

Application Process

The City of Marble Falls accepts applications from organizations wishing to receive financial support through the Local Hotel Occupancy Tax (HOT) revenue collected.

- 1) Applications for funding will be considered at each HOT meeting. To be considered for funding, applicants must complete an application, including the required attachments and deliver them to the City of Marble Falls 10 business days prior to the next scheduled HOT meeting in order to be considered. The HOT meeting calendar can be found at www.marblefallstx.gov. You will then have the opportunity to present your application to the HOT Advisory Committee before any funding decisions are made.
- 2) The City of Marble Falls will review the application for completeness. The contact name on the application or a representative from the organization will be expected to present the request before the HOT Advisory Committee, and if approved, follow through with the approved expenditure and HOT funding process.
- 3) Each applicant will be notified of his or her award following approval by the City Council at which time one-half of the approved funding may be requested from the organizer.
- 4) **A post-event report is required in order to receive final payment.** When the event is complete and receipts that reflect actual and appropriate monies for approved expenditures are submitted, the remaining one-half of the approved funding amount will be distributed to the organization. Unspent funds or unapproved expenditures will not be paid. You may be asked to provide additional details or documentation prior to receiving your final funding payment. Failure to request funds granted to your event/organization by the end of the fiscal year (September 30) for which they were granted will result in forfeiture.

Rules Governing Your Application

The applicant must present reasonable evidence that the event will **increase overnight stays** in Marble Falls that are consistent with the level of HOT revenues requested.

Example: the event is multi-day, 400 of the participants will travel more than 100 miles and 125 participants will stay in Marble Falls lodging.

- 1) Funding requests of hotel occupancy tax revenues may statutorily be used **only** for the **promotion of tourism**. Expenditure of funds for unauthorized purposes may result in recapture and/or enter into funding decisions in future funding cycles.
- 2) The applicant must ensure that www.visitmarblefalls.org is listed as a source for Marble Falls lodging on any information you provide to registrant and/or vendor/event attendees, including event websites. Also all Marble Falls' hoteliers **must** be made aware of the event, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow.
- 3) After the application project is complete, the recipient will be expected to provide a post event report for committee review prior to any further requests for funding.

HOT Reimbursement Grant Application

Please print clearly and complete the following application.

Organization

Today's Date: _____

Name of Organization: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Contact E-mail: _____

Is your organization: Non-profit Private/For-Profit Tax ID# _____

Purpose of your organization:

Proposal Information

Does your Event/Expenditure pass **Part One** of the statutory test, defined specifically as directly enhancing and promoting tourism in Marble Falls **AND** directly promoting the overnight accommodation industry in Marble Falls by increasing overnight stays? Yes No

Does your Event/Expenditure pass **Part Two** of the statutory test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories?

(1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center; (2) Paying the administrative costs for facilitating convention registration; (3) Paying for advertising, solicitations, and promotion that attract tourists and convention delegates to the city or its vicinity; (4) Expenditures that promote the arts; (5) Funding historical restoration or preservation programs; (6) Certain sporting event related expenses; (7) Certain tourist shuttles; (9) signage directing tourists to attractions frequently visited by hotel guests. Yes No

If the answer to one of the above two questions is no, you are not eligible for Hotel Occupancy Tax (HOT) funds and need not continue.

Event or Expenditure Description

- 1) **Name of your event/expenditure:** _____
- 2) Website address of your event/expenditure: _____
- 3) **Date (s) of event/expenditure:** _____
- 4) Will there be an admission charge for this event/expenditure? Yes No
- 5) Please list any additional charges for this event/expenditure (i.e. parking, entry fees for contests, etc...)
Activity _____ Cost _____
Activity _____ Cost _____
Activity _____ Cost _____
- 6) **Primary location of event/expenditure:** _____
- 7) What is specifically being marketed or promoted (i.e. facility, event, etc...)

- 8) Purpose and goal of your organization and who benefits from your success:

Visitor Impact

- 1) Previous year's number of persons expected attending this event/expenditure:
Local: _____ Out of Town: _____
- 2) Number of total persons expected to attend this event/expenditure:
Local: _____ Out of Town: _____
- 3) Approximately number of people attending/visiting event or expenditure will stay overnight in Marble Falls' hotels, motels or bed and breakfasts? _____
- 4) Do you reserve a room block for this event/expenditure? Yes No
- 5) Which hotels have you negotiated a special rate if this reimbursement request is being used for an event? Please list hotels (do not list rates).

Funding Request

Amount Requested: \$ _____

Does the proposed event plan to become self-supporting in the future? Yes No

Total advertising/promotion budget: \$ _____

a) What is your organization's direct contribution to the above? \$ _____

b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?

c) How will the funds be used?

d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising \$ _____ Radio \$ _____ Newspaper \$ _____

Press Releases to Media \$ _____ Television \$ _____

Direct Mailing \$ _____ Distribution of Brochures \$ _____

Other (describe) \$ _____

Required Attachments

Along with the application, please submit the following attachments:

1. Itemized, detailed list of expenditures relevant for HOT revenue use
2. Advertising/ Marketing Plan, including targeted audience, detailed list of media to be used
3. List of Board of Directors/ Event Committee with contact phone numbers
4. Event planning timeline
5. Schedule of activities relating to your event/ expenditure

Local HOT Use Request for Funding Agreement Form

Please return completed application with necessary attachments and signature to the City of Marble Falls, 800 Third Street, Marble Falls, TX 78654 by the grant application deadline. If you have any application questions, please contact Lisa Ward at (830) 693-3615.

I fully understand the Local Hotel Occupancy Tax (HOT) Special Events Grant Application, Application Process, Reimbursement Process, and Rules Governing the Application established by the City of Marble Falls. I intend to use this funding for the aforementioned event to forward the efforts of the City of Marble Falls in **directly** enhancing and promoting tourism **and** the convention and hotel industry by attracting visitors from **outside** Marble Falls into the city or its vicinity.

I have read the Local Hotel Occupancy Tax (HOT) Special Events Grant Application guidelines including the Rules Governing the Application and the Reimbursement Process.

I understand that if I am awarded my request for Hotel Occupancy Tax (HOT) funding by the City of Marble Falls, any deviation from the approved event or from the Rules Governing the Application may result in the partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) Special Events Grant Application.

Organization Name

Applicant's Signature

Date

Post Event Form Hotel Occupancy Tax Funding

Thank you for your interest in promoting tourism and the hotel industry in Marble Falls through the utilization of the City of Marble Falls Hotel Occupancy Tax (HOT) funds. The Texas Tax Code provides a set of rules that state how the revenue from the Hotel Occupancy Tax may be used **only** to **directly** enhance and promote tourism and the hotel and convention industry. The use of Hotel Occupancy Tax (HOT) funds is limited to:

1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center
2. Paying the administrative costs for facilitating convention registration
3. Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity
4. Expenditures that promote the arts.
Please note that it is not enough that a facility or event promotes the arts; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.
5. Funding historical restoration or preservation programs
6. Certain sporting event related expenses
7. Signage directing tourists to attractions frequently visited by hotel guests.

The City of Marble Falls accepts applications from organizations meeting the criteria and wishing to receive Hotel Occupancy Tax (HOT) funds in assistance with their event/project.

All entities that are approved for such funds must submit a Post Event Form for each funded event. The report must be accurately completed which will then be reviewed by the City of Marble Falls to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests.

A copy of all invoices **must** be attached.

Questions may be directed to the City of Marble Falls at (830) 693-3615.

PLEASE NOTE: FAILURE TO SUBMIT THIS FORM WILL RESULT IN INELIGIBILITY FOR FUTURE FUNDING FROM CITY OF MARBLE FALLS HOTEL OCCUPANCY TAX

Post Event Report Form

Organization Information

Today's Date: _____

Name of Organization: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____ Contact E-mail: _____

Event/ Expenditure

Name of Event/Expenditure: _____

Date of Event/ Expenditure: _____

Primary Location of Event/Expenditure: _____

Primary Purpose of Funded Event/Expenditure: _____

Amount Received from Hotel Occupancy Tax Funds: \$ _____

Amount Used from Hotel Occupancy Tax Funds: \$ _____

- 1) What would you estimate was the actual attendance at the event/expenditure? _____
- 2) How many room nights were generated in Marble Falls hotels, motels, or bed and breakfasts by attendees of this event/expenditure? _____
- 3) Was a room block established for this event/expenditure at an area hotel (hotels), and if so, did the room block fill? _____

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

- 4) Please check all efforts your organization actually used to promote this event/expenditure and how much was actually spent in each category:

Newspaper \$ _____ Press Releases \$ _____

Radio \$ _____ Direct Mail \$ _____

Television \$ _____ Other \$ _____

- 5) Did you receive City services for your event? YES NO
If so, have the services been paid for? YES NO

Please attach samples of documents showing how various venues in Marble Falls were recognized in your advertising or promotional campaign. **Please attach at least one sample of all forms of advertising/promotion used in your campaign. If the sample itself does not indicate the medium (radio, television, print, or mail) used or where the advertising took place (i.e. city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.**

**Please Submit To:
City of Marble Falls • 800 Third Street • Marble Falls, TX 78654**