



CITY OF BEEVILLE
HOTEL OCCUPANCY TAX (H.O.T) APPLICATION
(HOTEL MOTEL FUNDS GRANT APPLICATION)

CITY OF BEEVILLE
GUIDELINES UNDER TEXAS LAW FOR
USE OF HOTEL OCCUPANCY TAX REVENUE

State Law: By law of the State of Texas, the City of Beeville collects a Hotel Occupancy Tax (HOT) from hotels, motels, inns, and bed-and-breakfast establishments. Chapter 351 of the Tax Code states that HOT funds may be used only if both parts of the following two-part test are met. Part One, requires that usage of HOT Funds must directly enhance and promote tourism and the convention and hotel industry, and Part Two limits the use of HOT Funds to the following:

1. **Convention Center 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 Promotional programs to attract tourists and convention delegates:** advertising and conducting solicitants and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion 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 picture, 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: (a) at or in the immediate vicinity of convention center facilities or visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates.
6. **Sporting Event Expenses:** for a municipality located in a county with a population of 290,000 or less, 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 municipality or its vicinity.
7. **Directional Signs:** signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality.

City of Beeville Process: The City of Beeville accepts applications from groups and businesses meeting the above criteria who request HOT Funds for events/activities/facilities. Applications for the following FY (2023-2024) events should be submitted no later than **Tuesday, August 15, 2023, by 5:00 p.m.** to the City Secretary's Office. Applications will be evaluated by a HOT Funds Committee and weighted on a formula using objective data submitted as part of this application. This evaluation process will be the basis for the committee's recommendation to Council for HOT Funds awards. All decisions of the City Council are final.

City of Beeville Policy:

1. The purpose of HOT funding is to assist and support qualified events/activities/facilities not to be the major patron or the majority funds provider (50% or more) for the event/activity/facility budget.
2. The maximum amount of funding up to \$15,000 per event and up to \$20,000 per organization within a budget year. However, the City Council may approve an amount of funding greater than \$15,000 per event if the following occurs:
 - A. The organization conducting the event has previously held the event within the City of Beeville; and
 - B. An economic impact analysis of the previous event has been conducted by a third-party, such as the Bee Area Partnership, and provided as part of the post-event summary.
3. Priority will be given to those events and entities based upon documented ability to directly promote tourism and the convention and hotel industry in Beeville by “demonstrating a proven record of increased hotel or convention activity.” Such activity may result from hotel or convention guests that are already in town and choose to attend the funded event or facility, or it may result from individuals coming from another city or county to stay in an area lodging to attend the funded event or facility. Applicants should document the potential to generate increased hotel or convention activity by:
 - A. Providing historical information on the number of rooms nights used during previous years of the same event/activity/facility from a third party, such as the Bee Area Partnership.
 - B. Providing current information on the size of room blocks reserved at area hotels to accommodate anticipated overnight guests attending the funded event/activity/facility. Rooms should not be paid for by the host organization, but rather should show tourism dollars paid by attendees.
 - C. Providing historical information on the number of guests at hotels or other lodging facilities that attended the funded event/activity/facility; and/or
 - D. Providing examples of marketing or programs and activities likely to generate or encourage overnight visitors to local lodging properties.
 - E. Attendance of one (1) of three (3) scheduled HOT Funds informational workshops provided by the city.
4. All applicants are encouraged to patronize local businesses for food, supplies, materials, printing, and a minimum of 12% of the HOT Funds shall be spent with local businesses.

5. A portion of the revenues from any event/activity/facility receiving HOT Funds should be channeled back into the future costs of operating that same event/activity/facility or the continued operation of such.
6. It is critical that the Application/Request for funding be filled out completely and accurately. Under the application section “Fund Usage,” it is the responsibility of the applicant to specifically explain how the funds will be used only in eligible ways.
7. If applying under the Advertising category, please note the local requirement that advertising must be accomplished in advance of the event/activity/facility and must utilize legitimate media for promotion outside of the area, i.e., direct mail, newspapers, magazines, radio, television, billboards.
8. As a rule, all funding requests should be for fifty percent (50%) or less of Applicant’s total projected gross revenue from the event/activity/facility.
9. Applicants are on notice that while the City of Beeville makes decisions based on estimated budgets and projections, documentation of how granted funds were spent must be actual costs supported by proofs of payment. Monies for the event will then be reimbursed upon approval of the post-event report, up to the amount awarded and accepted by Council. Failure to complete said requirements will prohibit your organization from receiving HOT funds the following year.
10. No new event shall be eligible for HOT Funds. An event/activity/facility shall have been held at least one (1) previous year with a demonstrated record of generating increased hotel rooms in Beeville.
11. Allocation of requested HOT Funds may be based on the following calculation:

<u>Hotel Room Nights Previous Year</u>	<u>12% spent locally</u>	<u>Maximum Assistance</u>
250+	\$1,800	\$15,000
100-250	\$1,320	\$11,000
30-99	\$960	\$8,000
10-29	\$600	\$5,000
12. In the case of an emergency disaster declaration by the State Governor or President of the U.S. in which they call for the suspension of Hotel Tax collections the City Council has the authority to make changes to the funding thresholds and/or application process as they see fit. Starting from the day of declaration and lasting one year depending on the nature of the disaster.
13. City of Beeville guidelines were duly adopted by City Council on 23rd day of May 2023.

Funding Considerations Checklist

Name of Event/Activity/Facility _____

Date(s) of Event/Activity _____

_____ Does your event/activity/facility pass Part One of the statutory test, defines specifically as directly enhancing and promoting tourism in Beeville and directly enhancing and promoting the convention and hotel industry in Beeville.

_____ Does your event/activity/facility pass Part Two of the statutory test, defined specifically as fitting into one of more of the following categories:

_____ Convention center facilities or visitor information centers

_____ Facilities, personnel, and materials for registration of convention delegates

_____ Advertising, and conducting solicitations and promotional programs to attract tourist and convention delegates.

_____ Promotion 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.

_____ Historical restoration and preservation projects or activities, or advertising and conducting solicitations and promotional programs to encourage tourists to visit preserved historic sites or museums in the area.

_____ Sporting event expenses, including promotion expenses, related to sporting Events at which the majority of participants are tourists who substantially Increase economic activity at hotels in the area.

_____ Is your application filled out thoroughly and completely, and are all required pages attached?

_____ Is your request for funding in accordance with the maximum funding guidelines?

_____ If applicable, have you submitted the Post-Funding Analysis and proofs of payment for last year's event/activity/facility?

_____ If applicable, have you returned or repaid the City for any previous funds not used or not used lawfully?

_____ Have you documented how you will accurately track out-of-town guests, showing that your event will attract tourists that will directly support tourism and the hotel and convention industry in the area?

_____ Is your request for fifty percent (50%) or less of your total projected gross revenue from the event/activity/facility? (Money generated by all operations before deductions are taken for expenses)

_____ If you are applying under the Advertising category, is your request for one hundred percent (100%) or less of your total projected advertising expenditures?

_____ If you are applying under the Advertising category, have you met the local requirement that advertising must be accomplished in advance of the event/activity/facility, and must utilize legitimate media for promotion outside of the area, i.e., direct mail, newspapers, magazines, radio, television, billboards?

_____ Will all advertising indicate that the City of Beeville is a direct sponsor of the event?

Check, which statutory categories apply to funding request and amount requested under each category:

_____ **Convention center facilities or 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; _____

_____ **Registration of convention delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; _____

_____ **Advertising, and conducting solicitations and promotional programs to attract tourists and convention delegates:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; _____

_____ **Promotion 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; _____

_____ **Historical restoration and preservation projects or activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of convention center facilities or visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates; _____

_____ **Sporting event expenses related to sporting events which substantially increase economic activity at hotels:** for a municipality located in a county with a population of 290,000 or less, 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 municipality or its vicinity. _____

(Answer the following three (3) questions only if sporting event-related)

If sporting event-related: How many individuals are expected to participate?

If sporting event-related: How many of the participants are expected to be from another city or county?

If sporting event-related: Quantify how the funded event/activity/facilities will substantially increase economic activity at hotel and motels within the city or its vicinity? (Example: *Italicize dollar amounts*)

Application

Organization Information

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Web Site Address for Event/Activity/Facility: _____

Is your organization: Non-Profit _____ Private for Profit _____

Tax ID #: _____ Organization's Creation Date: _____

Please provide an organizational background statement, describing your mission and purpose, your primary programs and services.

Event/Activity/Facility Information and Funding Request

Name of Event/Activity/Facility: _____

Date(s) of Event/Activity: _____

Primary Location of Event/Activity/Facility: _____

If this is not your first event, make sure to submit a detailed record of gross revenues from previous events.

How many times have you held this event: _____

Please list the last three years that you have hosted your event/activity/facility, (list the year, the number of attendees, and method of determining the attendance (crowd estimates, ticket sales, sign-in sheets, etc.)

Month/Year Held	Number of Attendees	Methodology

Primary purpose of Event/Activity/Facility: _____

What is the total budget for this event? _____

Amount of HOT Funds being requested: _____

Will your event be receiving funds from other organizations, government entities, or grants?

- Yes
- No

If applicable, please list all other organization, government entities and grants that have offered financial support to your event/activity/facility, and respective amounts: _____

Fund Usage: How will the funds be used? In what way will the funds affect this event:

How will the 12% of the HOT Funds be used with local businesses? _____

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

Paid advertising \$_____ Newspaper \$_____ Radio \$_____ TV \$_____

Number of press releases to media, including social media: _____

Number direct mailings and emails to out-of-town recipients: _____

Other Promotions: _____

What specific geographic areas do your paid advertising materials and promotions reach? _____

What number of individuals located in another city or county will your proposed marketing reach?

Expected attendance: _____

How many people attending the event/activity/facility will use Beeville hotels, motels, inns or bed-and-breakfast establishments? _____

How many nights will they stay? _____

Do you reserve a room block for this event/activity/facility at an area hotel and if so, for how many rooms, at what rate and at which hotels? _____

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

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

Note: You are requested to submit copies of the above documentation showing hotel room nights associated with your event with your Post Event Report.

Please list other years (over the last three years) that you have hosted your event/activity/facility, and list the amount of assistance given from HOT funds and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Documented

Describe the methodology used to document how many attendees stayed overnight in a hotel room in Beeville, Texas.

Supplemental Information

Please attach the following to the application prior to submission:

- Your organization's most recent financial statements, including a copy of the most current audit or review conducted. If a formal audit is not conducted, please describe the mechanism used by your organization to validate expenses.
- A copy of your agency's IRS tax-exempt certification.
- Your organization's current budget, approved by your organization's board (if any).
- Proposed budget for event 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.
- One or more of the following to demonstrate potential to generate overnight visitors:

Established events:

- a) Historic information documenting the number of room nights used during previous years of the same events;
- b) Historic information documenting the number of guest at hotel or other lodging facilities that attended the funded event (through surveys, guests directories, or other sources; and/or

New Events:

- a) 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;
- b) Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

POST-FUNDING ANALYSIS AND PROOFS OF PAYMENT

This Post-Fund Analysis must be completely and accurately filled out and returned to the City of Beeville, Attn: City Secretary, 400 N. Washington St. Beeville, TX 78102 no later than thirty (30) days after the event/activity/facility. All invoices and proof of payment must be attached and will not be returned. If the total amount of the HOT funds were not used or were not lawfully used, then those funds must be returned or repaid to the City of Beeville with this Post-Funding Analysis. Questions may be directed to the City Secretary at (361)358-4641.

Post Event Report Supporting Documentation Checklist

The following documents must be submitted with your Post Event Report Form:

- _____ Budget for event showing projected and actual revenue and expenditures.
- _____ Invoices and/or receipts, including proof of payment, for each expenditure noted in the actual budget.
- _____ Documentation of the local hotel room usage in conjunction with your event/activity/facility.
 - _____ Surveys
 - _____ Event Registration Forms
 - _____ Sign-in Sheets
 - _____ Room Block Report from Hotel/Motel
 - _____ Other, please describe: _____
- _____ Marketing and/or media samples showing acknowledgement of the City of Beeville sponsorship/support of event.
(Include at least one sample of all forms of advertising/promoting in your event.)

POST-FUNDING ANALYSIS AND PROOFS OF PAYMENT

ORGANIZATION INFORMATION

Date: _____

Name of organization: _____

Address: _____

City, State, Zip: _____

Contact Person: _____

Contact Telephone Number: _____

Name of funded event/activity/facility: _____

Date funded event/activity/facility held: _____

Primary location of funded event/activity/facility: _____

Amount received from HOT funds: _____

Amount actually spend from HOT funds received: _____

FUNDING USE

Submit budget for event showing projected and actual revenue and expenditures.

Actual percentage of total event costs covered by hotel occupancy tax: _____

Actual percentage of facility cost covered by hotel occupancy tax (if applicable): _____

Actual percentage of staff cost covered by hotel occupancy tax (if applicable): _____

If staff costs were covered, estimate the number of hour's staff spent on funded event:

ATTENDANCE & LOCAL HOTEL/MOTEL INFORMATION

How many people did you predict would attend this event/activity/facility? (Note: this should be the number you submitted in "Application"): _____

How many people do you estimate actually attended the event/activity/facility? _____

If this attendance number differs greatly from the estimated submitted with your application, please explain circumstances that you believe may have affected attendance:

How many room nights were generated in Beeville area hotels/motels, inns, and bed-and-breakfast establishments by attendees of this event/activity/facility? _____

What method did you use to determine the number of people who booked rooms in Beeville area hotels/motels, inns, and bed-and-breakfast establishments by attendees of this event/activity/facility? (for example, room block usage information, survey of hoteliers, etc.)

Was a room block established for this event/activity/facility at an area hotel and, if so, did the room block fill? _____

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

Please check all efforts your organization actually used to promote this event/activity/facility, and how much money was actually spent in each category:

Newspaper	\$
Radio	\$
TV	\$
Press Releases	\$
Direct Mail	\$
Other	\$

What new marketing initiatives did you utilize to promote hotel and convention activity for this event/activity/facility? _____

Attach actual documents showing how Beeville was recognized in your advertising/promotional campaign.

Attach actual documents showing all forms of advertising/promotion used in your campaign. If the item itself does not indicate the medium used (i.e. radio, TV, print, or mail) or exactly where the advertising took place, please include other information that would show the location of the advertising and medium utilized.

Attach actual invoices, receipts, and proof of payment for ALL expenditures on which HOT funds were used in whole or in part.

Were the HOT funds received fifty percent (50%) or less of total receipts? _____

HOT Funds Received _____ Total Event Receipts _____

What Beeville businesses did you utilize for food, supplies, materials, printing, etc.?

If sporting event-related, how many individuals actually participated in the event/activity/facility?

If sporting event-related, how many participants were from another city or county? _____

If sporting event-related, quantify how the activity substantially increased economic activity at hotels and motels within the city of its vicinity: _____

The above accounting of HOT funds received for the City of Beeville, and the explanation of how such funds were actually utilized, is true and accurate.

Authorized Signatory

Date Signed