

APPLICATION REQUEST FOR  
HOTEL OCCUPANCY TAX FUNDING  
FY 2024-2025



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## Eligibility & Guidelines

**Texas Tax Code Chapter 351** allows the City of Bastrop to collect Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

The use of Hotel Occupancy Tax dollars must bring visitors to the City of Bastrop and increase occupancy in Bastrop hotels. If an event will not generate any trackable and meaningful hotel activity, it is not eligible to receive hotel occupancy tax funds.

The Texas Tax Code provides a **two-part test** for every expenditure of HOT revenue. In order to qualify for HOT funding, applications must meet Criteria #1 AND fit into one of the allowable uses of the tax as required by state law.

### ADDITIONAL ELIGIBILITY REQUIREMENTS (ALL MUST BE APPLICABLE IN ORDER TO APPLY):

- Event will generate a minimum of 20 room night stays.
- Applicant has not received funding from the City of Bastrop for the same event.
- Applicant has not received funding from Visit Bastrop for three (3) consecutive years/events.
- If your event requires permitting from the city or county of Bastrop, proof of approved permits must be submitted.

Applications will be accepted throughout the fiscal year subject to fund availability and provided they are received at least 120 days prior to the event for evaluation and processing.

Funding requests for events occurring inside of 120 days of the request will be rejected unless there are significant extenuating circumstances, which are at the discretion of Visit Bastrop.

Only one application per individual and/or organization can be funded per fiscal year and applications will not be accepted for events that have already occurred.

**Funding** – Request for funding shall not exceed \$10,000 per applicant within a given fiscal year.

HOT Funding may be paid out in 50/50 payments. Upon approval of a completed application, applicants may submit an invoice amounting to 50% of the HOT grant awarded.

The remaining 50% may be submitted for payment by invoice after receiving approval of a complete Post-Event Report.

Applicants must submit receipts showing proof of proper expenses according to the state law. If applicants fail to retain proof of every expense, they will forfeit the HOT grant.

If you produce under 20% of approximate room nights as specified in the approved application and Funding Agreement you will not receive funding.

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**Follow-up Presentation** – Upon completion of a HOT funded event, a designated representative will be expected to attend a HOT Advisory Committee meeting to present a Follow-up Report on items such as visitor attendance and event impact.

**If you meet the eligibility requirements and can provide supporting documentation, please proceed to the next page.**

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OFFICE USE

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

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

**Organization Information**

Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Primary Contact \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Alternate Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Tax ID # \_\_\_\_\_

Organization Type     Non-Profit                       Private/For-Profit

**Event Information**

Event Name \_\_\_\_\_

Event Date(s)    From \_\_\_\_\_ To \_\_\_\_\_

Location \_\_\_\_\_

Event Website \_\_\_\_\_

Expected Number of Attendees \_\_\_\_\_

Is this a first-time event?     Yes                       No

If no, did this event occur in Bastrop during the previous fiscal year?     Yes     No     N/A

Has your organization applied for HOT funds for this event before?     Yes     No     N/A

If yes, how much HOT funding did you receive for the prior year's event from Visit Bastrop or any other entity of the City of Bastrop? \_\_\_\_\_

If yes and you received funding for more than one year, what is the total amount of HOT funding received for the history of your event? \_\_\_\_\_

Is this event open to the general public?     Yes                       No

Will there be an admission charge?     Yes                       No

Will you need meeting space?     Yes                       No

Amount of Funding Requested    \$ \_\_\_\_\_

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**Does your event pass Part-One of the Statutory Hotel Occupancy Tax test?**

Defined specifically as directly enhancing and promoting tourism in Bastrop and directly promoting the overnight accommodation industry in Bastrop by increasing overnight stays.

- Yes
- No

**Does your event pass Part-Two of the statutory test?**

Defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories. Please specify the amount of funding you will be requesting from each category. If the answer does not meet one of the following categories, the event is not eligible for HOT funds and the application need not continue.

*Check all that apply and fill in the portion of the requested funds you plan to use for the given category.*

- Funding the establishment, improvement, or maintenance of a convention center or visitor information center \$ \_\_\_\_\_
- Paying the administrative costs for facilitating convention registration \$ \_\_\_\_\_
- Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity \$ \_\_\_\_\_
- Expenditures that promote the arts \$ \_\_\_\_\_
- Funding historical restoration or preservation programs \$ \_\_\_\_\_
- Funding certain expenses, including promotional expenses, directly related to a sporting event \$ \_\_\_\_\_
- Signage directing tourists to sights and attractions frequently visited by hotel guests \$ \_\_\_\_\_

**Visitor Impact**

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Expected Local Attendance \_\_\_\_\_

Expected Out of Town Attendance \_\_\_\_\_

How many total **hotel room nights** do you estimate your attendees will book? \_\_\_\_\_

*Please include room nights that may be occupied by vendors, contestants, attendees, etc. for the duration of your event.*

Have you secured your room block with Visit Bastrop?  Yes  No

**Special Permits through the City of Bastrop**

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Will any City of Bastrop resources be required? (*i.e., parks, fire, police, etc.*)  Yes  No

If yes, have you completed a Special Event Permit Application with the city?  Yes  No

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Please indicate all promotional efforts your organization is coordinating to alert visitors to your event.

|  |          |   |          |
|--|----------|---|----------|
| <input type="checkbox"/> Radio                 | \$ _____ | <input type="checkbox"/> Direct Subscribers | \$ _____ |
| <input type="checkbox"/> Television            | \$ _____ | <input type="checkbox"/> Online/Digital     | \$ _____ |
| <input type="checkbox"/> Brochure Distribution | \$ _____ | <input type="checkbox"/> Newsletter         | \$ _____ |
| <input type="checkbox"/> Social Media          | \$ _____ | <input type="checkbox"/> Direct Mailings    | \$ _____ |
| <input type="checkbox"/> Press Releases        | \$ _____ | <input type="checkbox"/> Newspaper          | \$ _____ |

List all fees associated with your event. (*i.e., parking, admission, contests, etc.*)

|  |          |
|--|----------|
|  | \$ _____ |
|  | \$ _____ |
|  | \$ _____ |
|  | \$ _____ |

Please attach a separate document for the following questions. **Be very specific and answer each question in full!** The more thorough your answers, the easier it will be for our team to come to a decision.

1. **DETAILED** description of your event. What is the purpose/goal? Who benefits from your success?
2. How would HOT funds be used if approved?
3. What is your current operating budget for this event?
  - a. How much of your budget is dedicated specifically to advertising/promoting your event to visitors outside of Bastrop County?
4. Of the current budget, how much does your organization contribute vs how much will be expensed using HOT funds?
5. What is your specific marketing plan? How will you promote your event and attract visitors to Bastrop? Please provide a detailed list of the media used, amount spent, type of products used.
6. Describe your attendance goals for this event and identify steps used to achieve these goals.
7. What is your detailed plan for tracking how many room nights your event brought to Bastrop?
  - a. How do you intend to advertise or promote your event to gain room night stays?
  - b. How will your event help promote the hotel industry in Bastrop?
8. How will you measure the return on investment of the requested amount of HOT funds for your event?
9. If this is an event that Visit Bastrop has funded in the past, please tell us what new marketing initiatives you will utilize to promote hotel and convention activity for this event?
10. What is the target audience for your event?

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I affirm and certify that all the information and answers to questions herein are complete, true, and correct to the best of my knowledge and belief. I understand that any misrepresentation, falsification, or omission of any facts called for in the application may render this application void, whenever discovered.

**Please initial:**

- I understand that submission of an application does not guarantee funding, in whole or in part.
- I understand that I am required to include a link to Visit Bastrop on my promotional handouts and in our website for booking hotel nights during this event.
- I understand that I must include the approved Visit Bastrop logo on all promotional handouts and on our website as a sponsor for this event. Furthermore, I will submit samples of our promotional handouts in our Post Report.
- I understand that actual receipts that total the award will be provided in the Post Report, as well as copies or screen shots of Visit Bastrop's listing as a sponsor. I understand that failure to provide all required documentation will result in becoming ineligible for future funding for the individual and/or the organization.
- I understand that if my event does not take place, I am required to return the full amount of funding to Visit Bastrop within 30 days of the intended day of the event.
- I agree to cooperate fully with Visit Bastrop, or authorized agents of Visit Bastrop, with information which reasonably relates to the payment of benefits from the HOT fund and this application.
- I hereby agree to indemnify and hold harmless Visit Bastrop against any and all claims, demands, or causes of action of any kind or nature resulting from or in connection with Visit Bastrop.
- I understand that if my application is approved, the financials of this event may be viewed at any time by Visit Bastrop prior to receiving reimbursement for the event and/or following completion of my event.
- I understand that I must abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.

I have read and understood the information in this application packet as well as the information provided to me on the FY 2024-2025 HOT Fund Application landing page on [visitbastrop.com](http://visitbastrop.com). I understand and will comply with all provisions therein; and I intend to use the funds awarded for my event to directly enhance and promote the tourism and hotel industry by attracting visitors from outside of Bastrop into the City of Bastrop and its ETJ to stay overnight in one of Bastrop's lodging facilities.

\_\_\_\_\_  
Applicant Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

Should my application be approved, please make check payable to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_