



**EAGLE PASS ROOM OCCUPANCY TAX COMMITTEE
APPLICATION TO REQUEST FUNDS**

PART 1: GUIDELINES

STATE LAW

By State law, the City of Eagle Pass collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities, from which revenues may be used only to directly promote tourism and the hotel and convention industry. Chapter 351, Texas Tax Code generally provides that the use of HOT funds is limited to:

- 1.) Convention Centers and Visitor Information Centers:** to acquire sites for, and the construction, improvement, enlarging, equipping, operation and maintenance of convention center facilities and/or visitor information centers.
- 2.) Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
- 3.) Advertising, Conducting solicitations and Promotional programs that directly promote tourism and the hotel and convention industry:** 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. The impact may be that the art facility or event organizer(s) can show hotel rooms that are booked because of their event or that guests at hotels attend the arts event. Eligible forms of art include instrumental/vocal music, dance, drama, folk, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic/craft arts, motion picture, radio, television, tape and sound recording, and other arts related to these major art forms.
- 5.) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** to encourage tourists and convention delegates to visit historic sites or museums.
- 6.) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
Note: The promotions and/or advertisements should be directed, primarily in towns or cities outside Eagle Pass.
- 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, convention center in the City, other hotels in or near the City, tourist attractions in or near the City. *Note: It is prohibited to use the local hotel tax to cover the costs for general, City transit.*

8.) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

NOTE: Pursuant to Section 351.103 (c) of the Texas Tax Code, not more than 15% of the total Room Tax budget, for a fiscal year, will be applied towards the promotion of the arts.

ELIGIBILITY FOR HOTEL TAX FUNDS

In order to qualify for funding, the event must meet a two-part rule: **1) expenditure must produce hotel users, and 2) expenditure must fall within the legally authorized categories listed on Page 1.** Events must prove potential to generate overnight visitors by:

- Providing historic information on the number of room nights used during previous years, for the same event or organization/organizer(s);
- Current information on size of room block reserved at area hotels for guests attending the funded event; and
- Historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
- Examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

APPLICATION FORM; DEADLINES; PUBLICATION OF APPLICATION

The City of Eagle Pass accepts applications from individuals/organizations whose program fits into one, or more of the categories, listed above. All requests for funds should be submitted via the official Application Form which must be submitted by the **1st day of the month**, as indicated below, and **at least 30 days** before the event is set to take place. **Applications or requests for funds will not be accepted, or considered after an event has taken place.**

Please fill out the application, in full. FAILURE TO DO SO MAY RESULT IN APPLICATION BEING REJECTED.

CONFIDENTIAL OR PERSONAL DATA: PLEASE NOTE THAT THE APPLICATION WILL BE PUBLISHED ON THE CITY'S WEBPAGE. THEREFORE, IF YOU BELIEVE ANY INFORMATION PROVIDED TO THE CITY IS CONFIDENTIAL, PLEASE LABEL IT AS SUCH.

The application will be reviewed by the Eagle Pass Room Occupancy Tax Committee at the earliest possible regularly scheduled meeting, which is normally held on the 3rd Thursday of each month. If this date is changed, applicants will be notified of new date. For your reference, meeting agendas are posted on the City's webpage located at: www.eaglepasstx.us. The applicant or designee must be present at the meeting to make presentation and answer any questions regarding the application.

Submit application to:

Eagle Pass Room Occupancy Tax Committee
 c/o Imelda Rodriguez, City Secretary
 100 S. Monroe Street, Eagle Pass, TX 78852
 Telephone: 830-773-1111, Fax: 830-773-0595
irodriguez@eaglepasstx.us or icortinas@eaglepasstx.us

PAYMENTS

Payment of funds is based on reimbursement of receipts, up to the amount granted by the E.P. Room Occupancy Tax Committee. Vendor checks are issued every other Friday, on non-payroll weeks. Please submit your receipts to the Finance Department at least one week before.

Note:

- Room Tax funds will not cover more than 50% of the total cost of the event.
- There is a 25% contingency on payments, with 75% of each receipt being paid once receipts are received. The remaining 25% will be paid once the City receives a Post-Event Form, for the funded event.

- All receipts should be submitted to the Finance Department, Att: Finance Director, Jesus Rodriguez.

USE OF REVENUES FROM EVENT

A person with whom the City contracts to conduct an authorized activity shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue made by the person, and shall make the records available for inspection and review.

Revenue may be spent for day-to-day operations, supplies, salaries, office rentals, travel expenses, and other administrative costs, only if those administrative costs are incurred directly in the promotion and servicing expenditures authorized under State law, which is contained in items 1-8, above. If an entity that conducts an activity authorized herein, conducts other activities that are not authorized, herein, the portion of the total administrative costs of the entity, for which the hotel occupancy tax revenue may be used, may not exceed the portion of those administrative costs actually incurred in conducting the authorized activities.

PART 2: APPLICATION FORM - ALL INFORMATION MUST BE FILLED IN

SECTION 1. REQUESTOR(S) INFORMATION

Name of Person/Organization: _____

Address: _____

Daytime telephone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

Circle One: Non-Profit or For-Profit / Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization: _____

SECTION 2. EVENT INFORMATION

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Total cost of event: _____

Amount Requested from hotel tax funds: _____

How will the funds be used: _____

Primary Purpose of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs:

_____ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

_____ Percentage of Total Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____ %

SECTION 3. BREAKDOWN OF COSTS BY CATEGORY

- a) Convention/Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities/visitor information centers.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that has some direct impact on tourism and the hotel/convention industry such as nights booked due to event or hotel guests attending event. Eligible arts include instrumental/vocal music, dance, drama, creative writing, architecture, design & allied fields, painting, sculpture, photography, graphic, crafts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- e) Historical restoration and preservation projects, activities, advertising, conducting solicitation, and promotional programs that encourage tourists to visit historic sites or museums.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. Must substantially increase economic activity at hotels.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- How many individuals are expected to participate? _____
How many participants are expected to be from another city or county? _____
Quantify how the event will substantially increase economic activity at hotels? _____

- g) 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; and tourist attractions in/near city.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
- What sites/attractions will tourists be transported to? _____
Will non-tourists be riding on this transportation? _____
What percentage of the ridership will be non-tourists? _____
- h) Signage directing tourists to sights/attractions that are visited frequently by hotel guests.
Total Cost of Activity: \$ _____ Room Tax Amount requested: \$ _____
What tourist attractions will be the subject of the signs? _____

SECTION 4. QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

1. How many years have you held this event/project: _____
2. Expected Attendance: _____
3. How many people attending the event/project will use Eagle Pass hotels? _____
Number of nights they will stay: _____
4. Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____
5. List the following information for the last 3 years that you have hosted your event/project:

Month/Year Held	HOT Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____
6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____
7. Please list other organization, government entities, and grants that have provided financial support to your event/project: _____

8. Will there be an admission charge? 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? _____

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

Newspaper: \$ _____	Number of Press Releases to Media: _____
Radio: \$ _____	Number of Direct Mailings to out of town recipients: _____
TV: \$ _____	Other Promotions: _____
Other Paid Ads: \$ _____	
10. Will you include a link on your promotional handouts and in your website for booking hotel nights during this event? _____
11. Will you negotiate a special rate or hotel/event package to attract overnight stays? _____
12. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

13. What geographic areas does your advertising and promotion reach: _____
14. How many individuals will your proposed marketing reaches that are located in another city or county? _____

15. 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: _____%

SECTION 5. SUPPLEMENTAL INFORMATION

Along with the application, please submit all of the following:

_____ Proposed marketing plan for the funded event

_____ Schedule of activities, or events relating to the funded project

_____ A detailed budget - breakdown (description and amount) of all the funds needed, or used for the event.

Before making an expenditure, you are required to specify, in a list, each scheduled activity, program, or event that: (1) is directly funded by the HOT, or has its administrative costs funded, in whole or in part by the HOT; and (2) is directly enhancing and promoting tourism and the convention, and hotel industry in Eagle Pass.

If you make a false statement on this application form, you can be found guilty of a Class A Misdemeanor, or a State Jail Felony, under Texas Penal Code 37.10.

_____ Date: _____
Signature

Print Name

FOR CITY SECRETARY'S OFFICE USE ONLY

Date Approved: _____ Amount Approved: _____

Any Conditions: _____ Activity Funded: _____

FOR FINANCE DEPARTMENT USE ONLY

Method of Payment: In Full _____ Installments: _____

Reviewed by: _____ Approved by: _____