



HOTEL OCCUPANCY TAX USE FUNDING APPLICATION FORM

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Section I: Explanation

A. Hotel Occupancy Tax Use Guidelines

State Law: By law of the State of Texas, the City of Victoria collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, revenue from the municipal hotel occupancy tax may be used **only to promote tourism and the convention and hotel industry**, and that use is limited to the following. Tex. Tax Code Ann. § 351.101 (Vernon)

Acceptable Use Categories:

1. **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;
2. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. **Advertising, Solicitations and Promotions:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. **Promotions of the Arts:** the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
5. **Historical Restoration and Preservation:** 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.
6. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.
7. **Directional Signs:** signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality
8. **Transportation of Tourists:** 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.

B. City Policy

The City of Victoria accepts applications from groups and businesses whose program fits into one or more of the above categories. **All requests for funds should be submitted with this application by Friday, July 30, 2021 by 5:00 p.m. CST.** Applications are reviewed by the City's Convention and Visitor's Bureau and evaluated by a HOT Funds sub-committee of the City of Victoria's Tourism Advisory Board. The sub-committee's evaluation will be based on a weighted mathematical formula using objective data submitted as part of this application. This evaluation process will be the basis for the sub-committee's recommendation to Council for HOT Funds awards. Applicants will have an opportunity to appeal the recommendation, in writing, prior to Council's consideration. City Council will make the final decision on all requests.

C. Explanation of Evaluation Criteria

Objective Data

Workshop Attendance: All applicants are highly encouraged to attend one (1) of the four (4) available applicant workshops sessions available during the open application period. Attendance at one of these workshops will factor into the calculation for your total requested award.

Document Compliance: Applications should be presented in their entirety. All application sections should be filled out completely, and all supporting documents requested in the application must be provided.

Credibility and Transparency: Supporting documentation must be clearly structured. All requested financial documents should be presented in a professional format, such as Microsoft Excel or another financial accounting program. All highlighted expenses in the applicant's submitted budget must be equal to the amount requested by the applicant on their application.

Utilization of Prior Award: Prior year compliance including complete and timely submission of Post Event Reporting. Applicants will not lose points for events that were cancelled as a result of the Coronavirus Pandemic.

Hotel Stays: Applicants must demonstrate the ability to generate overnight visitors to Victoria. Priority will be given to those events and entities based on their ability to generate overnight visitors to Victoria. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. All recipients of HOT funds will be required to submit a Post Event Report which documents the expenditure of the HOT funds **and which verifies the direct promotion of tourism and the hotel and convention industry.** Events will not receive HOT funds until the City receives documentation proving the ability to generate overnight visitors.

Section II: Form

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Web Site Address for Event or Entity: _____

Non-Profit or For-Profit status: _____ FEIN #: _____

Event/Project Information & Request

Acceptable Use Category: _____

Name of event or project: _____

If event:

Is your event a fundraiser? Yes No

If yes, where/how will funds raised be spent?

Primary location of event/project: _____

Date of event: _____

Amount of HOT Funds Request: \$_____

What percentage of the overall event/project budget is your request? _____%

Describe your event or project and how HOT Funds will be used:

Historical Information

How many times have you held this event? _____

How many times has your organization/event/project received a HOT Funds award? _____

What was the attendance at your event for the prior two years? _____

How many volunteers helped conduct your event for the prior two years? _____

If you have received HOT Funds for this event/project in the past, please attach separately:

Two years of audited financial statements for the event/project

Two years of hotel room documentation

Room Nights & Tourism

How many room nights do you project your event/project will generate? _____

Please explain how you arrived at this projection.

What method will you use to document how many attendees will stay overnight in a hotel room in Victoria?

- Questionnaire or Survey
- Registration Form
- Guest Book
- Hotel Room Block Report
- Other, please describe: _____

Describe how your event/project will attract tourists and/or how you will market to tourists from outside the Victoria area.

If you're requesting funding for marketing activities, please describe:

How does your event/project contribute to an acceptable Use Category from Section I. A.?:

Describe how the community supports your event/project.

Describe the economic impact of your event/project. *(if possible, please provide supporting documentation)*

Section III. Submission Checklist

Please provide the following with your application:

- Proposed budget for the event or organization to be funded in whole or in part with grants from this application, with line items where HOT Funds will be used highlighted. Include all items you expect the HOT funding to pay for, including salaries, benefits, and operating expenses – even if HOT Funds are only covering a portion of certain expenses.
- Two years of financial statements for the event or organization.
- Two years of hotel room use documentation.

Please submit no later than July 30, 2021 to: jnovosad@victoriatx.gov