

## **City of Bellville**

### **Hotel Occupancy Tax Funds Grant Program**

**Program Guidelines:** The City Council of the City of Bellville will accept applications for program funding on July 1st of each year. The Council will accept and review applications from non-profit, governmental and community based organizations, individuals, and businesses that meet the funding guidelines. All requests for funds should be submitted in writing accompanied by the official application. The Applicant is requested to contact City staff prior to submission of the grant application to review eligibility requirements and to review potential existing partnerships with the City of Bellville. The Applicant may be asked to be present at a meeting to answer any questions regarding the application. Applicants will be notified prior to any meeting of the time and location of the meeting. City staff may make a recommendation to the City Council based on the application, eligibility, and funding available. The City Council will have final approval on all funding requests.

**Eligibility and Priority for Hotel Tax Funds:** Priority will be given to those events and entities based on their ability to generate overnight visitors to the City of Bellville.

If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **Historic information on the number of room nights used during previous years of the same events;**
- b) **Current information on the size of a room block** that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;
- c) **Historical information on the number of guests at hotel or other lodging facilities that attended the funded event;** and/or
- d) **Providing examples of marketing programs and activities that are likely to generate and encourage overnight visitors** to local lodging properties.

**Partnerships:** The City Council encourages all event organizers to consider partnership agreements with other applicants to promote events. Cooperation between entities can result in more effective use of funds. Priority will be given to applications that show cooperative efforts between entities. If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of Bellville. In addition, I agree to add The City of Bellville's logo and website address to the materials.

I also agree to offer The City of Bellville the opportunity to provide visitor information at a booth space provided by our organization at our event.

**Use of Local Vendors:** All event organizers are encouraged to patronize City of Bellville businesses for food, supplies, materials, printing, etc.

**Allocation of Funds:** The MAXIMUM amount of funding per event application for the fiscal year is \$3,000. (Applicants who can't justify a request for the maximum amount stated above are advised to request only an amount for which they may qualify.) Only one application per organization or business can be funded per fiscal year and applications will not be accepted for events that have already occurred.

**Use of Revenues from Event:** A portion of the revenues from any event and/or project receiving any type of funding assistance from the Hotel Occupancy Tax funds should be channeled back into the future costs of operating that same event or the continued operation of the project

**Supplemental Information Required With Application:** Along with the application, please submit the following:

\_\_\_\_\_ Marketing Plan for Proposed Event

\_\_\_\_\_ Schedule of Activities or Events Relating to the Proposed Project

**Entities Who Collect and Pay Hotel Occupancy Tax:** Entities that are subject to the collection and payment of the Hotel Occupancy Tax may request funding. In order to be eligible the entity must be current on all hotel occupancy tax payments and reporting. Funding to entities that are subject to the Hotel Occupancy Tax will be on a case-by-case basis and are not limited in the amount of funding they may receive in a fiscal year.

## HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

The City of Bellville collects a Hotel Occupancy Tax (HOT) from hotels, motels and bed & breakfasts. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

1. Convention Centers and Visitor Information Centers: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
2. Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. Advertising, Solicitations and Promotions that directly promote Tourism and the Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. Promotions of the Arts that directly promote Tourism and the Hotel and Convention Industry: that the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms, and
5. Historical Restoration and Preservation Activities that directly promote Tourism and the Hotel and Convention Industry: historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums
6. Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
7. Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
  - a) the commercial center of the city;
  - b) a convention center in the city;
  - c) other hotels in or near the city; or
  - d) tourist attractions in or near the city.
8. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

**Hotel Occupancy Tax Funding  
Request Application**

Organization Information

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Nonprofit  Private/For Profit  Tax ID #: \_\_\_\_\_

Name of Event or Project: \_\_\_\_\_

Partner Entity: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Start Time/End Time of the Event: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Has this Event/Facility been held before? If yes, please list the years: \_\_\_\_\_

\_\_\_\_\_

Please list any additional Co-Sponsors of the Event: \_\_\_\_\_

Please list any other organizations, government entities and grants that have offered financial support to your project: \_\_\_\_\_

\_\_\_\_\_

Please list any contributions that are made to the community of Bellville as a result of funds generated from the event (scholarships, donations, etc.): \_\_\_\_\_

\_\_\_\_\_

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes \_\_\_\_\_ No \_\_\_\_\_

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: \_\_\_\_\_

HOT Amount Requested : \_\_\_\_\_ ( Request may be up to a maximum of \$3,000)

**Percentage of Hotel Tax Support of Related Costs**

\_\_\_\_\_(%) Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\_\_\_\_\_(%) Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_(%) Note Percentage of Total Marketing Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_(%) Note Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

Purpose of Funds Request (including proposed use of funds) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Explain how this expenditure will DIRECTLY enhance and promote tourism AND the convention and hotel industry \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

- Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both \$\_\_\_\_\_
- Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; \$\_\_\_\_\_
- Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the city \$\_\_\_\_\_
- Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms; \$\_\_\_\_\_
- Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; \$\_\_\_\_\_

**Questions for All Funding Requests**  
Historical Narrative

Please provide a brief description of your agency's history and background. (May be provided on separate page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.

Mission Statement: \_\_\_\_\_

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Background: \_\_\_\_\_

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**Needs Statement**

Explain why you are requesting funds from the City of Bellville HOT Funds. (May be provided on a separate page) How does your organization meet the needs of the community?

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**Proposed Revenues and Expenditures.** If you partner with another applicant please include their budget information. (May be provided on a separate page)

**Proposed Revenue Budget Description**

Source	Previous Year	Current Year
City of Bellville		
Austin County		
Grants		
Donations		
Other		
Total		

**Proposed Expenditure Budget Description**

Line Item	Previous Year	Estimated	Funded by Hotel/Motel Tax

**Goals, Objectives and Measures**

How many years have you held this Event or Project: \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_. How many people attending the Event or Project are anticipated will use hotels, motels or bed & breakfasts in the city?

How many nights will they stay: \_\_\_\_\_

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

No. Rooms	Name of Hotel/Motel

Please list other years (over the last three years) that you have hosted your Event or Project with amount of funding given from HOT and the number of hotel rooms used:

Month/Year	Amount of Funding	Number of Hotel / Motel Rooms Used

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

- Paid Advertising \$ \_\_\_\_\_
- Newspaper \$ \_\_\_\_\_
- Social Media \$ \_\_\_\_\_
- Radio \$ \_\_\_\_\_
- TV \$ \_\_\_\_\_
- Press Releases to Media \$ \_\_\_\_\_
- Direct Mailing to out of town recipients \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_

**What areas does your advertising and promotion reach?**

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What number of individuals will your proposed marketing reach that are located in another city or county? Estimated \_\_\_\_\_

If a permanent facility (e.g. museum, visitor center) Estimated Attendance:  
\_\_\_\_\_ Monthly / \_\_\_\_\_ Annually

Please note percentage of those in Attendance that are Staying at Area Hotel/Motels or other Lodging Facilities: \_\_\_\_\_

If this request for funding is denied, will the event be held regardless of funding support from the City of Bellville? \_\_\_\_ Yes \_\_\_\_ No

Other Comments:

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Please feel free to attach any additional information about your organization or event that you think is relevant to this application.

***I understand the limitations placed on use of Hotel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City of Bellville. I understand use of funds is subject to audit and a post event form will be required to be submitted prior to reimbursement of funds approved. Applicant further understands that funds will be reimbursed upon the presentation of appropriate invoices or other documents certifying the funds have been encumbered.***

***If awarded grant funds for promotional materials for an event, I agree to include the following information on all collateral materials: In partnership with The City of Bellville. In addition, I agree to add The City of Bellville's logo and website address to the materials. I also agree to offer The City of Bellville the opportunity to provide visitor information at a booth space provided by our organization at our event.***

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Name

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Title

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Date