



**CITY OF HALLETTSVILLE**  
 101 N. MAIN STREET  
 HALLETTSVILLE, TEXAS 77964  
 www.cityofhallettsville.org

**INSTRUCTIONS**

1. Please type or print.
2. Answer each question within the space provided, if you require additional space answer questions on a separate sheet of paper and attach to completed application.
3. Complete the application in its entirety and include all required attachments.

# HOTEL OCCUPANCY TAX (HOT) GRANT PROGRAM APPLICATION

## APPLICATION CHECKLIST

- Completed application form
- Reviewed City of Hallettsville Reimbursement Policy (see APPENDIX A)
- Attached proposed marketing plan (see example on APPENDIX B)
- Attached detailed budget for the organization event / project. (see example on APPENDIX B)
- Attached itemized, detailed list of expenditures relevant for HOT Fund reimbursement.
- Attached schedule of event / project activities.

## ORGANIZATION INFORMATION

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

## GENERAL EVENT OR PROGRAM INFORMATION

Name of event or program: \_\_\_\_\_

Date(s) of event(s) or program(s): \_\_\_\_\_

Briefly describe the event(s) or program(s). What is the event(s) or program(s) primary purpose?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Explain how this event or program will be promoted:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will this event or program promote tourism in Hallettsville and contribute to hotel occupancy?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How many room nights do you expect to generate from your event? (Check one)

- None
- Less than 10
- 11 to 30
- 31 to 60
- 61 to 100
- More than 100

**FUNDING REQUEST**

TOTAL AMOUNT REQUESTED: \$ \_\_\_\_\_

Total event(s) or program(s) budget: \$ \_\_\_\_\_

Has your organization received HOT funding in the past 3 years? If so, please complete the years awarded and total amount for each year:

20____	\$ _____
20____	\$ _____
20____	\$ _____

Are you a non-profit organization under IRS 501(c)(3) or 501(c)(6) codes? \_\_\_\_\_ Year incorporated: \_\_\_\_\_

Check the applicable categories that apply to your funding request and supply the dollar amount requested under each applicable category. For an explanation of reimbursable expenses for each category see the City's reimbursement policy under appendix A.

- Convention or Visitor Center \$ \_\_\_\_\_
- Advertising the City \$ \_\_\_\_\_
- Promotion of the Arts \$ \_\_\_\_\_
- Historical \$ \_\_\_\_\_
- Sports Promotion \$ \_\_\_\_\_

Dollar amount other organizations, including grants and sponsorships, have offered in the way of financial support for this event or program for which funding is being requested.(Also, include this information, itemized, in the proposed budget.)

\$ \_\_\_\_\_

**LOGO REQUIREMENT**

All promotional materials (including event sponsor signage) using HOT fund monies are required to include the appropriate City of Hallettsville logo. Please contact City Hall for the correct logo at (361) 798-3681.

**APPLICATION CERTIFICATION**

I understand that this application and all information relating to this application are subject to Chapter 552 of the Government Code (Open Records Act). I also hereby certify that the information given in this application is complete and accurate and that I have carefully read and understand all notes and disclaimers provided therein. I understand that the City of Hallettsville reserves the right to verify all the information listed in the application. I understand that giving false or misleading information in the application could result in exclusion from funding.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title/position: \_\_\_\_\_

**SECTION RESERVED FOR RECOMMENDATION AND APPROVAL**

**HOTEL OCCUPANCY TAX COMMITTEE RECOMMENDATION**

RECOMMENDED AMOUNT: \$ \_\_\_\_\_

PERSON(S) INTERVIEWED: \_\_\_\_\_

CONDITIONS OF GRANT: \_\_\_\_\_

\_\_\_\_\_

SIGNED: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DATE REVIEWED: \_\_\_\_\_

**CITY COUNCIL APPROVAL**

APPROVED AMOUNT: \$ \_\_\_\_\_

CONDITIONS OF GRANT: \_\_\_\_\_

\_\_\_\_\_

DATE APPROVED: \_\_\_\_\_

**HOTEL OCCUPANCY TAX FUND REIMBURSEMENT POLICY***(Amended Aug. 1, 2022)*

NOTE: Every expenditure must A) directly enhance and promote tourism and the Hallettsville hotel industry, and B) clearly fit into one or more of the statutorily provided categories for expenditure of local hotel occupancy tax revenues items in Article 1.500, Section 1.503 of the City of Hallettsville Code of Ordinances (V.T.C.A. Tax Code Sect. 351.101).

1. Application shall be made to the City of Hallettsville
  - a. On the HOT Grant Application Form with required attachments.
  - b. Before July 15th for the following fiscal year (January 1<sup>st</sup> to December 31<sup>st</sup>).
2. Convention Center Facility or Visitor information center expenditures eligible for reimbursement are:
  - a. Acquisition of sites for the construction, improving or enlarging a center, or
  - b. Equipping, repairing, operating, and maintaining a center.
3. Advertising and promotional expenditures qualified for reimbursement shall be directly related to attracting tourists and are limited to the following mediums:
  - a. Radio
  - b. Television
  - c. Print
    - i. Newspaper
    - ii. Posters
    - iii. Magazines
    - iv. Billboards and Travel Signs
    - v. Event Specific Promotional Items
  - d. Internet advertisements
4. Promotion of the arts expenditures eligible for reimbursement:
  - a. Presentation, execution, and exhibition
    - i. Procurement and preparation of performance site
    - ii. Operation and maintenance of performance site
  - b. Performance
    - i. Performer's base fee (no ancillary costs)
    - ii. Performer's travel costs (not to exceed IRS standards)
  - c. City may not expend more than 15 percent of the hotel occupancy tax, or no more than the amount of tax received by the city at the rate of 1 percent of the cost of a room, whichever is greater, on promotion of the arts.
5. Historical restoration and preservation project expenditures eligible for reimbursement:
  - a. Restoration of public and non-profit buildings likely to attract tourists and hotel guests
  - b. Activities or advertising and promotional programs to encourage tourists to visit preserved historic sites
  - c. Equipping, repairing, operating, and maintaining public and non-profit museums
6. Sporting event (the majority of participants must be tourists) expenditures eligible for reimbursement:
  - a. Procurement of site for sporting event
  - b. Preparation of site for sporting event
  - c. Operational costs for sporting event
  - d. *Promotion costs for sporting event*
7. Applicant shall include the contact phone number, email and/or website of all Hallettsville hotels, motels, and B & Bs on information provided to all registrants, vendors, and event attendees. All Hallettsville hotels, motels, and B & Bs shall be made aware of the event at least thirty (30) days prior to the event.
8. Event/entity shall submit paid receipts with all required attachments to City Hall for reimbursement up to the budgeted amount for expenditures meeting all guidelines.
9. The City Secretary/Administrator shall be responsible for ensuring that all receipts submitted for reimbursement fit within one of the authorized categories for use of the tax revenue as outlined by V.T.C.A. Tax Code Sect. 351.101 and this policy and when necessary shall determine eligibility for reimbursement.

## SAMPLE PROPOSED MARKETING PLAN

TYPE OF MARKETING/PROMOTION	QUANTITY (EX: SPOTS, ADS, POSTERS)	ESTIMATED AUDIENCE	ESTIMATED EXPENSE
<u>Radio</u>			
Commercial, :30 sec	100	50,000	\$ 2,000
<u>Television</u>			
Commercial, :30 sec	25	30,000	\$ 5,000
<u>Print (Newspaper, Posters, Magazines, Billboards and Travel Signs)</u>			
Sandwich board signs	2	20,000	\$ 100
Billboards	1	80,000	\$ 10,000
<u>Internet Advertisements</u>			
Google Ads	4	20,000	\$ 1,000

## SAMPLE BUDGET

<b><u>INCOME</u></b>			
Grants			
	<i>City of Hallettsville HOT grant</i>		\$ 3,000
	<i>Bluebonnet Art Council</i>		\$ 1,000
Sponsorships			
	<i>A+ Social Organization</i>		\$ 250
Registrations/Tickets			
			\$ 5,000
Donations			
	<i>Silent Auction</i>		\$ 750
Event/program fund balance			
			\$ 40,000
<b>Total Income</b>			<b>\$ 50,000</b>
<b><u>EXPENSES</u></b>			
Direct Expenses			
Advertising			
	<i>Radio</i>		\$ 1,000
	<i>Newspaper</i>		\$ 2,000
	<i>Internet Ads</i>		\$ 1,000
Printing			
	<i>Handouts</i>		\$ 1,000
	<i>Speakers and Entertainment</i>		\$ 20,000
	<i>Event Security</i>		\$ 3,000
	<i>Transportation</i>		\$ 1,000
Indirect Expenses			
General Overhead			
	<i>Supplies</i>		\$ 1,000
	<i>Utilities</i>		\$ 5,000
	<i>Support Staff</i>		\$ 15,000
<b>Total Expenses</b>			<b>\$ 50,000</b>
<b>Profit/(Loss)</b>			<b>\$ -</b>
<b>Total HOT expenses</b>			<b>\$ 3,000</b>