

# HOTEL OCCUPANCY TAX USE ELIGIBILITY AND GUIDELINES UNDER TEXAS STATE LAW

**Criteria #1:** First, every hotel tax expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.

**Criteria #2:** Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditure of local hotel occupancy tax revenue.

1. **State Law:** By law of the State of Texas, the City of Bastrop collects a 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. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**
2. **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both.
3. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
4. **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
5. **Promotions of the Arts that Directly Promote Tourism and the Hotel and 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.
6. **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.
7. **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.

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**HOTEL OCCUPANCY TAX USE**

**ELIGIBILITY AND GUIDELINES UNDER**

**TEXAS STATE LAW**

### 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; or
  4. attractions in or near the city.
  5. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

1. **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality*.***

***ADDITIONAL GUIDELINES:***

**CITY ARTICLE:**

**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.**

**Which eligible criteria does your request fit into?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date

# cid:image001.png@01D46169.30B9CB90 APPLICATION REQUEST FOR HOT FUNDING

# FY 2021 - 2022

# Application Process and Timeline

Visit Bastrop accepts applications from groups and businesses whose program or event fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application. The completed application will be reviewed by Visit Bastrop at the earliest possible regularly scheduled staff meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. The requests for funding are based on a *first come, first serve basis*; determined by the date your application is received. Request for funds for events occurring inside of 90 days of the request will most generally not be accepted unless there are significant extenuating circumstances. Please take note of the following:

1. *Priority will be given to those events and entities based on their ability to generate overnight visitors to the hoteliers within the City of Bastrop.*
2. Submit completed application to Visit Bastrop – [info@visitbastrop.com,](mailto:info@visitbastrop.com) or via our website, [www.visitbastrop.com.](http://www.visitbastrop.com/)
3. There may be a need for additional communication or information before funding is granted.
   1. Application must be completed in its entirety, failure to fully complete the application will delay the process
   2. If additional information is required from the contact and the response to Visit Bastrop exceeds 10 days from the time of request, the application will be considered null and void, and a new application will be required, and will be reevaluated with a new received date.
4. Should funding be granted, a contract will be presented for signature to the contact and countersigned by Visit Bastrop.
5. *Visit Bastrop must be listed as a sponsor on all marketing/advertising collateral. Visit Bastrop will provide all logo assets.*
6. Projects that have received funding of $5,000 or more for three consecutive years or three consecutive times must provide documentation of the need for continued funding. Specifically describe how the use of funds has helped the event develop and expand; identify other sources of funding available; and how the absence of funds would place the continuation of the event in jeopardy.
7. All new events or projects will receive 50% funding at the beginning of the event or project and 50% at the completion.
8. Repeat applications are subject to Visit Bastrop’s discretion for the disbursement of funds. Most applications will receive 50% funding at the beginning of the event or project and 50% at the completion.

# Post Event or Project Process

* Within 60 days of an event, the contact will submit a Post Event or Post Project Report provided by Visit Bastrop. The Post Report is included in this package and must be reviewed and initialed that the expectations are clear and understood.
* Failure to provide a valid, timely, accurate Post Report will jeopardize any remaining balance of funding.

# cid:image001.png@01D46169.30B9CB90 APPLICATION REQUEST FOR HOT FUNDING PURPOSE OF HOLDING AN EVENT

**FY 2021 - 2022**

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 \_

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

Will any City of Bastrop resources be required? \_\_\_\_\_\_\_\_\_\_ Yes \_\_\_\_\_\_\_\_\_\_ No

If yes, have you completed the Special Event Permit Application? \_\_\_\_\_\_\_\_\_\_ Yes \_\_\_\_\_\_\_\_\_\_ No

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**Please attach a separate document that outlines the following, please be very specific. Your application will be returned if ANY of the following questions are not answered in full.**

1. ***Detailed***description of event
2. Describe ***specifically***how the funds will be used
   1. Example: if you choose Marketing, you must include **the actual marketing type** and its costs you will be utilizing and how it ties back to the request of funds you are making.
      1. You will be asked in your Post Report to show the actual invoice for these services.
   2. Example: if you choose Advertising, you must include **the actual advertising method**

and its costs and how its cost relates to the request of funds you are making.

* + 1. You will be asked in your Post Report to show the actual invoice for these services.
  1. Or if you are requesting funds for something else, please tell us how its cost relates to the request of funds you are making and provide actual costs.

1. 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)
2. ***Detailed***plan of how room nights will be tracked
   1. 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.
   2. We are doing a pre-registration that will allow us to track those that have reserved a room.
3. How will you measure the return on investment of the requested amount of HOT Funds for your event? ***Please be factual and detailed***.
4. 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? **(these initiatives need to be outlined following #2 guidelines as a base)**
5. 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*](mailto:cherrykay@visitbastrop.com)*. Event coordinator is responsible for checking conflicting event dates and hotel availability prior to submitting application.*

**APPLICATION REQUEST FOR HOT FUNDING FY 2021 – 2022**

**ATTENDEE INFORMATION**

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

How many people will need an individual hotel room ?

***Example of number of rooms:***

100 people will be spending the night and will need a room 40 of these will be double rooms

In this example it would be 100 -40 = 60 rooms needed

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

How many room nights do you anticipate? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (please use calculation below)

***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 %

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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**APPLICATION REQUEST FOR HOT FUNDING**

**FY 2021 - 2022**

**ACTUAL BUDGET OUTLINE**

**Please be specific - this helps us calculate the impact of your event to the City of Bastrop. These must be actual costs that will match your invoices on the Post Report Form.**

## EXPENSES

Space Rental

Food & Beverage

**Notes:**

Audio / Visual

Internet

Security

Other

### Total Anticipated Expenses

**Advertising/MKTG/Promo**

Newspaper

Radio TV

Other Paid Advertising Social Media Costs Direct Mailings

Press Releases/ Media Alerts

Other (please use notes section) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Total Advertising/MKTG/Promo Anticipated Costs

**REVENUES**

Cash Incentives or Donations \_­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_

In Kind Services \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Visit Bastrop Funding \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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.

**Please initial:**

\_\_\_\_\_I understand that submission of an application does not guarantee funding, in whole or in part.

\_\_\_\_\_Visit Bastrop will review all applications for appropriate use of HOT Funds and funding levels.

\_\_\_\_\_Visit Bastrop will make funding recommendations based upon the appropriateness of the request

and funds available.

\_\_\_\_\_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.

\_\_\_\_\_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 Report and copies of your receipts for HOT Fund expenses.

\_\_\_\_\_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. Failure to provide the

documentation, will result in forfeiture of final payment.

\_\_\_\_\_I understand that if my project/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/project.

\_\_\_\_\_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 resulting from or in connection with Visit Bastrop.

\_\_\_\_\_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**

***Check payable to: PLEASE PRINT***

Name Address

City/State Zip

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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