



Hotel Occupancy Tax Funding Request Application Packet for Events Occurring October 1, 2022 - September 30, 2023

Explanation of the Hotel Occupancy Tax:

The City of Nassau Bay levies a municipal hotel occupancy tax, which is paid by hotel customers under the guidelines set forth in the *Texas Tax Code*, Chapter 351. Revenue from the hotel occupancy tax fund may be used only to directly promote tourism and the convention and hotel industry. Section 351.101 of the *Texas Tax Code* stipulates that the use of hotel occupancy tax funds must directly enhance and promote tourism and the convention and hotel industry, as well as comply with one of the following seven categories: 1) establish or enhance a convention center or visitor information center; 2) cover the administrative expenses for registering convention delegates; 3) pay for tourism-related advertising and promotions; 4) fund programs that enhance the arts, in conjunction with tourism and hotel activity guidelines; 5) fund historical restoration or preservation programs designed to augment tourism; 6) fund sporting events in which the majority of participants are tourists located in cities and counties with population criteria; and 7) enhance existing city-owned sport facilities with tournament requirements and population criteria.

Application Overview & Process:

The City of Nassau Bay accepts applications from organizations, businesses, and individuals whose program complies with these statutory requirements. The following steps have been implemented in an effort to streamline requests for hotel occupancy tax funds, ensure that requests adhere to statutory requirements, process requests in an efficient manner that coincide with the annual budget review system, and achieve accountability through a review and post-event process.

Step 1: Applicant submits completed application form by 5:00 pm on May 31, 2022 to the Nassau Bay Communications and Tourism Director, who serves as the City's liaison with hoteliers and is responsible for enhancing hotel occupancy and tourism.

Step 2: The HOT Sub-Committee and the Tourism Committee reviews each application to determine if it meets statutory requirements, analyzes economic impact in terms of hotel rooms and relevant criteria, and provides recommendation by ranking those that will result in the highest return on the City's investment based on available funding. This list is forwarded to City Council as part of Step 3. *The HOT Sub-Committee's review of applications will include the two-part test delineated by the Texas Tax Code, Section 351.101*

Step 3: City Council considers applications and HOT Sub-Committee/Tourism Committee recommendations, during the City's annual budget review cycle.

Step 4: All recipients of HOT funds will be required to submit a post-event form, report within sixty (60) days of the event/program, which documents the use of HOT funds and verifies the direct promotion of Nassau Bay tourism and the hotel industry. Recipients who do not submit post-event information may not be eligible for future funding.

Eligibility & Priority for Hotel Tax Funds:

Priority will be given to events, programs, and partnerships based on their ability to directly promote tourism and the hotel industry in Nassau Bay; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds. Entities must complete this application and provide documentation proving the ability to generate overnight visitors.

Application for City of Nassau Bay HOT Funds for FY 2023

Please type or print clearly. If there is not enough space, please attach additional pages.

Organization/Group Information

Organization/Group Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Website Address for Event or Organization: _____

Organization's Non-Profit or For Profit Status: _____ Tax ID # _____

Organization's Incorporation/Creation Date: _____

Purpose of Organization: _____

Event/ Program Information

Name of Event/Program to be Funded: _____

Primary Purpose of Funded Event/Program: _____

Date of Event/ Program: _____ Expected Total Attendance: _____

Primary Location of Event/Program: _____

Projected Number of Overnight Visitors: _____

Projected Number of Overnight Hotel Stays: _____

How Many Times Have You Held this Event/Program? _____

For each of the last three times the event/program has been held, list the year held, the number of attendees, and the method of determining the attendance (crowd estimates, ticket sales, sign-in sheet, etc).

<i>Year Held</i>	<i># of Attendees</i>	<i>Methodology</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Relevant Nassau Bay Hotel Activity (as it pertains to this event/program or previous ones; include information about room blocks):

Funding Request

Total Event/Program Budget: \$ _____

Total Amount Requested from City of Nassau Bay: \$ _____

_____ % Percentage of Total Cost to be Covered by the Requested HOT Funds

How Will the Funds be Used? _____

Advertising & Promotional Activities

Please list the promotional efforts your organization is coordinating:

Will you submit press releases about the Event/Program? Yes No

What geographic area does your advertising and promotion reach?

Projected Promotions & Tourism Benefits

For each of the last three times the event/program has been held, list the year held, how much HOT funds assistance received, and how many hotel rooms were occupied as a result.

<i>Year Held</i>	<i>Assistance Amount</i>	<i># of Occupied Rooms</i>
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_____	_____	_____
_____	_____	_____
_____	_____	_____

How many people attending this event/program are expected to stay in Nassau Bay hotels? _____

How many nights will they stay? _____

Will you reserve a room block for this Event/Program at Nassau Bay or other nearby hotels and if so, for how many rooms at which hotels?

How will you measure the impact of this Event/Program on Nassau Bay Hotel Activity (i.e. room block usage information, survey of hoteliers, etc.):

Please list all organizations, grants, and other funding sources including government entities that have offered financial support for this Event/Program:

REQUIRED Supplemental Information & Documentation

Please attach the following to the application prior to submission:

- Proposed Marketing Plan for the Event/Program
- Schedule of Activities Relating to the Event/Program
- Current Budget for the Event/Program
- Documentation Demonstrating the Potential to Generate Overnight Guests (i.e. hotel room blocks, historic information, surveys on the number of hotel rooms resulted from previous years of the same event/program)
- Explanation of How Nassau Bay and/or Nassau Bay’s Hotels Will Be Recognized in Marketing Campaign if Funding Request Approved

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

Authorized Signature

Date

Print Name

Title & Organization

Hotel Occupancy Tax Funds, if awarded, are to be used solely for this event or program, in accordance with the Texas Tax Code, Chapter 351.

Please submit application in-person or via email by 5:00 pm on May 31, 2022 to:

In Person: City of Nassau Bay City Hall (1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058)

Email: kristin.edwards@nassaubay.com