



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Hotel Occupancy Tax Applicants:

It's that time of year again.

The City Council is now accepting applications for Fiscal Year 2019-2020 Hotel/Motel Tax Funding Requests. Enclosed please find the *Hotel Occupancy Tax Funds Application*, along with the *Post Event Report*. The HOT Funds Application must be completed and returned to City Hall no later than Monday, September 30, 2019.

The City of Bandera collects a Hotel Occupancy Tax (HOT) from hotels, B&Bs, and other lodging facilities. Under state law, the revenue from HOT funds may be used only to directly promote tourism and the hotel and convention industry.

Events conducted by your organization qualify for HOT funds if your event or events promote tourism and the convention and hotel industry. Organizations are awarded an amount based on the approval by City Council, charged with evaluating how the event fits within the laws of use for HOT funds as directed by Texas Tax Code, and the organization's ability to draw tourism from the outside of the area.

These forms are also available online at the City of Bandera website, www.cityofbandera.org. You must complete the form and submit it to City Hall. You may also email it along with any other information included in your application.

For new applicants, only the original application is necessary. For returning applications, both forms must be returned for consideration. Failure to complete a *Post Event Report* for the previous year's event could result in denial of your application.

If you have any questions, please don't hesitate to call, 830-796-3765.



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Hotel Occupancy Tax Use Guidelines

The purpose of the City of Bandera HOT funding is to assist and support qualified events, not to be the major patron of the funds provided. It should be the intention of the applicant to become self-sustaining. If you are applying for multiple events, please submit a different application for each event.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

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

City Policy: The City of Bandera accepts applications from groups and businesses whose programs fit into one or more of the above categories. All fund requests should be submitted on the official application by **Monday, September 30, 2019**. In addition to the required application, a Post Event Report is required within **30 days after event**. Failure to submit any required documents will result in disqualification of application and possible future funding.

The application will be reviewed and, if complete, will be placed on the agenda at a regularly scheduled City Council meeting. Qualified applicants will be asked to be present to answer any questions regarding the application. Qualified applicants will be notified one week prior to the meeting of the time and place for the review. Based on the complete application, the City Council will make the final funding decision. **Keep in mind, this funding is reimbursement only. No funding will be given out before the event takes place.**

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities ability to generate overnight visitors to Bandera.

Use of Revenues from Event: A portion of revenues (non-HOT funds) from any event or project receiving HOT funding assistance should be channeled back into future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Bandera's funding of a particular event.

Please note: a required Post Report is due within 30 days after the event along with promotional materials and other documents required for proof of legally qualified expenditures.

Submit to: City of Bandera
511 Main St / PO Box 896
Bandera, TX 78003
830-796-3765
adminassist@cityofbandera.org



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Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: _____

Mailing address: _____

Website for event or sponsoring entity: _____

Non-profit or for-profit status: _____ Tax ID Number: _____

Purpose of the organization: _____

Proposal Information

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera **AND directly** promote the overnight accommodation industry in Bandera? Yes No

Does your event specifically limit the use of HOT funds to one or more of the following categories: (1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities? Yes No

If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.

How will the funds be used to meet one or more of the criteria described in the Texas State Law?

Why should your request be granted?

Event Information

Name of event or project: _____

Date of event or project: _____

Primary location of event or project: _____

Name/title of officer authorized to act for entity: _____

Applicant/contact person: _____ Phone: _____

Amount requested: \$ _____

Select Category/Categories and Amount Requested

a) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Amount requested under this category: \$ _____

b) Promotion of the Arts that Directly Enhance Tourism and the Hotel Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event. Eligible forms of art include 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

Amount requested under this category: \$ _____

c) 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.

Amount requested under this category: \$ _____

d) 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.

Amount requested under this category: \$ _____

Questions for All Funding Categories:

1. How many years have you held this event or project? _____

2. Expected attendance: _____

3. Over the last three years, list year that you have hosted your event or project and amount of HOT fund assistance: **Month/Year Held** **Assistance Amount**

_____	\$ _____
_____	\$ _____
_____	\$ _____

4. What other organization, government entities and grants have offered financial support to your project?

5. Will you charge admission? Yes No If so, how much? \$ _____

6. Do you anticipate a net profit from the event? Yes No

What is the anticipated amount and how will it be used? _____

7. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____ Radio: \$ _____

TV: \$ _____ Other paid advertising: \$ _____

Number of press releases to media: _____

Other promotions: _____

8. Will you include a link to other sources on your promotional handouts and in your website for booking hotel nights during this event? Yes No

9. What geographic areas does your advertising and promotion reach? _____

Supplemental Information

Please attach the following to the application prior to submission:

A copy of your agency's IRS tax exempt certificate

Your organization's current budget approved by your organization's board

Income statement from past event(s) that have received HOT funds in the 12 months preceding your application

Proposed budget for event to be funded in whole or in part with grants from this application with line items where HOT funds will be used highlighted. Include all items you expect the HOT funding to pay for, including salaries, benefits, and operating expenses – even if HOT funds are only covering a portion of certain expenses.

Signature

Date



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Hotel Occupancy Tax Funds Post Event Report

Due within 30 days after the event

Applicant/organization name: _____

Contact person:

Name: _____ Phone: _____

Email: _____

Amount received: \$ _____

Specify how the fund were used to meet the criteria described in the Texas State Law.

Signature

Date