



## Hotel Occupancy Tax Funding Application

### Eligibility:

1. The applicant must be an organization or corporation governed by a board of directors.
2. The applicant or event must be located in the City's corporate limits, extraterritorial jurisdiction, or in sufficiently close proximity as to reasonably attract tourists to the City.
3. The applicant must demonstrate that the disbursement will directly enhance and promote the tourism, convention, and hotel industry by attracting visitors from outside of Palestine into the City or its vicinity.
4. The applicant must be a legal entity with legal capacity to enter into contracts.
5. The applicant must demonstrate that the programs or events are open and appropriate for the general public.
6. The applicant must demonstrate that it is in good financial standing and that financial safeguards are in place to protect public funds.

### Application Process:

If you meet all the above criteria, complete the **H.O.T. Application**.

Submit the completed Application with estimates of event/project and completed estimates of revenue and expenditures (page 6), along with the following required attachments to the City of Palestine **no less than 90 days before the event:**

**(documents must be single sided and unbound)**

1. **List of current Board of Directors and staff**
2. **Statement of Organization's Ability to Financially Support program or event**
3. **Proof of Insurance – level of insurance depends upon event**

First, City staff will review the application to verify that all information has been submitted. If there is missing information or documents, the City will notify the requesting organization of any additional needs. The application will be brought forward to the Tourism Committee for review within 30 days after it is determined to be complete.

At the time of review by the Tourism Committee, the organization may be asked to attend a committee meeting to present its request for H.O.T. funds. If funding is awarded by the Council, the organization is required to return two signed original funding contract documents prior to the event taking place. If the documents are not returned, that is considered a rejection of the funding offer.

### Reporting and Reimbursement:

The organization is responsible for completing the Post Event Report Form with the finalized information explaining the use of Hotel Occupancy Tax Revenues within **45 days of the event**. The organization **must provide receipts** for review to affirm that the expenses comply with Chapter 351 of the Tax Code.

**Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City.**

At its expense, the City of Palestine has the right to audit the books or financial records of any organization that receives Hotel Occupancy Tax revenues.

Any funded applicant must notify overnight lodging establishments of the upcoming event, and any promotional material must reference Palestine lodging establishments. In addition, list the City of Palestine as a sponsor/partner of the event or project, and/or approved city logo.



## Hotel Occupancy Tax Funding Application

### Organization Information

Name of Organization		
Address		
City/State/Zip		
Contact Person		
Contact Phone Number	Cell	Work/Home
Email		
Website		
Non Profit? Yes <input type="checkbox"/> No <input type="checkbox"/>		Federal Tax I.D.#
Write a Short description about your organization		

### Proposal Information

Name of the Event/Project and a short description	
Duration of Event:	
Start Date	End Date
Amount of H.O.T funds requested?	
Write or Attach a timeline of the event/project from planning to completion	



## Hotel Occupancy Tax Funding Application

List other sources of funding:

Are there any partners in the community? (if so, Please list them below) Yes  No

Eligible Funding Category for Request: See Policy for category descriptions

- Convention and Visitor's Bureau
- Promotion of the Arts
- Historical Restoration and Museums
- Promotion of Sporting Events
- Signage

Has this project or event been conducted before? Yes  No

If yes, how many years/times?

Previous year attendance

Local Visitors \_\_\_\_\_

Out of Town Visitors \_\_\_\_\_

Projected attendance

Local Visitors \_\_\_\_\_

Out of Town Visitors \_\_\_\_\_

Hotel Rooms Booked

Number of rooms booked by participants in previous year \_\_\_\_\_

Number of rooms projected to be booked by this year's participants \_\_\_\_\_

If major increase/decrease in number of rooms booked is projected, please explain why:

\_\_\_\_\_

\_\_\_\_\_

Number of years that you have received H.O.T. funds? \_\_\_\_\_



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Answer the following questions if applicable. If there is not enough space provided, you may attach additional pages to the back. Please indicate which question you are answering.

How does the project/event directly impact tourism in Palestine?

How does the project/event directly promote and aid the convention and hotel industry? (i.e. increase overnight visitors)



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What outside marketing is going to be conducted and how will it be effective?

How does the project/event contribute to Palestine?



## Hotel Occupancy Tax Funding Application

### PROPOSED Revenues

Budgeted	
Revenues	
Donations	
Entry Fees	
Vendor Fees	
Other	
Other	
Revenue Balance	

### PROPOSED Expenditures

This is designed to help create a comprehensive event budget. Your existing budget may be attached and must have all major categories included. Please note that additional information may be requested. Inclusion of an expense does not guarantee eligibility of grant fund reimbursement.

Budgeted	
Expenditures	
Staffing	
Audio Visual/Entertainment	
Supplies	
Food and Beverage	
Location Cost	
Signage	
Security	
Grounds keeping	
Marketing/Promotion	
Other	
Other	
Expenditures Balance	



## Hotel Occupancy Tax Funding Application

### PROPOSED Cost Break Down

Percent of Costs covered by H.O.T Funds?
Percent of facility costs covered by H.O.T funds?
Percent of staff costs covered by H.O.T. Funds?
Total Costs

### PROPOSED Marketing Breakdown \$\$

Newspapers	Posters
Radio	Web
Flyers	Brochures
Social Media	Other

I have read and agree to comply with the terms outlined in the Hotel Tax Funding Policy and draft Hotel Tax Funding Agreement

I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Palestine H.O.T. funds.

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

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

Printed Name and Title: \_\_\_\_\_

### Attachments:

- List of current Board of Directors and staff
- Proof of Insurance
- Statement of Organization's Ability to Financially Support this Activity

SUBMIT TO: Mary Raum 825 W. Spring Street, Palestine, Texas 75801 903-723-3014