

HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the City of Jasper collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- i) 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;
- ii) Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) 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;
- iv) Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: that 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, and
- v) 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.
- vi) 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 who substantially increase economic activity at hotels and motels within the city or its vicinity.

City Policy: The Jasper-Lake Rayburn Area Chamber of Commerce 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 July 15, 2017. The application will be reviewed by the Jasper Forward Committee in July 2016. 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.

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 Jasper, Texas.*

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.

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 submitting data regarding:

- 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 event requesting hotel tax funds;**
- c) historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and/or**
- d) examples of marketing of the programs and activities that are likely to generate encourage overnight visitors to local lodging properties.**

Use of Local Vendors: The Jasper Forward Board encourages all event organizers to patronize Jasper businesses for food, supplies, materials, printing, etc.

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 Jasper Forward Committee'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**

_____ **W-9 Form**

Submit to: Jasper Forward Committee
c/o Jasper-Lake Sam Rayburn Area Chamber of Commerce
246 East Milam Jasper, Texas 75951

Email: paul.smith@jaspercoc.org
FAX: (409) 384-4733

Application for City of Jasper HOT Funds

Date:

1. Name of organization:
2. Address:
3. Contact Name:
4. Contact phone numbers:
5. Website URL for Event or Sponsoring Entity:
6. The applying organization or event is: Non-profit For Profit
7. Tax ID #:
8. Entity's Creation Date:
9. Purpose of your organization:

10. Name of event/project that HOT Funds are being applied for:
11. Primary location of event/project:
12. Primary purpose of even/project:
13. Amount applying for: \$ _____
14. How will these funds be used?

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15. How many people do you expect to attend the event/project being applied for:
16. Does this organization reserve Block of Rooms for this event at area hotels, motels, B&Bs? If so – how many?
17. In Jasper city hotels, motels, B&Bs, how many **Room Nights Sold** do you estimate your event/project will generate?
18. How will you measure the impact of your event/project on Jasper city hotel/motel/ B&B activity?
19. How many years has this event/project been held?
20. If this project/event has been held in the last three years, please provide this history by year:
 - a. Year held?
 - b. HOT Funds applied for?
 - c. HOT Funds received?
 - d. Room Nights Sold?
21. List any other organizations, government entities or grants that provide financial assistance to support your event/project:
22. How much does your organization spend to advertise this event? (direct mail, TV, Radio, newspaper, etc.)
23. What geographical areas(markets) does your paid advertising reach?
24. Please attach a list with the following information:
(disregard if this is your first year and this info does not exist)

Zip Code	Distance from 75951	Qty. of Participants from this Zip Code