



**APPLICATION REQUEST FOR HOT FUNDING
PURPOSE OF HOLDING AN EVENT
FY 2020 - 2021**

Date of application _____ Date application received _____

Event name _____

Event date(s) and day(s) _____

Event location(s) _____

Reason for event _____

Amount of Hotel Occupancy Tax (HOT) funds requested _____

Is this a first-time event? _____ Yes _____ No If no, please list past years' successes and locations.

Times open to **the public**, if applicable _____

Website address for the event _____

Name of event organization _____

Address of event organization _____

Event Coordinator Contact Name & Mailing Address _____

Phone _____ Email _____

Alternate Contact _____

Phone _____ Email _____

Non-Profit Organization _____ Yes _____ No

Tax ID # _____ Organization's Creation Date _____

Will your event be within the city limits of Bastrop? _____ Yes _____ No
If not, why? _____



Will any City of Bastrop resources be required? _____ Yes _____ No If yes, have you completed the Special Event Permit Application? _____ Yes _____ No

Advertising or promotion of an event prior to the issuance of the city permit is not allowed. See:

ARTICLE 4.06 - SPECIAL EVENTS PERMITS, PUBLIC GATHERINGS AND PARADES

Sec. 4.06.004 - Date of special event not confirmed until permit issued.

Are you considering an alternative location to the City of Bastrop? If yes, where? _____

Do you have other sponsors? _____ Yes _____ No If Yes, please list their names.

Attendee Ticket Cost (\$) _____ (please list differing ticket amounts below, i.e., child, senior etc.)

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Please attach a separate document that outlines the following, please be very specific.

- a) *Detailed* description of event
- b) Describe *specifically* how the funds will be used
 - a. Example: if you choose Marketing, you must include the actual marketing type you will be utilizing and how it ties back to the request of funds you are making.
 - b. Example: if you choose Advertising, you must include the actual advertising method and how its cost relates to the request of funds you are making.
 - c. Or if you are requesting funds for something else, please tell us how its cost relates to the request of funds you are making.
- c) What is your plan to market and promote the event or project and attract visitors to Bastrop, outside of the use of the HOT funds? (what will you be contributing, your spend)
- d) Detailed plan of how room nights will be tracked
 - a. Example: We will be working with Visit Bastrop on a room block and will get a post event report from the hotels with Visit Bastrop's assistance.
 - b. We are doing a pre-registration that will allow us to track those that have reserved a room.
- e) How will you measure the return on investment of the requested amount of HOT Funds for your event? Please be factual and detailed.
- f) If this is an event that Visit Bastrop has funded in the past, please tell us What new marketing initiatives will you utilize to promote hotel and convention activity for this event?
- g) What geographic area are you targeting for your event?

Hotel rooms must be secured through Visit Bastrop in order to receive HOT funding's. (Room blocks made by the organizer will jeopardize funding)

Please contact Cherry Kay Abel at cherrykay@visitbastrop.com. Event coordinator is responsible for checking conflicting event dates and hotel availability prior to submitting application.

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What is the estimated number of attendees? _____

Geographical reach of attendees (check one)

- Primarily local attendees _____
- Primarily out-of-town attendees _____
- Balanced _____

Do you have any attendees that will utilize air travel to attend? Yes _____ No _____

If yes, what percent of your attendees will be utilizing air travel? _____

Meeting Space (check one or both) _____ Held in Hotel _____ Outside of a Hotel _____

How many actual people do you expect to stay in a hotel (# of attendees) _____

How many people do you expect to visit the event and not spend the night _____

How many room nights do you anticipate? _____

Example of room night calculation:

100 people will be spending the night and will need a room

The event is a three-day event with two overnights

people x number of nights = # room nights

In this example it would be 100 X 2 = 200 room nights

For events that will have live music

Residence of Artists (check one)

- Primarily local performers/artists _____ %
- Primarily out-of-town performers/artists _____ %
- Balanced _____ %



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PROPOSED BUDGET OUTLINE – Please be specific.

EXPENSES

Space Rental
Food & Beverage
Audio / Visual
Internet
Security
Staff Costs
Entertainment
Lodging
Other

Total Anticipated Expenses

Advertising/MKTG/Promo

Newspaper
Radio
TV
Other Paid Advertising
Social Media Costs
Direct Mailings
Press Releases/ Media Alerts

Total Advertising/MKTG/Promo
Anticipated Costs

Notes:

OTHER EXPENSES NOT LISTED ABOVE:

REVENUES

Cash Incentives or Donations
In Kind Services
Visit Bastrop Funding
Ticket Sales
Other Revenues

Total Revenues Anticipated



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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.

I have reviewed the Eligibility and Guidelines Form and the Application Request for HOT Funding and I hereby certify its accuracy.

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.

Signature HOT Fund Recipient

Date

Printed Name HOT Fund Recipient

Date

For Internal Use:

Application Received:	_____
Application Approved:	_____
Award Letter sent with Post Report form:	_____
Award Email sent:	_____
Post Report Due:	_____
Post Report Received:	_____
Funds Distributed:	_____
Balance Due if applicable:	_____