

THE FORT STOCKTON CONVENTION & VISITOR'S BUREAU  
WILL MEET FOR A SPECIAL WORKSHOP MEETING ON  
WEDNESDAY, FEBRUARY 2, 2022 AT 3:30 P.M.

HOST LOCATION:

2181 W I-10  
FORT STOCKTON, TX 79735

**COMMENTS FROM THE AUDIENCE ON SPECIAL WORKSHOP AGENDA ITEMS:** Discussion will only transpire on the specified agenda items; No Action will be taken.

1. Call to Order.
2. Invocation
3. Discuss Funding Request Form
4. Discuss Post Event Report Form
5. Adjourn

This facility is wheelchair accessible & parking spaces are available. Request accommodation or interpretive services must be made 48 hours prior to this meeting. Please contact the Convention & Visitor's Bureau office at (432)299-1220 for further information.

Dated this 20<sup>th</sup> day of January, 2022 Fort Stockton

Notice posted on January 28, 2022 at 2:30 o'clock A.M/P.M.

By:

Aranna A. Smith

Removed Dated this the \_\_\_\_\_ day of \_\_\_\_\_, 2022 at \_\_\_\_\_ A.M/P.M. By: \_\_\_\_\_



**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 that 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.**

**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. All requests for funds should be submitted in writing accompanied by the official application by **90 days prior to the event**. The application will be reviewed by the Fort Stockton Convention & Visitors Bureau 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. **\*\* If the application is granted a follow up post report is due 60 days after the event is complete. FUNDS ARE GIVEN AS A REIMBURSEMENT GRANT.**

**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. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event (city should adapt this standard to meet what they consider to be a reasonable return on their investment of hotel occupancy tax funds). 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 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. 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.

**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 Budget
- \_\_\_\_\_ If Applicable Budget for Advertising outside of Fort Stockton



**Name of Event**

**Dates of Event**

**Report of how the event went and what took place.**

(Summarization must include the following)

- Summarize what the event was about
  - Location of the event
  - Dates of the event
- Participation numbers and locations
- Hotel stays & room nights at each hotel

## Total Overall Budget

### Income/Contributions

#### Sponsorships

Company	Amount \$
Company	Amount &
Total Sponsorships	Total Sponsorship Amount \$

#### Sales/Entry Fees

Ticket Sales/Entry Fees	Amount \$
Vendors	Amount \$
Concession Stand Sales	Amount \$
Total Sales/Entry Fees	Total Sales/Entry Fees \$

**Total Revenues**

**Amount \$**

### Expenses

#### Advertising

Company Name	Cost \$
Company Name	Cost \$
Company Name	Cost \$
Company Name	Cost \$
Total Advertising	Total Advertising Cost \$

#### Entertainment

Company Name	Cost \$
Company Name	Cost \$
Company Name	Cost \$
Company Name	Cost \$
Total Entertainment	Total Entertainment Cost \$

**Supplies**

Company Name	Cost \$
Company Name	Cost \$
Company Name	Cost \$
Company Name	Cost \$
Total Supplies	Total Supplies \$

**Total Expenses**

**Total Expenses \$**

**Profit/Loss**

**\$(Total Income – Expenses)**

**Hotel Verification**

**Name of Guest:** \_\_\_\_\_

**Zip Code:** \_\_\_\_\_

**Hotel Name:** \_\_\_\_\_

**Room Nights:** \_\_\_\_\_

**How many rooms:** \_\_\_\_\_

# Map of participants

