

Patty Smith, Chair
Daniel Hennessee, Board Member
Michael Nichols, Board Member
Cristy Buckner, Board Member
Edward Mondich, Board Member
Chris Keller, Board Member
Kasey Crutcher, Board Member

Cassie Ham,
Tourism Marketing Manager



**NOTICE OF MEETING
TOURISM ADVISORY BOARD**

July 1, 2025

4:00 PM

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

Zoom Link:

<https://us02web.zoom.us/j/84383402856?pwd=o7k4qabGG2cVDBWYY0FfOtHaEMmKsl.1>

Meeting ID: 843 8340 2856

Passcode: 902401

One tap mobile

+13462487799,,84383402856#,,, *902401# US

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

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

A. CALL TO ORDER

B. PROPOSED CHANGES OF AGENDA ITEMS

C. PUBLIC COMMENTS

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

D. CONFLICT OF INTEREST DISCLOSURES

E. MANAGER'S REPORT

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the May 28, 2025, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion and possible action related to a proposal for the Huey Helicopter Project.
2. Discussion and possible action regarding the formation of an America 250 Planning Committee.

3. Discussion and possible action regarding a Hotel Occupancy Tax Funding Grant for Palestine I.S.D. for an event scheduled for September 4-5, 2025.
4. Discussion and possible action regarding a Hotel Occupancy Tax Funding Grant for Palestine YMCA for an event scheduled for July 12, 2025.

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, June 27, 2025, at 1:30 p.m.**

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

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: 07/01/2025

To: Tourism Advisory Board

From: April Jackson, City Secretary

Agenda Item: Consider approval of minutes from the May 28, 2025 meeting of the Tourism Advisory Board

Date Submitted: 06/13/2025

SUMMARY:

Review and approve the minutes from the May 28, 2025 meeting of the Tourism Advisory Board.

RECOMMENDED ACTION:

Staff recommends approving the item as presented.

CITY MANAGER APPROVAL:

Attachments

05.28.2025 TAB 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 Wednesday, May 28, 2025 at 4:00 p.m., in the City Hall Conference Room, 504 N. Queen Street, Palestine, Texas, with the following people present in person: Board Chair, Patty Smith, Board Vice-Chair, Daniel Hennessee, and Members Edward Mondich, Chris Keller, and Kasey Crutcher.

The following board members were absent: Cristy Buckner and Michael Nichols.

Staff present: Tourism Marketing Manager Cassie Ham and City Manager's Admin Assistant Casey DeBord.

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

Cassie Ham proposed updating the date on meeting minutes to April 22, which was the actual date of the last meeting of the Board.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MANAGER'S REPORT

1. Review the March and April 2025 Tourism Reports.

APPROVAL OF MINUTES

1. Consider approving the minutes from the April 22, 2025 Meeting of the Tourism Advisory Board.

Motion made by Edward Mondich to approve the minutes as presented and seconded by Daniel Hennessee.

Vote: 5 – 0 – Unanimously

DISCUSSION AND ACTION ITEMS

1. Discussion regarding the date of the June 2025 meeting. Due to staff scheduled for training the date of the regular meeting, it was proposed to hold the regular meeting of the Tourism Advisory Board on June 18, 2025 at 4 PM in the City Hall Conference Room.

A motion was made to schedule the June 2025 meeting for June 18, 2025 by Edward Mondich and seconded by Daniel Hennessee.

Vote: passed 5-0 Unanimously

ADJOURN

With no other business to come before the board, the meeting was adjourned at 4:16 p.m.

PASSED AND APPROVED THIS 1ST DAY OF JULY 2025.

Patty Smith, Chair

ATTEST:

Cassie Ham,
Tourism Marketing Manager



Agenda Date: 07/01/2025

To: Tourism Advisory Board

From: April Jackson, City Secretary

Agenda Item: Discussion and possible action related to a proposal for the Huey Helicopter Project

Date Submitted: 06/13/2025

SUMMARY:

Staff received a proposal to share with the Tourism Advisory Board to evaluate whether Hotel Occupancy Tax (HOT) Funds could be used to support the Huey Helicopter Project.

In response, staff requested a complete proposal for the project, including the following:

- A description of the expected positive impact on tourism in Palestine
- An estimated total project cost
- The amount of funds already raised
- The specific HOT Fund amount being requested
- Any additional information relevant to Board evaluation and decision-making

Staff has since received the attached donation request form via email for the Board's review.

RECOMMENDED ACTION:

Staff recommends that the Tourism Advisory Board evaluate whether allocating HOT Funds to the Huey Helicopter Project is:

- A legal and eligible expenditure under Texas Tax Code, Chapter 351, which governs the use of Hotel Occupancy Tax (HOT) funds; and
- The highest and best use of tourism funds at this time, based on the project's potential to generate overnight stays, enhance tourism assets, and support economic impact.

Legal Reference:

Per Texas Tax Code §351.101, HOT Funds may be used only to promote tourism and the convention and hotel industry. Expenditures must directly enhance and promote tourism and the hotel industry, and fit within one of the nine categories authorized by law.

CITY MANAGER APPROVAL:

Attachments

Huey Helicopter Project



Huey Helicopter Project 2025

Seeking donations for a historical project that will affect past, present, and future generations.

Bringing a Vietnam War helicopter to a local veterans park can have several meaningful impacts:

Educational Opportunities

The helicopter can be used as a focal point for educational programs and tours, particularly for young people. Schools and community groups can organize visits to learn about the Vietnam War, the technology used, and the experiences of veterans. This helps to ensure that the lessons of history are passed down to future generations.

Commemoration and Healing

Veterans often carry the emotional weight of their experiences. Having a dedicated space with a helicopter can provide a place for remembrance, allowing veterans to gather, share their stories, and honor fallen comrades. Annual ceremonies or memorial events could be held, fostering a sense of community and support.

Cultural Significance

The helicopter is not just a piece of military equipment; it represents a significant chapter in American history. Its presence can spark conversations about the complexities of war, peace, and the importance of recognizing the sacrifices made by those who served. It can also highlight the ongoing need for support services for veterans.

Community Engagement

The helicopter can attract visitors to the park, encouraging community members to engage with their local veterans and learn more about their service. It can be a gathering place for veterans' organizations, support groups, and events that foster camaraderie and collective healing.

Art and Restoration Projects

The process of bringing the helicopter to the park could involve community volunteers, veterans, and local artists in restoration and maintenance projects. This hands-on involvement can foster a sense of ownership and pride within the community, while also creating opportunities for skill-building and teamwork.

Inspiration for Future Generations

Seeing a real helicopter can inspire young people to learn more about history, consider careers in public service, or engage in community service. It serves as a reminder of the values of duty, sacrifice, and resilience.

Thank you for your consideration. Remit donation to the Huey Helicopter Fund at the Palestine City Hall.



Agenda Date: 07/01/2025

To: Tourism Advisory Board

From: April Jackson, City Secretary

Agenda Item: Discussion and possible action related to the formation of an America 250 Planning Committee

Date Submitted: 06/13/2025

SUMMARY:

In recognition of the upcoming 250th anniversary of the United States, the Library Memorial Board, Palestine Main Street, and the City of Palestine have expressed interest in hosting an America 250 celebration in July 2026. This milestone presents a unique opportunity to honor local heritage, showcase community partnerships, and attract visitors to Palestine. Staff recommends forming a dedicated planning committee composed of representatives from the Tourism Advisory Board and key community organizations to begin coordinated planning efforts. The committee will be tasked with developing a vision, proposed activities, fundraising strategies, and a timeline for the multi-day event.

RECOMMENDED ACTION:

Staff recommends formation of the planning committee for America 250, to coordinate a multi-day event to occur around the annual fireworks celebration on July 3, 2026.

CITY MANAGER APPROVAL:



Agenda Date: 07/01/2025

To: Tourism Advisory Board

From: April Jackson, City Secretary

Agenda Item: Discussion and possible action regarding a HOT Funding Grant for Palestine ISD for an event to occur on September 4-5, 2025

Date Submitted: 06/13/2025

SUMMARY:

Palestine ISD has submitted a HOT Funding Grant application for an event occurring on September 4-5, 2025, which is in FY 2024/25. The event is the PISD hosting of the TVCC Cardinals-Monroe Mustangs football game at Palestine High School Football Stadium. As of now, the Monroe team is planning to stay overnight in Palestine. Staff has reviewed the HOT Grant budget for the current Fiscal Year, and we still have \$12,914 remaining for the year; we are projected to have a surplus of funds remaining in the HOT Grant budget. This is the first time HOT Funds have been requested for this specific event. As a reminder, HOT Grants for event funding are reimbursement grants, and funds will only be granted based on actual room nights generated by the event.

RECOMMENDED ACTION:

Staff recommends that the Tourism Advisory Board evaluate whether allocating HOT Funds to the Palestine ISD is:

- A legal and eligible expenditure under Texas Tax Code, Chapter 351, which governs the use of Hotel Occupancy Tax (HOT) funds; and
- The highest and best use of tourism funds at this time, based on the project's potential to generate overnight stays, enhance tourism assets, and support economic impact.

Legal Reference:

Per Texas Tax Code §351.101, HOT Funds may be used only to promote tourism and the convention and hotel industry. Expenditures must directly enhance and promote tourism and the hotel industry, and fit within one of the nine categories authorized by law.

CITY MANAGER APPROVAL:

Attachments

PISD HOT Grant - TVCC-NY



Hotel Occupancy Tax Funding Application 2025

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 ISD	
Address	1007 E. Park Avenue	
City/State/Zip	Palestine, TX 75801	
Contact Person	Larissa Loveless/David Atkinson	
Contact Phone Number	Cell 903.922.2520	Work/Home 903.731.8000 EXT. 1271
Email	lloveless@palestineschools.org	
Website	www.palestineschools.org	
Non Profit?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Federal Tax I.D.# 756002185
Write a short description about your organization's purpose It is the purpose of Palestine ISD to work to provide well educated and civic minded citizens with the support and assistance from the community in order to create a environment of opportunity and growth in all aspects of life.		

Proposal Information

Name of the Event/Project and a short description: College football game and pre game Tailgate Trinity Valley Community College Vs Monroe University September 6 --Kickoff 6:00 p.m. Tailgate 4:30 in front parking lot of Palestine High School Palestine ISD will arrange transportation for TVCC team, band, cheer, and drill team Monroe University will travel by air and bus and stay locally as well as needing meals		
Primary Location of event/project: Palestine High School/Palestine Junior High and Wildcat Stadium		
Has this event been held in the past?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	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 within October 1, 2024 and September 30, 2025 Start Date September 5, 2025 End Date September 7, 2025		
Number of hotel room nights you anticipate your event generating (heads in beds) 100		



Hotel Occupancy Tax Funding Application 2025

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?

Social media, local television and radio, widespread press releases, direct distribution of promotional material and event information to regional schools

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

school logos, event timeline, links to Palestine ISD promotional and event marketing 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: Larissa Loveless

Date: June, 9, 2025

Printed Name: Larissa Loveless

Title: Director of Public Relations

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

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

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

List of Board of Directors and Staff Involved in Event

Jason Marshall-----Palestine ISD Superintendent

David Atkinson-----Palestine ISD Assistant Superintendent and Chief Financial Officer

Larissa Loveless-----Palestine ISD Director of Public Relations

James Reyes-----Palestine ISD Athletic Director



TEXAS RISK POOL CERTIFICATE OF LIABILITY COVERAGE

DATE (MM/DD/YYYY)
6.1.2025

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

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

PRODUCER North American Solutions 12300 Dundee Court Suite 112 Cypress TX 77429	CONTACT NAME: Regina Newton PHONE (A/C, No, Ext): 800-880-0291 FAX (A/C, No): E-MAIL ADDRESS: rnewton@nasrisk.com PRODUCER CUSTOMER ID: 001-907
COVERED ENTITY / PERSON Palestine Independent School District 1007 East Park Avenue Palestine, TX 75801	RISK POOL AFFORDING COVERAGE RISK POOL A: Property Casualty Alliance of Texas (PCAT) RISK POOL B: RISK POOL C:

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER

THIS IS TO CERTIFY THAT THE COVERAGES LISTED BELOW HAVE BEEN ISSUED TO THE COVERED ENTITY / PERSON NAMED ABOVE FOR THE COVERAGE PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE COVERAGE DOCUMENTS DESCRIBED HEREIN ARE SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH COVERAGE DOCUMENTS. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

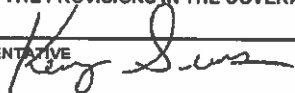
INSR LTR	TYPE OF COVERAGE	ADDL INSD	SUBR WVD	EFFECTIVE DATE (MM/DD/YYYY)	EXPIRATION DATE (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			9.1.2024	9.1.2025	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
						MED EXP (Any one person)	\$500,000
						PERSONAL & ADV INJURY	\$0-
						GENERAL AGGREGATE	\$1,000,000
						PRODUCTS - COMP/OP AGG	\$1,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS					EMPLOYEE BENEFITS LIAB	\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	N/A				COMBINED SINGLE LIMIT (Ea accident)	\$
						BODILY INJURY (Per person)	\$
						BODILY INJURY (Per accident)	\$
						PROPERTY DAMAGE (Per accident)	\$
							\$
						PER STATUTE	OTH-ER
						E.L. EACH ACCIDENT	\$
						E.L. DISEASE - EA EMPLOYEE	\$
						E.L. DISEASE - POLICY LIMIT	\$
							\$
							\$
							\$

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

Evidence of Coverage in connection with UIL 2A Region 3 Track and Field Meet 5.1.2026 - 5.2.2026 at Palestine Wildcat Stadium

CERTIFICATE HOLDER

CANCELLATION

City of Palestine 504 N. Queen Street Palestine, TX 75801	SHOULD ANY OF THE ABOVE DESCRIBED COVERAGES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE PROVISIONS IN THE COVERAGE DOCUMENTS. AUTHORIZED REPRESENTATIVE 
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PCAT Certificate Guidelines

Property Casualty Alliance of Texas (PCAT) is a risk sharing cooperative formed by Texas Public Entities pursuant to the Interlocal Cooperation Act, Chapter 791, Title 7 of the Texas Government Code. PCAT is not an insurance company.

Texas Public Entities occasionally get requests from non-governmental entities to issue Certificates of **Insurance** and to be named as '**Additional Insured**.' Since PCAT is not an insurance company, we will issue a Certificate of **Coverage** rather than a Certificate of **Insurance**.

Because the School is immune from all tort actions, except those arising from the use of a motor vehicle, most indemnification clauses have the School assuming an obligation to pay claims that could not be made against it. Texas law is clear that the School cannot contractually assume liability for another entity that exceeds the liability that the School would have in the same situation, because to immunize a non-public entity is a gift of public funds and is prohibited by the Texas Constitution. For this reason, we are unable to name anyone as an **Additional Insured**.

In addition to the above, as a public entity in the State of Texas, schools are prohibited from indemnifying a private entity. The following language should be considered as an insert to all third party agreements in lieu of standard hold harmless agreements:

"[School] is an independent school district organized pursuant to Section 11.011 of the Education Code and as such, is immune from tort actions, except those arising from the use of a motor vehicle in accordance with Section 101.051 of the Texas Civil Practices and Remedies Code.

Nothing in the Agreement is or shall be interpreted to require [School] to indemnify [Private Entity] or to constitute a waiver of that immunity."

While it does not provide an explanation, another way of handling this is to include the following language in all contracts:

"...to the extent permitted by the Constitution and laws of the State of Texas"

Contact your Agent if there are any questions on the above.

Nothing stated herein is a legal opinion.

The School should consult their legal counsel prior to execution of any third party contracts.



Agenda Date: 07/01/2025

To: Tourism Advisory Board

From: April Jackson, City Secretary

Agenda Item: Discussion and possible action regarding a HOT Funding Grant for Palestine YMCA for an event to occur on July 12, 2025

Date Submitted: 06/13/2025

SUMMARY:

Palestine YMCA has submitted a HOT Funding Grant application for an event occurring on July 12, 2025, which is in FY 2024/25. The event is the Mia Perez Memorial 4v4 Soccer Tournament. Staff has reviewed the HOT Grant budget for the current Fiscal Year, and we still have \$12,914 remaining for the year; we are projected to have a surplus of funds remaining in the HOT Grant budget. This is the first time HOT Funds have been requested for this specific event. As a reminder, HOT Grants for event funding are reimbursement grants, and funds will only be granted based on actual room nights generated by the event.

RECOMMENDED ACTION:

Staff recommends that the Tourism Advisory Board evaluate whether allocating HOT Funds to the Soccer Tournament event is:

- A legal and eligible expenditure under Texas Tax Code, Chapter 351, which governs the use of Hotel Occupancy Tax (HOT) funds; and
- The highest and best use of tourism funds at this time, based on the event's potential to generate overnight stays, enhance tourism assets, and support economic impact.

Legal Reference:

Per Texas Tax Code §351.101, HOT Funds may be used only to promote tourism and the convention and hotel industry. Expenditures must directly enhance and promote tourism and the hotel industry, and fit within one of the nine categories authorized by law.

CITY MANAGER APPROVAL:

Attachments

Palestine YMCA - FY25/25 Event



Hotel Occupancy Tax Funding Application 2025

Introduction

The City of Palestine Convention and Visitors Bureau (City of Palestine CVB) is responsible for promoting tourism and the hotel industry in compliance with the State of Texas Hotel Occupancy Tax Code; Chapter 351, Subchapter B – Use and Allocation of Revenue. To comply with this statute, the City of Palestine CVB has the authority to use several methods, including the funding of certain activities of local businesses and organizations. The following information will explain the areas available for funding and the process for requesting those funds.

General Criteria for Use of Hotel Occupancy Tax Funds

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

- a) Registration of Convention Delegates.
- b) Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry.
- c) Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry.
- d) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry.
- e) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels.
- f) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations.
- g) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

City Policy:

The City of Palestine accepts applications from groups and businesses whose event fits into one or more of the above categories.

Eligibility for Hotel Tax Funds:

A business or organization seeking funds for an event must be able to prove their event produced overnight hotel stays (“heads in beds”). Events can prove the potential to generate overnight visitors by:

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

The limit on the number of years for which the applicant has received funding for the same event is not to exceed three (3) years beginning in Fiscal Year 25-26. Prior grants made for the same event/applicant do not count toward this limit.

Requirements of the Applicant:

1. The applicant or another representative of the entity must attend a grant workshop hosted by the City of Palestine CVB. Among other things, this workshop will provide useful information on how to complete the application, report back after the event and appropriate/legal uses of Hotel Occupancy Tax funds. An annual list of grant application and process updates will be provided if applicable. This should be acknowledged by the applicant if he/she has already attended a grant workshop.
2. The event must be located in the City’s corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City of Palestine.
3. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
4. The applicant must work with the Palestine CVB to secure hotel room blocks or establish a booking code with area



Hotel Occupancy Tax Funding Application 2025

hotels to provide necessary reporting information after the completion of the event.

5. The applicant must be a legal entity with legal capacity and authority to enter into contracts.
6. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
7. The applicant must demonstrate that it is in good financial standing with the City, and that financial safeguards are in place to protect public funds.
8. Applicant may not receive funding for the same event, under the same or a different name, for more than 3 years, consecutive or non-consecutive, beginning in Fiscal Year 25-26.

Application Process:

October 1, 2025-September 30, 2026

May 7, 2025	Applications available online
June 30, 2025, 5 pm	Deadline for completed Grant Funding applications to be submitted.
July 22, 2025 4 pm*	Formal Presentation by grant applicants to the Tourism Advisory Board <i>Applicants may have 1-2 minutes to present their grant proposal.</i>
August 11, 2025 4 pm*	Staff recommendation for approved grant applications based on Tourism Advisory Board decisions presented to City Council during work session for funding. <i>Applicant may be present to answer any questions about their proposal.</i>
August 11, 2025 5 pm*	City Council Decision during regular session
August 25, 2025	City of Palestine CVB sends formal agreement to successful applicants
September 15, 2025	Contract signatures executed by City of Palestine and vendor documents are completed

* Tentative dates may be subject to change.

In order to submit a completed grant funding application, you must provide:

1. A **typed** application (documents must be single sided and unbound)
2. List of current Board of Directors and staff (if applicable)
3. Proof of Insurance – level of insurance depends upon event

Reporting and Reimbursement:

Grant Funding will be provided based on the number of hotel stays (“heads in beds”) an event generates in the form of a tax rebate on the hotel occupancy tax generated in the following amounts:

- 100% of tax revenue in year 1
- 75% of tax revenue generated in year 2
- 50% of tax revenue generated in year 3

Hotel occupancy tax calculated at a rate of 7% of every dollar spent at a hotel in Palestine. Palestine only collects Hotel Occupancy Tax on traditional hotels currently. Short-term rentals, AirBNBs, VRBO rentals, Bed and Breakfasts, and other short-term rentals are not currently taxed on the municipal level. Therefore, overnight stays at one of these types of rentals will not count toward your rebate total.

The organization is responsible for completing the Post Event Report Form within forty-five (45) days of the event. **If your post-event report not received within 45 days after the event is completed, reimbursement will not be paid.**



Hotel Occupancy Tax Funding Application 2025

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 (Young Men's Christian Association of Palestine TX)		
Address	5500 N Loop 256		
City/State/Zip	Palestine, Texas 75801		
Contact Person	Cindy Piersol		
Contact Phone Number	Cell 903-724-5691	Work/Home 903-729-3139	
Email	cpiersol@palestineymca.org		
Website	www.palestineymca.org		
Non Profit?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Federal Tax I.D.# 75-0975622	
Write a short description about your organization's purpose The YMCA is a community-focused nonprofit organization committed to strengthening individuals and families through programs that promote youth development, healthy living, and social responsibility.			

Proposal Information

Name of the Event/Project and a short description: July 12, 2025 Mia Perez Memorial 4v4 soccer tournament Jalapeno Tree fall classic soccer tournament Oct 17-19, 2025		
Primary Location of event/project: Palestine YMCA Soccer Complex		
Has this event been held in the past?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	If yes, how many years/times? 10
How many times have you received HOT funds for this event? 6		
Duration of Event: Dates for use of funding must fall within October 1, 2024 and September 30, 2025 Start Date October 17, 2025 End Date October 19, 2025		
Number of hotel room nights you anticipate your event generating (heads in beds) 150 rooms		



Hotel Occupancy Tax Funding Application 2025

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?
To promote our upcoming soccer tournaments, we are implementing a multi-channel marketing strategy that includes social media campaigns, targeted email blasts, prominent website placement, and local visibility through yard signs.

What type of information and graphics will you provide to the Palestine CVB for assistance with advertising your event?
We will provide the logo and information write-up.

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: Cindy Piersol Date: 5/28/2025
Printed Name: Cindy Piersol Title: CEO

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

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

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