

City of Giddings
HOTEL OCCUPANCY TAX DISTRIBUTION
Policy

READ ENTIRE FORM, AND PROVIDE REQUESTED INFORMATION.

State Law: By law of the State of Texas, the City of Giddings 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:**

- a) **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;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **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;
- d) **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 those 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 crafts 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 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.
- f) **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.
- 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; or
 - 4. tourist attractions in or near the city.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.
- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

City Policy: The City of Giddings accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted by **Friday, July 31, 2020, on or before 2:00 p.m.** The application will be reviewed by the Hotel Occupancy Tax Revenue Advisory Board at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

Based on the application, the Hotel Occupancy Tax Revenue Advisory Board will make recommendation to the City Council. The City Council will make the final decision on your request.

Eligibility and Priority for Hotel Tax Funds: Applications may be ranked based on this criterion, as every expenditure of hotel tax revenue must directly enhance and promote tourism and the hotel industry. An applicant who is unable to provide sufficient data may risk reduced funding during this year's process. If all categories are not filled out the application will NOT be considered by the board.

Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or)
- d) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

_____ Provide documentation via, budget, ledger or income statement demonstrating the procurement of hotel/motel tax **income** and likewise, demonstrating the **expensing** of the income.

Supplemental Information Required with Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

_____ Annual Financial Statement (hotel/motel tax incomes along with expense items)

_____ How Giddings will be recognized in marketing campaign

Submit to: Andrea Ray
City Secretary
118 E. Richmond St., Giddings, Texas 78942
(979) 540-2714

Application

Organization Information

Date: _____ Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email Address: _____

Web Site Address for Event or Sponsoring Entity: _____

Organization's Tax Status: Non-Profit _____ Private/For Profit _____ Tax ID# _____

Organization's Creation Date: _____

Purpose of Organization: _____

Event Information *(If applying for multiple events attach the paperwork to the application)*

Name of Event or Program: _____

Date of Event or Program: _____

Primary Location of Event or Program: _____

Amount Requested: \$ _____

Primary-Purpose-of-Funded-Event/Program: _____

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded events(s) compared to other activities _____ %

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

- ☐ a) **Convention Center or Visitor Information:** construction, improvement, equipping, repairing, operation, and maintenance of facilities. Amount requested under this category: \$_____
- ☐ b) **Registration:** furnishing of facilities, personnel, and materials for the registration. Amount requested under this category: \$_____
- ☐ c) **Advertising, Solicitations, Promotional programs to attract tourists to the municipality.** 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. Amount requested under this category: \$_____
- ☐ e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and registrants 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 country? _____

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

- ☐ g) **Funding transportation systems for transports tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a facility center in the city; 3) other hotels in or near the city; and 4) tourists' attractions in or near the city.** Amount requested under this category: \$_____
- ☐ 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?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project? _____
2. Expected Attendance: _____
3. How many people attending the Event or Project will use Giddings hotels? _____
Number of night's people will stay: _____
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held

Assistance Amount

Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (room block usage information, survey of hoteliers, etc.)?

7. Please list other organizations, government entities, and grants that have offered financial support to your projects:

8. Will this 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?

-
9. 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 _____

10. Will you include a link on your promotional handouts and in your website for booking hotel nights during this event? _____

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

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

13. What geographic areas does your advertising and promotion reach: _____

14. How many individuals will your proposed marketing reach that is located in another city or county?

15. If the funding requested is related to a permanent facility (museum, visitor center):

Expected Attendance Monthly/ Annually: _____

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____

Amount Requested: \$ _____

Signature

**Please Submit no later than
Friday, July 31, 2020, by 2:00 pm**

FUNDS REQUESTED: \$_____ ADVISORY BOARD RECOMMENDATION: \$_____

CITY COUNCIL ACTION (GRANT AMOUNT): \$_____ Date: _____