

August 25, 2014

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If you want to apply for hotel/motel occupancy tax fund grants, the guidelines and application are online now. If you are looking for some assistance, the City's economic development department will be hosting an optional pre-submittal workshop at 3:30 p.m. on Wednesday, Aug. 27, at the Burleson Visitors Center and Museum, 124 W. Ellison St.

The City is seeking proposals for tourism-related projects that are specifically designed to attract overnight visitors to the area. The hotel/motel occupancy tax revenue is generated within the Burleson city limits. The primary use of the hotel/motel funds is to benefit the convention and hotel industries through the promotion of tourism to the City.

There are six categories for expenditure of hotel/motel occupancy tax funds. They include visitor information center, furnishing of facilities and registration of visitors, advertising/promotional programs and activities, arts promotion, historical restoration and preservation, and tourist transportation systems. The senior City staff will be looking to see if the event or activity meets the standards of the law (with advisement from the city attorney), is a high quality event, attracts overnight visitors to Burleson, promotes tourism and a positive local economic benefit, and is a special event or a sporting event. Events that can support tourism include a special event, sporting event, arts promotion, tourism and historical preservation.

The guidelines, frequently asked questions and the application are located at <http://www.burlesontx.com/ED>. The deadline to apply is 5 p.m. on Wednesday, Sept. 3. City hall is closed on Sept. 1 for Labor Day. For more information call Economic Development Manager Justin Bond at 817-426-9684 or Economic Development Coordinator Alex Philips at 817-426-9613.