

Hotel Occupancy Tax Funding Request



Application Packet for 2018-2019 Fiscal Year

Application request for funding the arts, historical preservation and special events or programs in Sealy that promote tourism and the convention and hotel industry.

Approved by City Council on January 12, 2016. Amended by City Council on March 14, 2017 and April 11, 2017.

CITY OF SEALY

HOTEL OCCUPANCY TAX USE GUIDELINES

By the law of the State of Texas, the City of Sealy collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities located within the city limits. Under state law, the revenue from the hotel occupancy tax 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:

- 1.) 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;
- 2.) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3.) 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;
- 4.) 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. 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;
- 5.) 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 solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6.) 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;
- 7.) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** the commercial center of the city; a convention center in the city; other hotels in or near the city; or, 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 cost to transport the general public;
- 8.) Signage:** directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Requests for Hotel Occupancy Tax Funding:

The City of Sealy accepts applications from groups, non-profits and businesses whose programs or events fit into one or more of the listed categories. All requests for funds should be submitted in writing accompanied by the official **“Application for City of Sealy Hotel Occupancy Tax Funds” on or before May 1, 2018** to be considered for funds for the **2018-2019 Fiscal Year** (October 2018 – September 2019). Late submissions, partial or incomplete forms will not be accepted.

Applications will be reviewed by a committee composed of city staff who will give an extensive review of the event’s application. After review, the application will be considered by the Sealy City Council at the earliest possible regularly scheduled meeting to make the final decision on your request. Any City Councilmember shall excuse themselves from voting on a funding request for an organization with which they hold an office. The applicant may be asked to be present at the meeting to answer any questions regarding the application.

Only one event or project may be requested per application. Funding approved in one year does not guarantee funding in subsequent years.

Approved funding will be paid to the requesting organization after the Request for Funding form has been received by the City of Sealy. The request for funding may be submitted no earlier than 180 days prior to the event.

Timelines:

- Application Deadline: Due by 5:00 pm on Tuesday, May 1, 2018, no exceptions.
- Review of Applications by City Staff: June 1, 2018
- City Council Decision: On or before September 30, 2018
- City Staff Notifies Applicants in Writing of Approved Amount for Event: Within seven (7) business days of City Council decision
- Request of Funds: Begins after October 1, 2018. Prior to receiving the funds the City must receive the Request for Funding form. The request for funding may be submitted no earlier than 180 days prior to the event.
- Disbursement of Funds: City to disburse funds no later than 45 days after receipt of Request for Funding form.
- Post Event/Program Form and Report is due no later than sixty (60) days after event or completion of project.

Eligibility and Priority for Hotel Tax Funds:

Priority will be given to those entities and/or special events based on their ability to directly promote tourism and to generate overnight visitors to Sealy. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds.

It is the responsibility of the organization hosting the event to monitor the number of out-of-town guests who stay in Sealy lodging properties. It is strongly recommended to work with local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. The number of stated room nights in the post-event form will be subject to an audit by the City of Sealy.

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 their future costs of operating that same event or the continued operation of the project. No other outside event(s), project or charity, etc. sponsored by the host organization may profit from the City's funding of a particular event.

Organizations are required by the State of Texas, Tax Code and/or the City of Sealy to keep Hotel Occupancy Tax revenues in a separate non-interest bearing bank account so that revenues may not commingle with any other money.

The City of Sealy reserves the absolute and ongoing right to conduct an audit of any entity receiving HOT funds in order to ensure correct use of HOT funds.

Post Event/Program Form:

All entities that are approved for such funds must submit a Post Event Report Form within sixty (60) days of each funded event. The report will be reviewed by the City of Sealy to determine how well the entity met its goals and will be used in consideration of future hotel occupancy tax funding requests. Recipients who do not submit post-event reports may not be eligible for future funding. Any net revenues that are being carried over from the event for future operating costs of the same event or continued operation of the project should be reflected in the post event report.



APPLICATION FOR CITY OF SEALY HOTEL OCCUPANCY TAX FUNDS

Organization/Group Information:

Organization/Group Name: _____

Address/City/State/Zip: _____

Contact Name: _____ Contact Phone Number: _____

Secondary Contact Name: _____ Contact Phone Number: _____

Website address for Event or Sponsoring Entity: _____

Non-Profit or For-Profit Status: _____ Tax ID# _____

Organization's Incorporation/Creation Date: _____

Project or Event for which funding is requested: _____

Purpose of your organization: _____

General Event/Program Information: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

How many years have you held this event? _____ Expected Attendance: _____

How many people attending this event are expected to stay in Sealy hotels? _____

How many nights will they stay? _____

Will you negotiate a special rate or hotel/event package to attract overnight stays?

Will you reserve a room block for this event/program at Sealy hotels and if so, for how many rooms and at which hotels?

What is the primary purpose of the event/program for which this application applies?

Please complete the following, if applicable, for all funding request categories:

Identify the HOT category or categories that apply to the event/program (refer to page 1): _____

For each of the last three (3) years the event/program has been held, list the year held, the approximate number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, etc.)

<u>Month/Year Held</u>	<u>Number of Attendees</u>	<u>Methodology</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

For each of the last three (3) years, if applicable, that you have hosted your event/program with assistance from HOT funds, please list the approximate number of hotel rooms used:

<u>Month/Year Held</u>	<u>Number of Hotel Rooms Used</u>
_____	_____
_____	_____
_____	_____

Funding Request:

Total event/program budget: \$ _____

Total amount requested: \$ _____

_____ %: Percentage of total event or program cost to be covered by the requested HOT funds.

Please list other organizations, government entities, and grants that have offered financial support to your project:

How will the funds be used? _____

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?

Advertising and Promotional Activities:

Please list all promotion efforts your organization is coordinating and the approximate amount financially committed to each media outlet:

Newspaper:	\$ _____
Radio:	\$ _____
TV:	\$ _____
Other Paid Advertising:	\$ _____
Total:	\$ _____

Will you submit press releases about the event/program? _____ Yes _____ No

Will you include a link to the CVB or other source on your promotional handouts used in your website for booking hotel nights during this event? _____

What geographic area does your advertising and promotion reach?

Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:

If applicable, how much of your request is related to this category? \$ _____

Convention Centers and Visitor Information Centers:

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected attendance monthly/annually: _____

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Required Resources from the City of Sealy for the event:

If applicable, complete the following regarding resources being utilized from the City of Sealy.

	<u>Number</u>	<u>Approx. hours</u>
Police:	_____	_____
Public Works:	_____	_____
Other Staff:	_____	_____

Facilities owned by the City of Sealy being utilized for the event:

Hill Community Center:

Date(s): _____

Time Period: _____

Liedertafel Hall:

Date(s): _____

Time Period: _____

Other City Facilities:

Identify facility/facilities: _____

Date(s): _____

Time Period: _____

REQUIRED Supplemental Information and Documentation:

Please attach the following detailed information to the application:

- ✓ Proposed marketing plan for the event/program for which funds are being requested.
- ✓ List of Board of Directors.
- ✓ Schedule of activities relating to the event/program.
- ✓ Current budget for the event/program.
- ✓ Documentation demonstrating the potential to generate overnight guests such as hotel room blocks, historic information, or surveys on the number of hotel rooms resulted from previous years of the same event/program.
- ✓ Current IRS Form W-9 (*Request for Taxpayer Identification Number and Certification*)
- ✓ Certificate of Insurance (required for each event) (Refer to Exhibit A for specific requirements.)

I fully understand the HOT Tax Guidelines and application process established by the City of Sealy. I intend to use the funds for the aforementioned event/project to forward the efforts of the City of Sealy in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors and hotel guests from outside the area.

Please sign below acknowledging that the information provided in this application is true and correct.

Authorized Signature

Date

Print Name

Title and Organization

Application Deadline for 2018-2019 Fiscal Year is 5:00 pm on Tuesday, May 1, 2018, no exceptions.

City of Sealy
Attn: Director of Finance
415 Main Street
P. O. Box 517
Sealy, Texas 77474
(979) 885-3511

Applications may be submitted by mail or in person to the City of Sealy.

<u>For City use only:</u>
Date approved by City Council: _____
Amount approved: \$ _____
City Manager Signature: _____



EXHIBIT A

Organization shall procure and maintain, for the duration of the grant agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the services performed or to be performed hereunder by the Organization, its agents, representatives, employees, volunteers, officers, directors or sub-contractors.

The organization shall maintain insurance with limits not less than \$500,000 per occurrence, \$1,000,000 aggregate and will be as broad as ISO Form Number GL 0002 (Ed 1/72) covering Comprehensive General Liability and ISO Form Number GL 0404 covering Broad Form Comprehensive General Liability, or ISO Commercial General Liability coverage ("occurrence for CG 0001). Coverage will include: A) Premises - Operations; B) Broad Form Contractual Liability; C) Broad Form Property Damage; and D) Personal Injury.

The policy will be endorsed to contain the following provisions: The City, its officials, employees, volunteers, Boards and Commissions are to be added as "Additional Insured" in respect to liability arising out of any activities performed by or on behalf of the Organization. The policy shall contain no special limitations to the scope of coverage afforded to the City. The Organization's insurance shall be primary and any insurance or self-insurance shall be in excess of the Organization's insurance and shall not contribute with it. Certificate must include a waiver of subrogation as regards to the workers compensation policy. If your organization has no employees, and therefore do not carry workers compensations insurance, you must provide to the City of Sealy a letter stating that you have no employees and therefore do not carry workers compensation insurance.

Insurance shall be placed with insurers with an A.M. Best rating of no less than A:VI or a Standard & Poor's rating of A or better.

The Organization shall furnish the City with a certificate of insurance which shows the coverage provided. The insurance policy will be endorsed to state that coverage shall not be suspended, voided, canceled, non-renewed, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.



City of Sealy – Hotel Occupancy Tax Request for Funding Form

The request for funding form may be submitted no earlier than 180 days prior to the event.

Event: _____

Approved Amount for Event: \$ _____

I hereby request funding for the above-referenced event as approved and in accordance with the application submitted to the City of Sealy.

Authorized Signature

Date

Print Name

Title and Organization

Request for Funding may be submitted by mail or in person to the following:

City of Sealy
Attn: Director of Finance
415 Main Street
P. O. Box 517
Sealy, Texas 77474
(979) 885-3511

Hotel Occupancy Tax Funding Post Event Report Form



The City of Sealy requires that any event that receives HOT funds must complete the Post Event Report within sixty (60) days after your event is held. Recipients who do not submit post event information may not be eligible for future funding.

The Post Event Report Form may be submitted by mail or in person to the following:

City of Sealy
Attn: Director of Finance
415 Main Street
P. O. Box 517
Sealy, Texas 77474
(979) 885-3511

Post Event/Program Form and Report for City of Sealy HOT Funds

Instructions: If you received HOT funding for your event from the City of Sealy, you must complete this form within sixty (60) days after your event. Failure to do so may negatively impact future funding requests. Please attach additional pages, if needed.

Organization/Group Information:

Organization/Group Name: _____

Address/City/State/Zip: _____

Contact Name: _____ Contact Phone Number: _____

Post Event/Program Information:

Event Date: _____ Number of Attendees (estimate): _____

Describe the success and/or problems with this year's event. Was attendance up or down compared to previous years, if applicable?

Advertising and Promotional Activities:

Please check all the promotional efforts for the event/program:

_____ Newspaper _____ Radio _____ TV
_____ Internet _____ Social Media _____ Email
_____ Other: _____

Please attach at least one (1) sample of all forms of advertising/promoting used in your campaign.

What geographic area did your advertising and promotions reach?

Promotion and Tourism Benefits:

Did you reserve a block of rooms for your event/program? If so, how many rooms and at which hotels?

Did attendees take advantage of the room blocks? If so, did they occupy the entire block?

****Please note that stated room nights generated will be subject to an audit by the City of Sealy.****

Sporting Related Events:

If the event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in the event? _____

If the event was a sporting-related function/facility, how many of the participants were from another city, county or state? _____

Please quantify how this sport-related activity substantially increased economic activity at hotels within the city?

REQUIRED Supplemental Information and Documentation

The Post-Event Report may be submitted by mail or in person. Please attach the following to this form and submit within sixty (60) days post event:

- ✓ Marketing plan analysis report on the success or failure of the event.
- ✓ Advertising samples.
- ✓ Detailed final profit and loss statement for the event/program.
- ✓ An itemized listing of expenditures disbursed from the separate HOT bank account, along with supporting documentation for the expenditures, including copies of invoices and cancelled checks.
- ✓ A check payable to the City of Sealy for any excess funds that remain in the HOT bank account upon conclusion of the event/program.
- ✓ Documentation from local hotels detailing the number of rooms occupied during the event/program.

Please sign below acknowledging that the information provided in this report is true and correct.

Authorized Signature

Date

Print Name

Title, Organization