders, will be provided for the contract proposed investment. All agreements must be specified in writing as that oral agreements, expressed or implied, are not binding.
- D. Electrical work of any kind is not within the scope of this design. **Sound & Video Solutions** will work with the client's electrician to facilitate proper electrical requirements. It will be the client's responsibility to enforce the electrician's compliance.
- E. Other trade work, such as painting and/or carpentry work, is also not within the scope of this design. *Sound & Video Solutions* will work with providers of these services to facilitate the requirements as they relate to the design and proposal.
- F. Coordination between third parties, i.e., telephone and electric providers, will be the responsibility of the client.

Accept	:	



Phase 1: New Sound Console and Additional Wireless Microphone Systems

Sound and Video Solutions shall:

Provide and Install (1) New Allen & Heath SQ-6 Digital Mixing Console

Provide and Install (1) New Allen & Heath AR2412 Digital Audio Input/Output Device

Provide and Install (12) New Shure BLX Series Wireless Microphone Systems

Each unit shall have (1) New Shure BLX Wireless Beltpack Transmitter

Each unit shall have (1) New Samson SE10X Headworn Microphone

Provide and Install (1) New 10-Space ATA Style Equipment Rack for the Wireless Microphone Systems

Provide and Install (1) New Furman Power Conditioning and Distribution System

Includes Necessary Hardware and Installation Material

Includes Necessary Wire, Cabling, and Connectors

Includes Necessary Equipment Rental

Includes Necessary Custom Programming

Includes Necessary Installation Labor

Phase 1 Cost: \$17,900.00

Phase 2: Speaker System with Amplification and Processing

Sound and Video Solutions shall:

Provide and Install (1) New JBL Professional VRX918S Subwoofer

Provide and Install (1) New JBL Professional VRX932-LA Line Elements

Provide and Install (1) New Crown Audio CDi 4|1200 Power Amplifier

Provide and Install (1) New Crown Audio CDi 2|1200 Power Amplifier

Provide and Install (1) New BSS Audio BLU-100 Digital Signal Processor

Provide and Install (1) New Furman Power Sequencing and Conditioning System

Includes Necessary Hardware and Installation Material

Includes Necessary Wire, Cabling, and Connectors

Includes Necessary Equipment Rental

Includes Necessary Custom Programming

Includes Necessary Installation Labor

Phase 2 Cost: \$39,800.00

UT Health Tyler Pavilion Conference Center 801 Clinic Drive Tyler, Texas 75701



Projection Screen

Projection Screen for Scrim

Sound and Video Solutions shall:
Provide and Install (1) New Da-Lite Professional Electrol Motorized Screen
Includes Necessary Hardware and Installation Material
Includes Necessary Wire, Cabling, and Connectors
Includes Necessary Equipment Rental
Includes Necessary Custom Programming
Includes Necessary Installation Labor

Projection Screen Cost: \$10,000.00

By my signature below, I am authorizing this design and proposal be executed as written, including any changes noted below. By my acknowledgement on the pages prior, I understand the scope of this design and proposal to be that which is described within this document. I also understand that changes made after the initial acceptance of this design and proposal become effective only upon signed change orders. The investment total shall be amended below to reflect any additions or deletions to the package at the initial acceptance. Should there be any changes to the investment total, it is understood the payment schedule shall be altered according to the changes but with the terms originally set forth.

Standard Terms
75% Down Payment to order Equipment
25% Completion Payment

I have read and examined this design and proposal and have been authorized to execute this agreement.

X	Date		
Printed Name and Title			
	on behalf of <i>Sound & Video</i> ute this design and proposal acc		signature
X	Date		
Printed Name and Title			

The design and proposal contained herein is an intellectual creation and is protected by the copyright laws of the United States of America. This copyrighted work is owned solely by Sound and More Solutions. This design and proposal, in its entirety or in significant portions, may not be reproduced, distributed or otherwise used for any other purpose than its owner, Sound and More Solutions, intended. It is also unlawful to use this design and proposal, in its entirety or in significant portions, as a method or blueprint to install this proposed design without written permission from Sound and More Solutions. Permission may be granted only in writing and is subject to the usual and customary fees for said design work.



Agenda Date: 05/22/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Discussion regarding a possible Arts & Culture Enhancement project for a Mural

located at 310 W. Oak

Date Submitted: 05/17/2024

SUMMARY:

Discuss a possible Arts & Cultural Enhancement Project Grant for the current Fiscal Year for a mural located at 310 W. Oak, facing the Redlands Hotel parking lot. There are minor repairs that must be made to the wall prior to painting a mural, and funding should only be given if/when those repairs have been made to ensure the structural integrity of the wall to which the mural will be affixed. Please see photos from Will's inspection (attached), as well as a certificate of appropriateness that must be approved by the Historic Landmarks Commission, if the Board decides to approve the project.

If this request for a mural is approved, and the repairs completed successfully (follow-up inspection to be made by William McCormick), and the COA is approved by Historic Landmarks Commission, we will make an open call for artists to submit proposals for the mural.

The current remaining budget for FY 2023-2024 is \$34,239.50. There are not currently any outstanding purchase orders or encumbrances for those funds. A vote may be made at the special meeting on May 30, 2024.

RECOMMENDED ACTION:

No action is necessary.

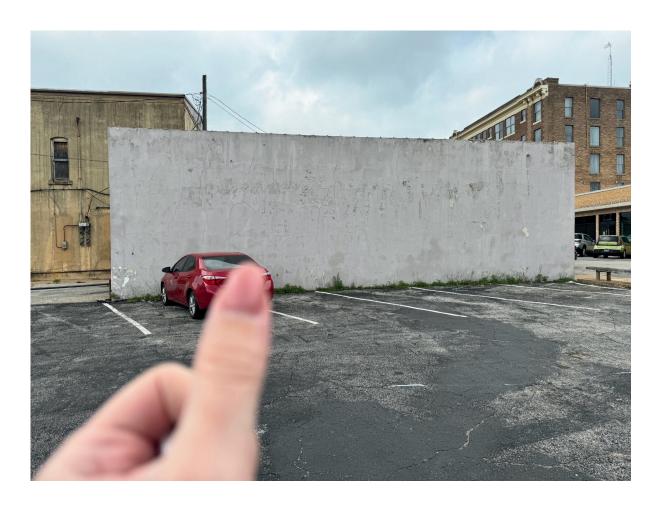
CITY MANAGER APPROVAL:

Attachments

Mural Location

Certificate of Appropriateness 310 W. Oak Mural

310 W. Oak - Proposed Mural Location

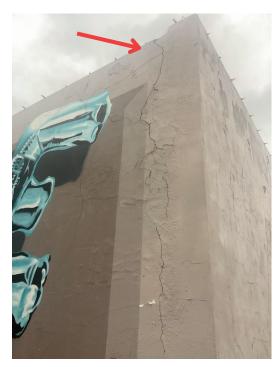


This is the wall facing the additional parking lot for the Redlands Hotel. The mural would fill the entire wall.









Seal the wall facade to prevent moisture from entering the space between the brick and the facade. on the front and the back of the building.

Application for Certificate of Appropriateness (COA) City of Palestine, Historic Landmarks Commission



21111111	
Property Address: 510 W& OAK	COA
Historic District: Main Street	OFFICE USE ONLY Ver 2015
Applicant and or Property Owner Information: Required Signa	tures:
Name: 4000 Sean Lacely - Hang	// Comments
Address: 212 Gavanor DR. Phone: 903-922-9463	Applicant
Email: Ronaniner & gmail.com Property Own	er (if different from applicant)
Description of Work to be done:	10 RGL
caulking cracks in bread Inter what	1
neval on the punches lot Ricine	wall a
# Palestine Fexas TX 310	w. cale
dogrucodo	
Meraclase	
Colepful	
geometric Shapes	

General Information:

The applicant adversely affected by any denial of the HLC regarding a Certificate of Appropriateness may appeal the decision to the City Council for final determination. All requests shall be filed in writing to the HPO within 10 days of the HLC's decision.

If the COA is approved, a building permit must be obtained within 1 (one) year from the date of approval, otherwise, the COA is null and void and must be reconsidered.

SUBMISSION/APPROVAL OF CERTIFICATE OF APPROPRIATENESS DOES NOT CONSTITUTE APPROVAL OF A BUILDING PERMIT. BUILDING PERMITS SHALL BE SUBMITTED SEPERATELY. THIS FORM MUST BE PRESENTED AT THE TIME OF A REQUEST FOR A BUILDING PERMIT.

Application for Certificate of Appropriateness (COA) City of Palestine, Historic Landmarks Commission



Application Submittal Requirements:

The following documents are required to be submitted based on the type of work to be done:

- A site plan of the property of the individual property or map indicating the area of proposed work showing all affected building and/or structures on the site.
- Elevations and Architectural drawings of proposed structures or alteration to existing structures.
- Photographs of the existing conditions as well as any historical photographs, if available.
- Samples of the materials to be used.
- Any other information that may be helpful.

Staff or Commission may require addition information if it is deemed necessary to complete the application. <u>Commission may require a Site Visit of the property to determine appropriateness.</u>

HISTORIC LANDMARK COMMISSION CONTACTS:

Julie Abston, Chair juliebabston@icloud.com
Drew Wommack III dswommack@gmail.com
Linda Williams lnwill@centurylink.net
Mickie Lamberth mcantiques@aol.com
Chris Gouras chrisgouras@rocketmail.com

OFFICE USE ONLY HLC Action on this request: Approved as submitted. Approved with conditions as listed below. Denied Conditions of approval:	Application: COA
Signature of Authorized Representative	Date



Agenda Date: 05/22/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Discussion regarding a possible Historical Preservation and Restoration project for the

Mt. Vernon AME Church

Date Submitted: 05/09/2024

SUMMARY:

Discuss a possible Historical Restoration and Preservation project grant for FY 2024-2025 for Mt. Vernon AME church in the amount of \$30,000. These funds would ensure Mt. Vernon could secure an additional \$75,000 in funding from Preservation Texas.

Historical Restoration and Preservation grant from HOT Funds - \$25,000 + \$5,000 (for additional construction supplies) for a total of \$30,000.

Preservation Texas - \$75,000.

Additional project costs not included - \$31,482.

Total project cost for included scope of work = \$136,482.

The proposed budget for FY 2024-2025 is \$70,000 for ALL Historical Preservation and Restoration Projects.

Discussion should occur during this meeting with a vote to be made on the special meeting on May 30, 2024

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

Mt. Vernon Project Proposal



PROJECT COST ESTIMATE BUDGET FORM

Property Name	Mount	Vernon	AME	Church
---------------	-------	--------	-----	--------

City / County: Palestine / Anderson

Address:

913 Calhoun Street

TEXAS RURAL AFRICAN AMERICAN HERITAGE GRANT PROJECT

Please provide a cost only for those categories that pertain to your project and put " N/Λ " where a category does not apply. Then, in the spaces provided, specify what work is being done within each applicable category.

	WORK CATEGORY (1)	GRANT FUNDS REQUESTED (2)	APPLICANT MATCH (3)	ADDITIONAL APPLICANT FUNDS (4)	TOTAL COST (5)
1.	Roof	S	\$	\$	S
2.	Foundation (Sanctuary)	\$ 27,630	\$ 9,210	\$	\$ 36,840.0
3.	Wall / Siding (Stabilize walls, remove brick from gables)	\$ 47,370	\$ 15,790	\$ 36,482	\$ 99,642
4.	Windows / Doors	S	S	\$	\$
5.	Site Work	S	\$	\$	\$
6.	Carpentry	\$	\$	\$	\$
7.	Mechanical / Electrical / Plumbing	S	S	S	\$
8.	Interior	S	S	\$	\$
9.	Other (describe)	S	\$	\$	S
TOT	TAL PROJECT COSTS	\$ 75,000	\$ 25,000	\$ 36,482	\$ 136,482.0

^{*}The grant requires a 25% matching contribution of the total grant amount. For example, if the grant award is \$75,000, then the grant recipient must contribute at least \$25,000 in matching funds. Column 2 total should not surpass your grant award. Column 3 should match 25% of your grant award. All remaining funds needed to complete this phase of the project should be noted under Column 4.

ATTACHMENT A: SCOPE OF WORK

This is the Scope of Work for the Mount Vernon AME Church Rehabilitation Project as referenced in Section 5.01 of this Funding Agreement.

Area of work: Sanctuary, from the two towers to the rear of the choir loft.

1. Foundation:

- a. Remove and replace deteriorated beams. New beams will be 6x6 treated.
- b. Change wall studs from balloon to conventional style foundation.
- c. Remove & replace floor joists as needed.
- d. Install 3/4" plywood
- e. Jack and shim the area that is repaired.

2. Wall systems:

- a. Remove interior tongue and groove wood cladding and lower wood wainscot to expose areas of suspected deterioration.
- b. Remove severely deteriorated wood studs and floor joist connections.
- c. Wood that has isolated deterioration is to be reinforced by sistering of new members or the addition of wood blocking.
- d. The east and west bearing walls are to be reinforced by sistering new studs to adjacent.
- e. The upper 2x wood plates are to be observed from the interior side. Replace areas of deterioration where possible. Where access for replacement is not possible, install a temporary horizontal 2x member.

3. Masonry:

- a. Remove existing brick masonry of the east gable peak, down to the window sill.
- b. Salvage and clean brick. Neatly store brick on site. Contractor to provide an estimated quantity of re-usable brick. Store broken brick of half length or more in a separate area.
- c. Install temporary covering of the gable end where bricks are removed, including the large stained glass window.

- d. Document condition of masonry anchors as bricks are removed.
- e. Ensure the large stained glass window of the east gable is secure in the rough opening once brick is removed along its jambs.
- 4. **Roof**: Patch roof where leaks occur or where roof is removed for access to upper plates.

15



Agenda Date: 05/22/2024

To: Tourism Advisory Board

From: Cassie Ham, Tourism Marketing Manager

Agenda Item: Review and consider 2024/25 Hotel Occupancy Tax Funding Grant applications

Date Submitted: 05/16/2024

SUMMARY:

In FY 2024/2025, the City of Palestine will grant funds as a rebate of Hotel Occupancy Tax for events held in the City of Palestine and surrounding areas that directly impact the tourism and hotel industry. Each grant applicant will have 2-3 minutes to talk about events for which they have applied for funding.

Review and discussion on the following Hotel Occupancy Tax Funding applications for Fiscal Year 2024/25 funding:

- 1. Palestine ISD for Dance Effect Competition
- 2. Palestine ISD for Synergy Dance Competition
- 3. Rotary Club of Palestine Rotary District 5910 Conference
- 4. Palestine Area Chamber of Commerce Dogwood Trails Festival
- 5. Palestine Area Chamber of Commerce Hot Pepper Festival
- 6. Sofia Life Academy Cinco de Mayo Festival
- 7. Sofia Life Academy Hispanic Heritage Month Celebration
- 8. Texas Jailhouse Locked In Fear
- 9. Texas Jailhouse Grinch's Lair
- 10. Texas State Railroad Annual Train Rides (Various Themes)
- 11. YMCA Fall and Spring Soccer Tournaments

RECOMMENDED ACTION:

No action is required.

CITY MANAGER APPROVAL:

Attachments

PISD - Dance Effect

PISD - Synergy Dance Competition

Rotary District 5910 Conference

Chamber of Commerce - Dogwood Festival

Chamber of Commerce - Hot Pepper Festival

Cinco de Mayo

Hispanic Heritage Month

Texas Jailhouse - Locked in Fear

Texas Jailhouse - Grinch's Lair

Texas State Railroad FY 24-25 YMCA - Spring and Fall Tournament



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Palestine Independent School District		
1007 E. Park Ave		
Palestine, TX 75801		
Rhonda Herrington		
Cell 903-724-8515 Work/Home903-731-8005		
rherrington@palestineschools.org		
www.palestineschools.org		
Federal Tax I.D.# 5-6002185		
	1007 E. Park Ave Palestine, TX 75801 Rhonda Herrington Cell 903-724-8515 rherrington@palestineschools.org www.palestineschools.org	

Write a short description about your organization's purpose Palestine ISD is a school district in Palestine, TX which serves approximately 3,400 students, which 76% are economically disadvantaged. Our school district has become the only venue to host big community and other outside events now in Palestine.

Proposal Information

years High S in Tyle dance	Pance Effect Competition reached out to the school district 2 ago and will hold their 3rd consecutive event at Palestine School Auditorium. They were previously holding their events er and have moved to Palestine. There will be 20 different e studios coming to compete for the weekend of Feb. ,16, 2025. Approx 300 dancers and families will be involved.
ne Hi	gh School Auditorium
No	If yes, how many years/times?
or this ev	ent? O
fall with	in October 1, 2024 and September 30, 2025
	End Date
r event g	enerating (heads in beds)
nt Works	hop? Armadillo, pecan and whiskey
7	years High: in Tyle dance 14,15 Point No r this event generated as a second a



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.

What outside marketing is going to be conducted?

Information is published by the Dance event with locations of hotels and restaurants on their Facebook and website, and also on the school calendar and Facebook page.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

The past few years the CVB have provided a gift bag for the studios with information on restaurants and happenings in Palestine. It is placed on the PISD calendar of events also.

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.

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.

Signature: Rhonda Herrington	5/15/2025	
Rhonda Herrington	PISD Director of Fine Arts	

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- o Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801

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



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Palestine Independent School District		
Address	1007 E. Park Ave		
City/State/Zip	Palestine, TX 75801		
Contact Person	Rhonda Herrington		
Contact Phone Number	Cell 903-724-8515	Work/Home903-731-8005	
Email	rherrington@palestineschools.org		
Website	www.palestineschools.org		
Non Profit? Yes No Yes	Federal Tax I.D.# 5-6002185		
Write a short description	82% are econ district has be	is a school district in Palestine, TX approximately 3,400 students, which comically disadvantaged. Our school come the only venue to host big and other outside events now in Palestine.	

Proposal Information

Proposal Information			
High in Tyl dance	rgy Dance Competition reached out to the school district 2 ago and will hold their 2nd consecutive event at Palestine School Auditorium. They were previously holding their events er and have moved to Palestine. There will be 25-30 different e studios coming to compete for the weekend of March 1,30 Approx 550 dancers and families will be involved.		
Primary Location of event/project: Palestine High Sc	hool Auditorium		
Has this event been held in the past? Yes No This will be the 3rd consecutive year.	If yes, how many years/times?		
How many times have you received HOT funds for this ex	vent? 0		
Duration of Event: Dates for use of funding must fall with	nin October 1, 2024 and September 30, 2025		
Start Date End Date			
Number of hotel room nights you anticipate your event g	generating (heads in beds)		
What were the 3 keywords given during the Grant Works	shop? Armadillo, pecan and whiskey		



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.

What outside marketing is going to be conducted?

Information is published by the Dance event with locations of hotels and restaurants on their Facebook, website, and emails to studios. Event will also be posted on the school calendar and Facebook page, to the Palestine Chamber of Commerce and the Palestine CVB.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

The past few years the CVB have provided a gift bag for the studios with information on restaurants and happenings in Palestine. It is placed on the PISD calendar of events also.

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.

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.

Signature:	Rhonda Herrington		Date:	5/15/2025
Printed Nam	Rhonda Herrington e:	Title:	PISD Director of Fine	Arts

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801

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



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Rotary Club of Palestine	
Address	P. O. Box 612	
City/State/Zip	Palestine, TX 75802	
Contact Person	Rhonda Herrington	
Contact Phone Number	Cell 903-724-8515 Work/Home	
Email	rhonda.herrington@palestineschools.org	
Website	www.rotaryclubofpalestine	
Non Profit? Yes No	Federal Tax I.D.#	
Write a short description	n about your organization's purpose The Rotary (Club of Palestine is a service

organization that was established in 1914. We provide service projects for our community and activities for the youth of our community.

Proposal Information			
Name of the Event/Project and a short description: Each year Rotary District 5910 hosts an annual conference. This year the conference will be held in Palestine on April 4,5,6, 2025. Approx 200 members will be attending the conference for the weekend coming fro as for as Galveston, Beaumont, College Station, etc.			
Primary Location of event/project: Palestine High S	chool Auditorium		
Has this event been held in the past? Yes No No	If yes, how many years/times?		
How many times have you received HOT funds for this event? 0			
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025			
Start Date End Date			
Number of hotel room nights you anticipate your event 130	generating (heads in beds)		
What were the 3 keywords given during the Grant Work	shop? Armadillo, pecan and whiskey		



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.

What outside marketing is going to be conducted?

Information is published by the Rotary District to every member in the Rotary District 5910 to attend the conference. Marketing has already begun on the conference. Will be using 3 different venues for the event. Texas State Railroad, Palestine High School and the Senior Citizen Activity Center. The event begins Friday evening and concludes Sunday morning.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

Will be working closely with the Palestine CVB and the Palestine Chamber of Commerce for advertising the event.

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.

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.

Signature: Rhonda Herrington	5/15/2025 Date:
Rhonda Herrington Printed Name:	PISD Director of Fine Arts Title:

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Palestine Area Chamber of Commerce	
Address	401 W. Main Street	
City/State/Zip	Palestine, TX 75803	
Contact Person	Angela Howell-Fields	
Contact Phone Number	Cell 903-922-0477	Work/Home903-729-6066
Email	angela@palestinechamber.org	·
Website	palestinechamber.org	
NonProfit? Yes No	Federal Tax I.D.# 75-0478920	

Proposal Information		
Name of the Event/Project and a short description: Dogwood Festival		
See attached.		
Driver I costion of quark/assignt		
Primary Location of event/project: Downtown Palestine/ Main Street District		
Has this event been held in the past? Yes No If yes, how many years/times? X 40-50 years		
How many times have you received HOT funds for this event? Unknown		
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025		
Start Date 3/22/2025 1 day event End Date ———		
Number of hotel room nights you anticipate your event generating (heads in beds)		
1-3 nights per angela - approximately 200 peom nights, if Stuys lasting more than Inight are counted consultan		
The state of the s		
What were the 3 keywords given during the Grant Workshop? Armadillo, Pecan, Whiskey		



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.

What outside marketing is going to be conducted? Newspaper, Magazine, Radio, Social Media
What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event? See attached event logo; any scheduled events TBD.
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.
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.
Signature: Angla Howell- Fields Date: 05/14/2024
Angela Howell-Fields Director

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- o Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801

Dogwood Festival March 22nd, 2025

Palestine Area Chamber of Commerce

Organization's Purpose:

The Palestine Area Chamber of Commerce promotes the community and its economy by attracting and supporting local businesses & protecting the interests of its members and the community. The Chamber brings together community leaders, decision makers, an array of businesses and industries, along with individuals, elected officials, and organizations to promote the civic and commercial progress of Palestine and the surrounding area. We provide credibility, education, growth, networking, visibility, and a voice for our businesses to succeed.

Short Description:

The Dogwood Festival is the longest running Dogwood Festival in the state of Texas and is held in the charming Historic Downtown and Old Town district of Palestine, Texas. The Festival kicks off the first of three weekends of the Dogwood Celebration with roughly 5,000 in attendance. Locals and guests come to celebrate the season of beautiful Dogwood blooms of East Texas with live music, art, specialty products, food vendors, kids' activities and more!



Palestine Area Chamber of Commerce Board Members

	res	: -1	_	-	
_	roc		0	n	т

Brittany Wardell (Shelby Savings Bank)

Assistant Vice President

Mary Mobley (Prosperity Bank)

Treasurer

Alexandria Ripley (Dogwood Embroidery)

Kasey Crutcher (Rollo Insurance Agency)

Greg Lindsey (All Star Autoplex)

Andrew Little (Palestine Regional Medical Center)

Cliff McBroom (M&M Pest Control)

Kimberly Wisener (McMullen Tax Service)

Staff

Director: Angela Howell-Fields

Member Services Coordinator: Anja Cline

Administrative Assistant: Lily Zajicek



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Palestine Area Chamber of Commerce	
401 W. Main Street	
Palestine, TX 75803	
Angela Howell-Fields	
Cell 903-922-0477	Work/Home903-729-6066
angela@palestinechamber.org	
palestinechamber.org	
Federal Tax I.D.# 75-0478920	
1	401 W. Main Street Palestine, TX 75803 Angela Howell-Fields Cell 903-922-0477 angela@palestinechamber.org palestinechamber.org

Write a short description about your organization's purpose See attached.

Proposal Information
Name of the Event/Project and a short description: Hot Pepper Festival
See attached.
Primary Location of event/project: Downtown Palestine/ Main Street District
Has this event been held in the past? Yes No If yes, how many years/times? X Close to 35 years
How many times have you received HOT funds for this event? Unknown
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 Start Date $10/26/2024$ 1 day went End Date
Number of hotel room nights you anticipate your event generating (heads in beds) 1-3 nights per angela - approximately 250 room nights, if stays lasting more than 1 night are credited Cassie Ham
What were the 3 keywords given during the Grant Workshop? Armadillo, Pecan, Whiskey



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.

What outside marketing is going to be conducted? Newspaper, Magazine, Radio, Social Media
What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event? See attached event logo; any scheduled events TBD.
I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreemen 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. By submitting this Hotel Occupancy Tax Funding Application, the Applicant agrees to comply with all local, state and federal law 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, colo religion, sex (including pregnancy, childbirth, and related medical conditions; sexual orientation), national origin, disability, againtizenship 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 the incorporate or promote ideas of hate or which are intended to vilify, humiliate, or incite hatred against a group or a class of person on the basis of race, religion, skin color, sexual identity, gender identity, ethnicity, disability or national origin.
Signature Agela Hourel - Tuldo Date: 05/14/2024
Angela Howell-Fields Director

Attachments: (check all)

- o A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- O Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801

Hot Pepper Festival October 26th, 2024

Palestine Area Chamber of Commerce

Organization's Purpose:

The Palestine Area Chamber of Commerce promotes the community and its economy by attracting and supporting local businesses & protecting the interests of its members and the community. The Chamber brings together community leaders, decision makers, an array of businesses and industries, along with individuals, elected officials, and organizations to promote the civic and commercial progress of Palestine and the surrounding area. We provide credibility, education, growth, networking, visibility, and a voice for our businesses to succeed.

Short Description:

"Everything's Hotter in Texas", and the Hot Pepper Festival is no exception!

The Hot Pepper Festival is known to bring over 10,000 visitors to Palestine to enjoy the food, music, games, and vendors that the festival offers!

Shortly after the festival begins, the annual Hot Pepper Festival Parade will take place! Starting at the Anderson County Courthouse at 10 AM, the parade will make its way throughout downtown.

Enjoy Arts & Crafts Vendors, Unique Food Vendors, Kid's Zone, Beer Gardens & Live Music all day long.



Palestine Area Chamber of Commerce Board Members

President

Brittany Wardell (Shelby Savings Bank)

Assistant Vice President

Mary Mobley (Prosperity Bank)

Treasurer

Alexandria Ripley (Dogwood Embroidery)

Kasey Crutcher (Rollo Insurance Agency)

Greg Lindsey (All Star Autoplex)

Andrew Little (Palestine Regional Medical Center)

Cliff McBroom (M&M Pest Control)

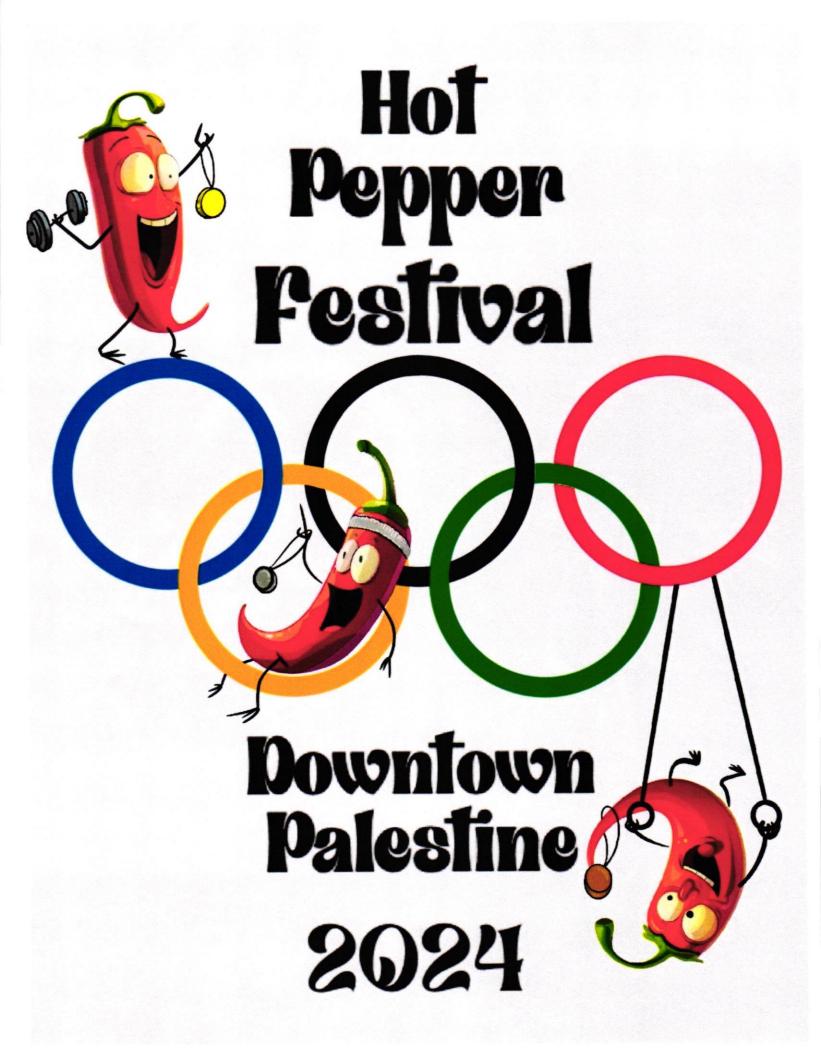
Kimberly Wisener (McMullen Tax Service)

Staff

Director: Angela Howell-Fields

Member Services Coordinator: Anja Cline

Administrative Assistant: Lily Zajicek





Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Sofia Life Academy	
Address	210 W Oak Street PMB 107	
City/State/Zip	PALESTINE, TX 75801	
Contact Person	Sofia Ontiveros	
Contact Phone Number	^{Cell} (682)600-4399	Work/Home
Email	sofia@sofialifeacademy.org	
Website	N/a	
Non Profit? Yes No No	Federal Tax I.D.# 99-1710029	

Write a short description about your organization's purpose Sofia Life Academy is a partner with Cultural Enrichment Society. Our purpose is to promote diversity and unite the community through cultural events.

Proposal Information

Proposal Information		
Name of the Event/Project and a short description: Cin	co De Mayo Celebration	
	emoting Latin American history, culture and sine.	
Primary Location of event/project: Reagan Park	x, Crockett Rd, Palestine TX 75801	
Has this event been held in the past? Yes No Yes	If yes, how many years/times? 1 Year	
How many times have you received HOT funds for this event? None		
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025		
Start Date (Date To Be Determined in May 2025)	End Date	
Number of hotel room nights you anticipate your event 30 to 50 Hotel I		
What were the 3 keywords given during the Grant Work	Armadillo,Pecan, Whiskey	



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.

What outside marketing is going to be conducted?

Advertise in social media, news papers, news channels, and radio stations. Will also promoted in several cities, such as Palestine, Tyler, Dallas, Forth Worth, Crockett, and many more cities.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

Digital graphic design, event logo and branding, flyers, event plan and details, photos and videos, and any other promotional materials.

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.

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.

Signature: Sofin Onliveros	
Printed Name: Sofia Ontiveros	Director/ Life Coach / Licensed Realtor Title:

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Sofia Life Academy	
Address	210 W Oak Street PMB 107	
City/State/Zip	PALESTINE, TX 75801	
Contact Person	Sofia Ontiveros	
Contact Phone Number	Cell (682)600-4399 Work/Home	
Email	sofia@sofialifeacademy.org	
Website	N/a	
Non Profit? Yes No No	Federal Tax I.D.# 99-1710029	

Write a short description about your organization's purpose Sofia Life Academy is a partner with Cultural Enrichment Society. Our purpose is to promote diversity and unite the community through cultural events.

Proposal Information

Name of the Event/Project and a short description: Hispanic Heritage Month Celebration		
Promoting Latin American culture and cuisine.		
Primary Location of event/project: Reagan Park, Crockett Rd, Palestine TX 75801		
Has this event been held in the past? Yes No If yes, how many years/times? No N/a		
How many times have you received HOT funds for this event? N/a		
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 Start Date (Date To Be Determined in September 2025) End Date		
Number of hotel room nights you anticipate your event generating (heads in beds) 30 to 50 Hotel Rooms		
What were the 3 keywords given during the Grant Workshop? Armadillo, Pecan, Whiskey		



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.

What outside marketing is going to be conducted?

Advertise in social media, news papers, news channels, and radio stations. Will also promoted in several cities, such as Palestine, Tyler, Dallas, Forth Worth, Crockett, and many more cities.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

Digital graphic design, event logo and branding, flyers, event plan and details, photos and videos, and any other promotional materials.

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.

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.

Signature: Sofin Univeros		Date: 05/15/2024
Printed Name: Sofia Ontiveros	Title:	Director/ Life Coach / Licensed Realtor

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- o Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Texas Jailhouse		
Address	704 Avenue A		
City/State/Zip	Palestine, Texas 75801		
Contact Person	Jeremy Janz or Sonia Martinez		
Contact Phone Number	Cell 903-480-0212 Work/Home		
Email	jjanz@txjailhouse.com or soniamartinez@txjailhouse.com		
Website	www.txjailhouse.com		
Non Profit? Yes No	Federal Tax I.D.# 84-2270198		

Write a short description about your organization's purpose

The Texas Jailhouse has been committed to promoting preservation through the arts by hosting events that attract tourists to historic Palestine.

Proposal Information		
Name of the Event/Project and a short description:		
Locked In Fear Haunted House allows guest to experience a thrilling jail walk-through with immersive scenes and unforgettable characters, on select dates in October for Halloween season. In 2023, this events was attended by approximately 1,300 people, from 118 cities, and five states.		
Primary Location of event/project: Texas	Jailhouse, LLC	
Has this event been held in the past? Yes No Yes Six If yes, how many years/times?		
How many times have you received HOT funds for this event? None		
Duration of Event: Dates for use of funding must fall wi	thin October 1, 2024 and September 30, 2025	
Start Date 0-0 -2024	End Date 10-31-2024	
Number of hotel room nights you anticipate your event	generating (heads in beds)	
	75	
What were the 3 keywords given during the Grant Wor	^{kshop?} Armadillo Pecan Whiskey	



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.

What outside marketing is going to be conducted?

Established Website Traffic, Social Media Ads, Television Ad broadcast nationally on RetroTV and Family Channel, Banners, Posters, and Flyers

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

Event Graphics and calendar of event dates, times, and pricing. QVC codes for discounts.

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.

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.

Signature: Jeremy Janz Sonia Martinez

Date: 05/14/2024

Jeremy Janz Sonia Martinez Owners-Texas Jailhouse, LLC

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- o Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Texas Jailhouse		
Address	704 Avenue A		
City/State/Zip	Palestine, Texas 75801		
Contact Person	Jeremy Janz or Sonia Martinez		
Contact Phone Number	Cell 903-480-0212 Work/Home		
Email	jjanz@txjailhouse.com soniamartinez@txjailhouse.com		
Website	www.txjailhouse.com		
NonProfit? Yes No	Federal Tax I.D.# 84-2270198		

Write a short description about your organization's purpose Since 2013, the Texas Jailhouse has been committed to promoting preservation through the arts by hosting events that attract tourists to historic Palestine.

Proposal Information		
Name of the Event/Project and a short description: He's mean. He's green. He's in Palestine. Visitors, young and old create magical memories while visiting the Grinch's Lair during the holiday season. in 2023, this event was attended by approximately 4,000 guests from 238 cities in eight states and three countries.		
Primary Location of event/project: 704 Avenue A	Palestine, Texas 75801	
Has this event been held in the past? Yes No Yes	es, how many years/times? 11 times	
How many times have you received HOT funds for this event?	Two historic preservation grants.	
Duration of Event: Dates for use of funding must fall within Oc	t ober 1, 2024 a nd September 30, 2025	
Start Date 11-2024	End Date 12-31-2024	
Number of hotel room nights you anticipate your event gener	ating (heads in beds)	
	200	
What were the 3 keywords given during the Grant Workshop?	Armadillo Pecan Whiskey	



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.

What outside marketing is going to be conducted?

Established Website Traffic, Social Media Ads, Television Ad broadcast nationally on RetroTV and Family Channel, Banners, Posters, and Flyers

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

Event Graphics and calendar of event dates, times, and pricing. QVC codes for discounts.

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.

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.

Printed Name: _____ Jeremy Janz Sonia Martinez ____ Owners-Texas Jailhouse, LLC

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

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		
Email	aparady@jag-transport.com	aparady@jag-transport.com		
Website	www.texasstaterailroad.net			
Non Profit? Yes No	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				

Name of the Event/Project and a short description: General Season and Special Events to include Dogwood Brunch Trains, Easter Lunch Trains, Wines in the Pines, Speakeasy Special, Dinner Trains, Prom Trains and THE POLAR EXPRESS Train Ride 2024 Primary Location of event/project: 789 Park Road 70, Palestine TX Has this event been held in the past? Yes No If yes, how many years/times? Railroad been in Operation 49 years How many times have you received HOT funds for this event? 3 times since Jaguar has been operating the location Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 September 30 2025 Start Date End Date Number of hotel room nights you anticipate your event generating (heads in beds) Our major ridership markets include Houston, Dallas / Ft. Worth, San Antonio, Austin and Shreveport. Due 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. While a direct number cannot be pinned down, we can advise that 92% of our business comes from over 2 hours away which generally results in a hotel stay what were the 3 keywords given during the Grant Workshop? Armadillo, Pecan, Whiskey	Proposal Infor	mation	
Has this event been held in the past? Yes No Rail road been in Operation 49 years How many times have you received HOT funds for this event? 3 times since Jaguar has been operating the location Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 October 1 2024 September 30 2025 Start Date End Date Number of hotel room nights you anticipate your event generating (heads in beds) Our major ridership markets include Houston, Dallas / Ft. Worth, San Antonio, Austin and Shreveport. Due 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. While a direct number cannot be pinned down, we can advise that 92% of our business comes from over 2 hours away which generally results in a hotel stay What were the 3 keywords given during the Grant Workshop?	Name of the Eve	nt/Project and a short do	Dogwood Brunch Trains, Easter Lunch Trains, Wines in the Pines, Speakeasy Special, Dinner Trains, Prom Trains and THE POLAR
How many times have you received HOT funds for this event? 3 times since Jaguar has been operating the location Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 September 30 2025 Start Date Number of hotel room nights you anticipate your event generating (heads in beds) Our major ridership markets include Houston, Dallas / Ft. Worth, San Antonio, Austin and Shreveport. Due 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. While a direct number cannot be pinned down, we can advise that 92% of our business comes from over 2 hours away which generally results in a hotel stay What were the 3 keywords given during the Grant Workshop?	Primary Location	of event/project: 789	9 Park Road 70, Palestine TX
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 October 1 2024 September 30 2025 Start Date Number of hotel room nights you anticipate your event generating (heads in beds) Our major ridership markets include Houston, Dallas / Ft. Worth, San Antonio, Austin and Shreveport. Due 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. While a direct number cannot be pinned down, we can advise that 92% of our business comes from over 2 hours away which generally results in a hotel stay What were the 3 keywords given during the Grant Workshop?	Has this event be	een held in the past? Y	
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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. While a direct number cannot be pinned down, we can advise that 92% of our business comes from over 2 hours away which generally results in a hotel stay What were the 3 keywords given during the Grant Workshop?	Start Date	October 1 2024	· ·
	the distance from Palestine. A discannot be pinn generally result what were the 3	om our major markets lirect correlation can b ned down, we can adv lts in a hotel stay s keywords given during t	ts, many visitors make the choice to spend the night or weekend in be made to hotel stays and train operation days. While a direct numb dvise that 92% of our business comes from over 2 hours away which



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.

What outside marketing is going to be conducted?

We expect to utilize social media marketing tools such as reels, ad campaigns, boosted posts on multiple platforms. We will also likely utilize radio, email campaigns, newspaper advertisements and possibly television

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

We mention Palestine in our social media posts and promote Visit Palestine and often directly connect our inquiring customers to Palestine Tourism office. We will provide our General Season Schedule as it is posted as well as the 2024 Polar Season Schedule. We will provide approved graphics, descriptions and special event information.

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.

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.

Signature:	Ham		Date:	5/13/2024
7		3		
Printed Name:	Amy S. Parady	Title: _	Director of Business	s Development

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



Should you need additional space to respond to any item, please attach an additional typed sheet of paper.

Applicant/Organization Information

Name of Applicant/ Organization	Palestine YMCA		
Address	5500 N Loop 256		
City/State/Zip	Palestine, Texas 75801		
Contact Person	Cindy Piersol		
Contact Phone Number	^{Cell} 903-724-5691	Work/Home903-729-3139	
Email	cpiersol@palestineymca.org		
Website	www.palestineymca.org		
Non Profit? Yes No YES	Federal Tax I.D.#75-0975622		
Write a short description about your organization's purpose The YMCA is for: Youth Development Healthy Living Social Responsibility			

Proposal Information

Name of the Event/Project and a short description: Full-sided soccer tournaments
Primary Location of event/project: Palestine YMCA Soccer Complex
Has this event been held in the past? Yes No If yes, how many years/times? Yes 13 times in 8 years If yes, how many years/times?
How many times have you received HOT funds for this event? 4
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025
Start Date April 11, 2025 End Date April 13, 2025
Start Date April 11, 2025 End Date April 13, 2025
Number of hotel room nights you anticipate your event generating (heads in beds)
50-100 nights
What were the 3 keywords given during the Grant Workshop? armadillo, pecan, and whiskey



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.

What outside marketing is going to be conducted?

We post on Tournament Central's website, North Texas Soccer website, Palestine YMCA website, City of Palestine calendar, email blasts are sent to hundreds of coaches multiple times, yard signs, banners and fliers.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?

We will provide our tournamet logo, which changes due to our sponsor for the tournament, tournament details, and hotel blocks to the CVB for assistance with advertising.

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.

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.

Signature: Civily Pursol	Date: 5/15/2024
Printed Name: Cindy Piersol	Title: President/CEO

Attachments: (check all)

- A typed application (documents must be single sided and unbound)
- List of current Board of Directors and staff (if applicable)
- o Proof of Insurance level of insurance depends upon event
- Confirmation of grant workshop attendance

SUBMIT TO: Cassie Boyd at 825 W. Spring Street, Palestine, Texas 75801



FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

2024 Palestine YMCA Board of Directors

President/CVO: Jumah Absy jumahabsy135@yahoo.com

361-649-3560

Past President: Paul Jones paul@courtdrivechurch.org 903-948-9937

Secretary Angela Fields anglea@palestinechamber.org 903-922-0477

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Employee Position Report

ROR - YOUNG MENS CHRISTIAN ASSOCIATION

Employee Name	Position	Hire Date	Position Start Date
	- Comen	Time Date	1 Osition Start Date
ALEMAN, DAIZY BRIANNE	CHILD CARE	03/07/2024	03/07/2024
ALLEN, DEBBIE	GROUP EXERCISE	01/16/1995	01/16/1995
ARIGBABU, OLUWASEMILORE	CLIMBING WALL	04/30/2024	04/30/2024
ARNOLD, LINDSEY	CHILD CARE	09/13/2011	09/13/2011
BARNETT, ABIGAIL JEANNETTE	ECC	09/18/2022	03/01/2024
BARNETT, TREJAVAUGHN LAJAIREN	ASP ASST. COORDINATOR	02/15/2023	09/16/2023
BARNHART, DEBRA IRONS	GROUP EXERCISE	10/31/2023	10/31/2023
BELKNAP, ZACHARY	SPORTS COORDINATOR	03/04/2022	03/04/2022
BILBO, STEPHANIE	CHILD CARE	02/26/2024	02/26/2024
BLEDSOE, SANDRA	YOUTH SPORTS	02/13/2024 *	10/16/2023
BOLDING, JACQUELINE	CHILD CARE	01/16/2017	01/16/2017
BROCK, NANETTE	MEMBER ACCOUNTS SPECIALIST	05/17/2021	08/03/2022
BROWNLOW, MASON	ASP	03/11/2024 *	03/11/2024
BRYANT, ASHLEIGH	SDC COUNSELOR	05/10/2024	05/10/2024
BURNS, JATAVIA AMERIEE	SDC	05/02/2024	05/02/2024
BURTON, SASONIA REE	HR COORDINATOR	01/04/2023	05/15/2024
CORONEL, NATALIA	CHILD CARE	08/10/2023	08/10/2023
CORTINAS, FRANCES	MEMBERSHIP	04/22/2002	04/22/2002
CRUTCHER, SANDRA	ECC	10/18/2022	10/18/2022
DEFORE, SAMANTHA	GROUP EXERCISE	07/08/2022	06/30/2023
DENMAN, JOHN KENNETH	SPORTS DIRECTOR	09/30/2022	09/19/2022
DILDINE, JOY	CHILD CARE DIRECTOR	08/01/2023	08/01/2023
DION, LOGAN	MEMBER SERVICES	09/12/2022	09/12/2022
DOMINGUEZ, SOFIA MEDINA	ECC	09/13/2023	10/02/2023
DOWNIE, SHUREKIA DANYETTE	ECC FLOATER AM	05/08/2023	05/08/2023
DUHON, HELEN BLAINE	CHILD CARE	02/26/2024	02/26/2024
FERRETIZ, MYRA ISABEL	CHILD CARE	10/17/2022	10/17/2022
FRYHOFF, MARK STEVEN	MEMBER SERVICES	11/22/2022	11/22/2022
GAINES, RENEE	CHILD WATCH	11/02/2012	08/31/2022
GANTE, JESSICA	GROUP EXERCISE	11/05/2021	11/08/2021
GIDNEY, LACEY DARLEEN	CHILD CARE	03/14/2024	03/14/2024
GOSSETT, SHERRY	ECC	01/16/2018	11/07/2022
GRAY, EMILIE DAWN	ECC TEACHER	01/09/2024	01/09/2024
GRAY, YOLANDA	SPORTS COORDINATOR	03/03/2022	03/04/2022
GRIVES, JESSICA	SDC	04/26/2024	04/26/2024
GROSS, LAKOTA	ECC	12/13/2021	03/08/2024
HAM, KATELYN	ASP	02/07/2022	10/13/2023
HANNA, EMILY E	ECC TEACHER	02/26/2024	02/26/2024
HENDERSON, ANGELIA	ECC TEACHER	06/08/2022	12/01/2023
HENDERSON, MANDI JENE	HR DIRECTOR	06/01/2023	06/01/2023
HENRY, SARAH ANN	CHILD CARE	10/18/2023	02/20/2024
HERNANDEZ, SHERLIN RICHEL	CHILD WATCH	03/08/2023	03/07/2023

^{*} Indicates employee was re-hired

Employee Position Report ROR - YOUNG MENS CHRISTIAN ASSOCIATION

Employee Name	Position	Hire Date	Position Start Date
HEROD, STEFANIE	ASP COUNSELOR	02/19/2024 *	11/20/2023
HESTER, HANNAH MAE	CHILD CARE	03/22/2024 *	03/22/2024
HESTER, SHARON	PERSONAL TRAINER	06/17/2021 *	07/01/2022
HICKS, CARA MAY	CHILD CARE	11/28/2023	11/28/2023
HIGGINS, HANNAH IRIS	CLIMBING WALL	02/01/2024 *	02/01/2024
HIGHTOWER, SHARYN	GROUP EXERCISE	07/26/2022	06/30/2023
HOOKER, BENJAMIN	MAINTENANCE CUSTODIAN	08/10/2023	08/10/2023
HOOKER, RACHEL MARIE	ECC	10/04/2022	08/15/2023
HOOKER, SARA CATHERINE	MEMBER SERVICES	12/20/2022	12/20/2022
HOWELL, HILLIARD DWAIN	MAINTENANCE	08/06/2021	10/24/2022
INGRAM, CHARITY FAITH	CHILD CARE	06/29/2023 *	06/29/2023
JENKINS, MELISSA J	GROUP EXERCISE	09/15/2023	09/15/2023
JOHNSON, MAKEILA	ASSISTANT CHILD CARE DIRECTOR	09/15/2022	10/10/2022
JOHNSON, VIRGINIA	GROUP EXERCISE	08/01/1980	08/01/1980
KEISER, DONNA	MEMBER SERVICES COORDINATOR	12/01/2015	03/01/2021
KELLEY, GRACI	CHILD WATCH	09/12/2023	09/12/2023
KELLUM, CARRESSA	ECC	08/14/2023	08/14/2023
KELLY, MIKE	MAINTENANCE	08/01/2018	12/21/2021
KING, KATHY	MEMBER SERVICES	05/30/2019	05/30/2019
LABRECQUE, NYOMI	CUSTODIAN	06/18/2021	12/21/2021
LEHMAN, MARY	CHILD CARE	03/14/2024	03/14/2024
LEMONS, MARY	KITCHEN	03/22/2021	03/22/2021
LEOPOLD, KIERSTEN	AQUATICS CO-DIRECTOR	05/28/2021	06/12/2023
LOGAN, STACY DESHUN	CUSTODIAN	09/16/2022	09/16/2022
LOVE, LAURA	GROUP EXERCISE	06/15/2008	06/15/2008
MACK, YLONDA E	ECC FLOATER PM	10/23/2023	10/23/2023
MATTHEWS, VICTORIA S	CHILD CARE	05/30/2023	02/22/2024
MAY, CHARLES D	MAINTENANCE CUSTODIAN	06/16/2023	06/16/2023
MCDONALD, CLIFFORD	ASP	12/05/2006	09/19/2019
MCNEILL, MATTHEW	WELLNESS/MEMBER ENGAGEMENT DIRECTOR	09/30/2021	04/03/2023
MCNELLIS, MICHAEL	FITNESS	04/01/2011	04/01/2011
MEDINA, LEVI	MAINTENANCE CUSTODIAN	06/03/2020	12/21/2021
MORAN, DANA	DAY CAMP BUS DRIVER	05/26/2021	01/05/2024
MORGAN, HAILEY	ECC	08/08/2023	08/08/2023
MORROW, JANET	CHILD WATCH	06/25/2021	04/15/2022
MOSES, CHARLOTTE MARIE	ECC	02/21/2023	07/25/2023
MULLEN, TYRONE	YOUTH SPORTS	12/12/2022 *	12/08/2022
NEWMAN, JULIE BETH	ECC	01/16/2023	02/20/2023
NEWTON, KATHRINE	GROUP EXERCISE	06/29/2021	06/29/2021
ODOM, SANDRA DIANN	CHILD CARE	04/09/2024	04/09/2024
ORMSBY, ANTHONY	AQUATICS DIRECTOR	02/03/2020	06/16/2023

^{*} Indicates employee was re-hired

Employee Position Report ROR - YOUNG MENS CHRISTIAN ASSOCIATION

Employee Name	Position	Hire Date	Position Start Date
PARTIN, CARRIE RACHAEL	GROUP EXERCISE	12/01/2011	12/01/2011
PAULSEN, THEODORE JOSEPH	PERSONAL TRAINER	02/07/2024	02/07/2024
PENCE, RYAN	GROUP EXERCISE	01/15/2013	10/31/2023
PEREZ, TIFFANY	ELKHART CHILD CARE DIRECTOR	02/24/2020	07/21/2023
PERRY, HEATHER MARIE	KITCHEN ECC	07/21/2023	07/21/2023
PIERSOL, CYNTHIA	ADMINISTRATIVE	05/01/2015	05/01/2015
POWELL, TINA MICHELLE	CHILD CARE	01/04/2024	01/04/2024
PRICE, MCKENZIE	PERSONAL TRAINER	06/29/2018	02/28/2024
RAINE, PRISCILLA	GROUP EXERCISE	03/10/2020	03/10/2020
REECE, LAILA KYAIR	ECC TEACHER	02/26/2024 *	02/26/2024
RICHARDSON, ANTHONY CHRISTOPHER	ASP	04/29/2024 *	02/27/2024
RICHBOURG, DEBORAH	ASP	03/12/2024 *	03/12/2024
ROBINSON, DYTRALIN	SDC	04/22/2024 *	04/22/2024
ROOKS, JANIS MARIE	MEMBER ENGAGEMENT COORDINATOR	03/26/2024 *	03/26/2024
RUSSELL, STEPHEN	ASP	11/12/2018	10/18/2023
RUTH, SHERYL	MAINTENANCE	10/13/2015	10/13/2015
CHNEIDER, SUSAN	CHILD CARE	05/22/2017	05/22/2017
EIPEL, MARY CATHERINE	CHILD CARE	05/03/2024	05/03/2024
HELLENBARGER, CHANTA	GROUP EXERCISE	09/15/2022	09/15/2022
HELLENBARGER, JOSHUA	GROUP EXERCISE	06/01/2018	06/01/2018
HIPPER, BRITTANY DOMINIQUE	CHILD WATCH	11/15/2021	12/14/2022
IMONS, CARL	CHILD CARE	07/31/2006	08/17/2022
KAGGS, CAROLYNN KAELYNN	ECC	07/10/2023	08/28/2023
KINNER, JOSCELYNE ABIGAIL	CHILD CARE	01/07/2020	11/09/2023
PRINGER, MELISSA	ECC TEACHER	08/20/2019	10/31/2023
TAMPLEY, KAREN	GROUP EXERCISE	05/01/2000	05/01/2000
EMPLE, MELISSA	CHILD CARE	05/09/2024	05/09/2024
HOMAS, KASSIDY	LIFEGUARD	05/10/2024 *	06/30/2023
ODD, SHAVANNAH ELAINE	ECC	03/01/2023	07/10/2023
RUJILLO, UNIQUE		05/02/2024	05/02/2024
URNER, LESLIE	CHILD CARE	01/07/2019	07/04/2022
AIL, BRANDON	MAINTENANCE	08/18/2023	12/16/2023
ASQUEZ, RAYDON ANGELO	YOUTH SPORTS	02/27/2024	02/27/2024
ELA, KAREN TERESA	CHILD CARE	02/08/2024	04/17/2024
ILAROS, HEATHER MEREDITH	GROUP EXERCISE	12/07/2022	06/30/2023
/ARNER, RANDAL	YOUTH SPORTS COMPLEX	02/22/2022	10/05/2023
/ATSON, SARA DENISE	MEMBER SERVICES	11/03/2023	11/03/2023
/HITE, KE'ONDRA	ECC	06/05/2020	04/03/2023
/ILLIAMS, TIM	YOUTH SPORTS COMPLEX	09/16/2020	09/16/2020
VILSON, DANIEL J	CHIEF FINANCIAL OFFICER	11/15/2022	07/01/2023
	GROUP EXERCISE	01/25/2024 *	06/30/2023

^{*} Indicates employee was re-hired