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March 29, 2017

Visit Burleson Tourism Grant

The City of Burleson is calling for proposals for tourism-related projects that are specifically designed to attract overnight visitors to the area.

Does your group promote tourism in the city of Burleson? If so, the city's tourism department might have a great opportunity for you.

The City of Burleson is calling for proposals for tourism-related projects that are specifically designed to attract overnight visitors to the area. The city will provide funds from the Hotel/Motel Occupancy Tax revenue generated within the Burleson city limits in the form of the Visit Burleson Tourism Grant.

The city's use of funds collected through the Hotel/Motel Occupancy Tax is governed by Chapter 351 of the Texas Tax Code. The funds' primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the city.

The hotel/motel fund has annual revenues of approximately \$130,000. Staff expects the total awarded amount to all organizations will be less than 75 percent of this figure for Fiscal Year 2018 (Oct. 1, 2017 - Sept. 30, 2018).

Last year the city granted money to support The Burleson Heritage Foundation for historical preservation of the rail cars, advertising of Old Town Burleson, the Burleson Wine Crawl event, the SalsaRita Festival & 5K, The Honey Tour Bike Ride, Twin Fiddle Productions events and Lost Oak Winery.

The city accepts applications from organizations that are seeking funds to be used in the development and promotion of tourism-related activities and that are designed to promote tourism and attract overnight visitors in the City of Burleson. A selection committee, comprised of senior city staff, will make a recommendation to city council for approval.

If your organization is interested, submit an Official Letter of Inquiry for city staff to review. The deadline to submit a Letter of Inquiry is 5 p.m. on Monday, April 18. The deadline to apply is 5 p.m. on Tuesday, May 2.

View the complete guidelines and official application or download a Letter of Inquiry For more information, contact Old Town & Tourism Coordinator Drew Pennywell at 817-426-9638 or via email.

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