



**APPLICATION REQUEST FOR HOT FUNDING
FY 2020 - 2021**

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

Please note: Funding requests are for events with attendees only

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) 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 can show hotel nights that are booked due to their events or that guests at hotels attend the arts 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 : \$ _____
- e) 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: \$ _____
- f) 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: \$ _____

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county?

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- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.**

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



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Date of application _____ Date application received _____

Event name _____

Event date(s) and day(s) _____

Event location(s) _____

Times open to the public _____

Reason for event _____

Website address for Event or Sponsorship _____

Name of event organization _____

Address of event organization _____

Non-Profit Organization _____ Yes _____ No

Tax ID # _____ Organization's Creation Date _____

Event Coordinator Contact Name & Mailing Address _____

Phone _____ Email _____

Alternate Contact _____

Phone _____ Email _____

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

If yes, date completed _____

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Amount of Hotel Occupancy Tax (HOT) funds requested _____

Number of local hotel rooms anticipated for this event _____

It is required that you will include a link to Visit Bastrop on your promotional handouts and in your website for booking hotel nights during this event. Please initial to acknowledge _____

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.

Detailed description of event

Describe **specifically** how the funds will be used

Detailed plan of how room nights *will be tracked* _____

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Is this a first-time event? _____ Yes _____ No

If no, please list past years' successes and locations. _____

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

How will you measure the return on investment of the requested amount of HOT Funds for your event?

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

What is the estimated number of attendees? _____

Geographical reach of attendees (check one)

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

How many day visitors (not requiring lodging) do you expect? _____

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? _____

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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? (i.e. social media, other advertising)

What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

What geographic areas does your advertising and promotion reach? _____

It is required that you will include the approved Visit Bastrop logo on your promotional handouts and in your website as a sponsor for this event. Please submit samples of your promotional handouts in your Post Event Report. Please initial to acknowledge _____
(Failure to do so will jeopardize funding).

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For events that will have live music

Residence of Artists (check one)

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

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

Overnight Visitors # _____ Day Visitors only # _____

Room Block Room Rate (\$) _____ Room Block (qty) _____

Overnight Airline Travelers # _____

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

To be completed by Visit Bastrop

Market Segment _____

Event Type _____

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PROPOSED BUDGET OUTLINE

EXPENSES

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

Total Anticipated Expenses _____

Advertising

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

**Total Advertising/Promotion
Anticipated Costs** _____

Notes:

OTHER EXPENSES NOT LISTED ABOVE:

REVENUES

Cash Incentives or Donations _____
In Kind Services _____ (total \$ anticipated)
Visit Bastrop Funding _____

Ticket Sales _____ (total \$ anticipated)

Other Revenues _____

Total Revenues Anticipated _____

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Signature HOT Fund Recipient

Date

Printed Name HOT Fund Recipient

Date

For Internal Use:

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