

CITY OF FORT STOCKTON CVB
HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW
FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the City of Fort Stockton is in contract with the Fort Stockton Convention & Visitors Bureau to administer the collection of 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 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.

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.

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City Policy: The Fort Stockton Convention & Visitors Bureau accepts applications from groups and businesses whose program fits into one or more of the above categories. The application will be reviewed by the Fort Stockton Tourism Board at the earliest possible regularly scheduled meeting. Applicants will be notified one week prior to the meeting of the time and place for the review. All funding requests must be submitted in writing and adhere to the following guidelines:

1. Funding application must be submitted 60 days prior to the event.
2. Funding Report is due within 60 days after the event is completed.
3. All applications and post event forms are due at noon on the 1st Wednesday of the month.
4. Organizations must be present at the meeting if their application is being reviewed by the Tourism Board or it will be postponed until the next meeting.
5. All HOT Funded events must designate a host hotel and establish room blocks. Please complete the "Host Hotel Form" provided.
6. The requested amount should not exceed more than 40% of the gross amount of hotel night revenue that is being predicted. **Funds will be provided as a reimbursement grant, not issued upfront.**
7. All events funded by HOT Funds are required to display a Fort Stockton CVB banner. Please contact the CVB Director to obtain the appropriate logo.
8. The board may approve additional funding of up to 30% of the originally approved amount for advertising, following submission of a post-event report. Advertising must be directed to out-of-town audiences only. All invoices must be included with the post-event report. Logos on merchandise do not qualify as advertising.

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**
- Pre-Event itemized budget**
- If Applicable Budget for Advertising outside of Fort Stockton**

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Fort Stockton. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. 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 the hotels to accommodate anticipated overnight guests attending the funded event.
- c.) Historical information on the number of guest 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 generate overnight visitors to local lodging properties from this event.

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Use of Revenues from Event: No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the Fort Stockton Convention & Visitors Bureau's funding of a particular event.

EVENT FUDNING APPLICATION

Date: _____

Date of Event: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Person: _____ Contact Phone Number: (____) _____

Contact E-mail: _____

Website for Event: _____

Non-Profit of For-Profit status: _____ Tax ID: _____

Purpose of Organization:

Total Amount Requested: \$ _____

Please note funds are given in reimbursement form and the requested amount should not exceed more than 40% of the gross amount of hotel night revenue that is being predicted.

_____ 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/project

How will funds be used (include schedule of events, samples of posters, flyers, ads, etc.):

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Statutory Test: CHECK ALL THAT APPLY

___ Does your event/activity/facility/supply pass Part One of the statutory test, defined specifically as directly enhancing and promoting tourism in the City of Fort Stockton AND directly enhancing and promoting the convention and hotel industry in the City of Fort Stockton? (If yes, please proceed to next question)

___ Does your event/activity/facility/supply pass Part Two of the statutory test, defined specifically as fitting into one or more of the following categories?

___ a) Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

___ b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

___ c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

___ 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. 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 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 form

___ e) 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) Expenses including promotional expenses, directly related to a sporting event in which the majority (more than 50%) of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- a) How many individuals are expected to participate in the sporting related event? _____
- b) How many of the participants at the sporting related event are expected to be from another city or county? _____
- c) Quantify how the sporting related event will substantially increase economic activity at hotels within the city. _____

___ 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; and 4) tourist attractions in or near the city.

- a. What sites or attractions will tourists be taken to by this transportation? _____
- b. Will members of the general public (non-tourists) be riding on this transportation? _____
- c. What percentage of the ridership will be local citizens? _____

___ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

What tourist attractions will be the subject of the signs? _____

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Questions for All Funding Request Categories:

1. How many years have you held this event? _____
2. Expected Attendance: _____
3. How many people attending the Event will be staying in hotels? _____
4. Number of nights the visitors will stay (approximately): _____
5. List other years (over the last three years) that you have hosted your event/ project with the amount of assistance given from HOT and the number of hotel rooms used:

Month & Year of Event	Assistance Amount	Hotel Room Numbers
_____	_____	_____
_____	_____	_____
6. How will you measure the Impact of your event on area hotel activity (e.g., room block usage information, survey of hoteliers, etc.)?

7. Will the 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?

8. 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 _____
9. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____
10. Will you negotiate a special rate or hotel/event package to attract overnight stays?

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event? _____
12. What geographic areas does your advertising and promotion reach:

13. How many Individuals will your proposed marketing reach that is located in another city or county? _____
14. If the funding requested is related to a permanent facility (e.g., museum, visitor center): Expected Attendance Monthly/Annually: _____
15. Percentage of those in attendance that are staying at area hotels/lodging facilities: _____ %

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Please ensure all required fields are completed. Incomplete information may result in denial of funding.

Event Contact

Date

Please Submit no later than 60 days prior to the event Fort
Stockton Convention & Visitors Bureau

Cindy M. Sanchez, CVB Director
2181 SW Interstate 10, Frontage Road
Fort Stockton, TX 79735
Ph. (432)299-1220
cimelendez@cityfs.net

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HOST HOTEL FORM

Please complete and submit this form with your post-event report. This form provides clarity for event hosts and hotels to track room usage and ensures the required confirmation for HOT fund credit.

Event Information

- Event Name: _____
- Event Host Contact Information: _____
- Phone: _____

Hotel Information

- Designated Host Hotel: _____
- Room Block Code: _____
- Total Room Nights: _____

Hotel Representative

Please print and sign below to confirm the room nights associated with this event.

- Hotel Representative (Print Name): _____
- Hotel Representative (Signature): _____

Acknowledgment

By signing below, I understand that in the Post-Event Report, hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those room nights.

Event Host Signature: _____

Date: _____