



**APPLICATION REQUEST FOR HOT FUNDING
FY 2018 - 2019**

Date of application _____

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 _____

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 proposed for this event _____

Detailed description of event

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

Detailed plan of how room nights will be tracked _____

Please use additional paper as necessary.

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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 for your event? _____

Do you have other sponsors? _____ Yes _____ No If Yes, please list their names and the amount they will be sponsoring.

Other than room nights; will the City of Bastrop benefit from sponsorship in any other way? i.e., Sales tax revenues, public relations

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)

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PROPOSED BUDGET OUTLINE

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

- 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?

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity? _____



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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? _____

Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used? _____

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

Newspaper: \$ _____
Radio: \$ _____
TV: \$ _____
Other Paid Advertising: \$ _____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____

Will you negotiate a special rate or hotel/event package to attract overnight stays? _____

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? _____
