Application Process

The City of Gatesville accepts applications from organizations wishing to receive financial support through the Local Hotel Occupancy Tax (HOT) revenue collected.

1) Applications for funding will be considered semiannually, during two application periods. To be considered for funding, applicants must complete an application, including the required attachments and deliver them to the City of Gatesville within the application period, in order to be considered.

   The application periods are as follows:
   - Fall Cycle: Applications open August 15; due September 15; disbursed after October 1
   - Spring Cycle: Applications open February 15; due March 15; disbursed after March 31.

      Late or incomplete applications will not be considered.

   Applicants will have the opportunity to present the application to the HOT Advisory Committee before any funding decisions are made.

2) The HOT Funds Review Committee will meet semi-annually, within seven days of each application period's closure, to review applications for completeness and eligibility. Applicants will be notified in advance of the HOT Funds Review Committee meeting.

3) The City of Gatesville will review the application for completeness. The contact name on the application or a representative from the organization will be expected to present the request before the HOT Funds Review Committee, and if approved, follow through with the approved expenditure and HOT funding process.

4) Applicants will be notified of the outcome within 10 business days of Council action, at which time the approved funding may be requested from the organizer.

5) **A post-event report is required within 30 days after the event.** When the event is complete and receipts that reflect actual and appropriate monies for approved expenditures are submitted, the organization shall return unspent funds to the City of Gatesville. This determination shall be made by the City Finance Office, and the City Manager shall have final approval on any contended funds. You may be asked to provide additional details or documentation prior to receiving your final funding payment. Failure to return overage funds granted to your event/organization by the end of the fiscal year (September 30) for which they were granted will result in elimination of consideration for future funds.

Rules Governing Your Application

The applicant must present reasonable evidence that the event will **increase overnight stays** in the City of Gatesville that are consistent with the level of HOT revenues requested.
Example: the event is multi-day, 400 of the participants will travel more than 100 miles and 125 participants will stay in Gatesville lodging.

1) Funding requests of hotel occupancy tax revenues may statutorily be used **only** for the **promotion of tourism**. Expenditure of funds for unauthorized purposes may result in recapture and/or enter into

funding decisions in future funding cycles.

2) The applicant must ensure that Gatesville lodging sources and websites are listed on any information you provide to registrant and/or vendor/event attendees, including event websites Also all Gatesville' hoteliers **must** be made aware of the event, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow.

3) After the application project is complete, the recipient will be expected to provide a post event report for committee review prior to any further requests for funding.

HOT Reimbursement Grant Application

Please print clearly and complete the following application.

Organization

Today's Date: _____

Name of Organization: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Contact E-mail: _____

Is your organization: Non-profit Private/For-Profit   Tax ID# _____

Purpose of your organization:

_____

_____

_____

Proposal Information

Does your Event/Expenditure pass **Part One** of the statutory test, defined specifically as directly enhancing and promoting tourism in Gatesville **AND** directly promoting the overnight accommodation industry in Gatesville by increasing overnight stays?   Yes   No

Does your Event/Expenditure 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? (1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center; (2) Paying the administrative costs for facilitating convention registration; (3) Paying for advertising, solicitations, and promotion that attract tourists and convention delegates to the city or its vicinity; (4) Expenditures that promote the arts; (5) Funding historical restoration or preservation programs; (6) Certain sporting event related expenses; (7) Certain tourist shuttles; (9) signage directing tourists to attractions frequently visited by hotel guests.   Yes   No

If the answer to one of the above two questions is no, you are NOT eligible for Hotel Occupancy Tax (HOT) funds and need not continue.

Event or Expenditure Description

1) **Name of your event/expenditure:** _____

2) Website address of your event/expenditure: _____

3) **Date (s) of event/expenditure:** _____

4) Will there be an admission charge for this event/expenditure?   Yes   No

5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc…)

Activity _____   Cost _____

Activity _____   Cost _____

Activity _____   Cost _____

6) **Primary location of event/expenditure**: _____

7) What is specifically being marketed or promoted (i.e. facility, event, etc...)

_____

_____

_____

8) Purpose and goal of your organization and who benefits from your success:

_____

_____

_____

Visitor Impact

1) Previous year's number of persons expected attending this event/expenditure:

    Local: _____   Out of Town: _____

2) Number of total persons expected to attend this event/expenditure:

    Local: _____   Out of Town: _____

3) Approximately number of people attending/visiting event or expenditure will stay overnight in Gatesville' hotels, motels or bed and breakfasts? _____

4) Do you reserve a room block for this event/expenditure? Yes   No

5) Which hotels have you negotiated a special rate if this reimbursement request is being used for an event? Please list hotels (do not list rates).

_____

_____

_____

Funding Request

Amount Requested: $_____

Does the proposed event plan to become self-supporting in the future? Yes_____ No

Total advertising/promotion budget: $_____

   a) What is your organization's direct contribution to the above? $_____

   b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?

   _____

   _____

   _____

   c) How will the funds be used?

   _____

   _____

   _____

   d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

   Paid Advertising $ _____   Radio $ _____   Newspaper $ _____

   Press Releases to Media $ _____   Television $ _____

   Direct Mailing $ _____   Distribution of Brochures $ _____

   Other (describe) $ _____

Required Attachments

Along with the application, please submit the following attachments:

   1. Itemized, detailed list of expenditures relevant for HOT revenue use

   2. Advertising/ Marketing Plan, including targeted audience, detailed list of media to be used

   3. List of Board of Directors/ Event Committee with contact phone numbers

   4. Event planning timeline

   5. Schedule of activities relating to your event/ expenditure

Local HOT Use Request for Funding Agreement Form

I fully understand the Local Hotel Occupancy Tax (HOT) Special Events Grant Application, Application Process, Reimbursement Process, and Rules Governing the Application established by the City of Gatesville. I intend to use this funding for the aforementioned event to forward the efforts of the City of Gatesville in *directly* enhancing and promoting tourism **and** the convention and hotel industry by attracting visitors from **outside** Gatesville into the city or its vicinity.

I have read the Local Hotel Occupancy Tax (HOT) Special Events Grant Application guidelines including the Rules Governing the Application and the Reimbursement Process.

I understand that if I am awarded my request for Hotel Occupancy Tax (HOT) funding by the City of Gatesville, any deviation from the approved event or from the Rules Governing the Application may result in the partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) Special Events Grant Application.

_____

Organization Name

_____   _____

Applicant's Signature   Date

Post Event Form Hotel Occupancy Tax Funding

Thank you for your interest in promoting tourism and the hotel industry in Gatesville through the utilization of the City of Gatesville Hotel Occupancy Tax (HOT) funds. The Texas Tax Code provides a set of rules that state how the revenue from the Hotel Occupancy Tax may be used **only** to **directly** enhance and promote tourism and the hotel and convention industry. The use of Hotel Occupancy Tax (HOT) funds is limited to:

1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center
2. Paying the administrative costs for facilitating convention registration
3. Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity
4. Expenditures that promote the arts.
   Please note that it is not enough that a facility or event promotes the arts; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.
5. Funding historical restoration or preservation programs
6. Certain sporting event related expenses
7. Signage directing tourists to attractions frequently visited by hotel guests.

The City of Gatesville accepts applications from organizations meeting the criteria and wishing to receive Hotel Occupancy Tax (HOT) funds in assistance with their event/project.

All entities that are approved for such funds must submit a Post Event Form for each funded event. The report must be accurately completed which will then be reviewed by the City of Gatesville to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests.

A copy of all invoices **must** be attached.

Questions may be directed to the City of Gatesville, Mike Halsema, CFO, at 254.865.8951.

PLEASE NOTE: FAILURE TO SUBMIT THIS FORM WILL RESULT IN INELIGIBILITY FOR FUTURE FUNDING FROM CITY OF GATESVILLE HOTEL OCCUPANCY TAX

Post Event Report Form

Organization Information

Today's Date: _____

Name of Organization: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____ Contact E-mail: _____

Event/ Expenditure

Name of Event/Expenditure: _____

Date of Event/ Expenditure: _____

Primary Location of Event/Expenditure: _____

Primary Purpose of Funded Event/Expenditure: _____

Amount Received from Hotel Occupancy Tax Funds: $_____

Amount Used from Hotel Occupancy Tax Funds: $_____

1) What would you estimate was the actual attendance at the event/expenditure? _____

2) How many room nights were generated in Gatesville hotels, motels, or bed and breakfasts by attendees of this event/expenditure? _____

3) Was a room block established for this event/expenditure at an area hotel (hotels), and if so, did the room block fill? _____

   If the room block did not fill, how many rooms were picked up? _____

4) Please check all efforts your organization actually used to promote this event/expenditure and how much was actually spent in each category:

   Newspaper $ _____   Press Releases $ _____

   Radio $ _____   Direct Mail $ _____

   Television $ _____   Other $ _____

5) Did you receive City services for your event?   YES   NO

   If so, have the services been paid for?   YES   NO

Please attach samples of documents showing how various venues in Gatesville were recognized in your advertising or promotional campaign. **Please attach at least one sample of all forms of advertising/promotion used in your campaign. If the sample itself does not indicate the medium (radio, television, print, or mail) used or where the advertising took place (i.e. city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.**