

City of Bastrop



HOT Funding Application FY 2016-2017

**1311 Chestnut St.
Bastrop, Texas 78602
512-332-8820**

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Dear Prospective Applicant:

Attached is a copy of the application for Hotel Occupancy Tax funding for your 2016-2017 special event. It is with great pride that the City of Bastrop enters into an agreement with prospective applicants to provide our community with rich, cultural, and exciting events.

Our application process consists of the following stages:

- Application Deadline – June 30, 2016 5:00pm
- Meeting with Organizations to review Appl. Process & Policy – May 31, 2016 5:30pm
- Organizations to Present to Council – July 26, 2016 6:30pm
- Review & Selection of Events for funding – August - September 2016
- Recommendation to City Council – before September 30, 2016
- Disbursement of Funds – October 2016

We would like to fund all applications, however funding is selective and is based on the application you submit. It is critical that you complete the application in its entirety especially the worksheet and the support consideration checklist and submit to the City of Bastrop Finance Department, 1311 Chestnut St., Bastrop, Texas 78602.

Thank you for your application and we wish you much success with your event.

Tracy Waldron

Tracy Waldron
Chief Financial Officer

Overview of the Application Process

This packet was designed to establish guidelines to apply universally to all events and activities requesting support from the City of Bastrop. There are stringent requirements in the Tax Code regulating the use of HOT funds. A copy of the applicable Tax Codes has been included in this packet (Page 11) for your review.

The City of Bastrop will review the applications and make recommendations to the city council on the portion of the Hotel/Motel Fund budget allocated to special event support.

Funding for event support is available from the Hotel Occupancy Tax collected by our lodging properties.

To apply for support, the event must be sponsored by an entity located within the corporate limits, extra-territorial jurisdiction, or sufficiently close proximity as to reasonably attract tourists to the City of Bastrop and, the event must take place within the same parameters as stated above.

The sponsoring organization will be required to provide their tax filing status and ID number as part of the application. The sponsoring organization must be tax-exempt, unless otherwise approved at the discretion of the Bastrop City Council. It is preferred that the sponsoring organization have 501(c)3 tax-exempt status, but it is not required.

Rules Governing your Application:

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in the local hotels in Bastrop.
2. For any applicant applying for HOT funds to advertise an event, the City Council recommends these funds focus on targeting visitors outside a 30 mile radius of Bastrop.
3. The applicant must ensure that all Bastrop hotels and B&Bs current contact phone number, email and/or website are listed on the information provided to registrants, vendor/event attendees, including event websites. Also all Bastrop hoteliers must be made aware of the event, and have sufficient time to participate in the bidding process for both primary bookings and overflow.
4. If the request is for cooperative advertising support, the Main St. Director (will defer to the DMO once established) must approve the final advertising copy for appropriate representation of the City of Bastrop and local lodging one (1) week before the ad or publication's proof/print deadline.
5. **Any promotional materials (brochures, website, advertisements, etc.) using HOT funds are required to include the appropriate Bastrop brand/logo with the**

www.cityofbastrop.org website below the logo. Also, any event sponsor signage is required to include the appropriate Bastrop logo.

(Contact the City of Bastrop, 512-332-8820 for the correct version of the logo to use for each promotional item.)

6. After the application process is complete, and upon recommendation, the contact name on the application or a designated representative will be expected to attend a City Council meeting to present an overview of the information and/or items included in the application such as visitor attendance, hotel selection; number of visitor overnight stays expected due to the event and expenditure. The date of this meeting is listed on Page 3.

The Post Event Analysis Process:

The Post Event Analysis must include all of the items outlined in the application, including advertisements produced with the use of HOT funds. The Post Event Analysis is due 30 days after the event. The packet can be mailed or delivered to the attention of:

Tracy Waldron
City of Bastrop, Finance Dept.
1311 Chestnut St.
Bastrop, Texas 78602

If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Bastrop reserves the right to reject any future application by the organization.

It is the responsibility of the organization hosting the event to monitor the number of out-of-town guests who stay in Bastrop lodging properties. We strongly recommend working with the 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. ***Please note that stated room nights generated will be subject to an audit by the City Manager and staff.***

If you need assistance in completing the application or have further questions, please contact Tray Waldron, at 512-332-8820 or via e-mail at twaldron@cityofbastrop.org.

Support Considerations Checklist

Name of Event _____

Year Applying _____

_____ The event “directly enhances and promotes tourism AND the convention and hotel industry.” (Tax Code, Section 351.101) (**This is a requirement**)

_____ The event qualifies under AT LEAST ONE of the following categories:
(Please circle category number)

- (1) the establishment, improvement, or maintenance of a convention center or visitor information center
- (2) the facilitation of convention registration
- (3) advertising, solicitations and promotions that attract tourists and convention delegates to City of Bastrop
NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material).
- (4) the encouragement, promotion, improvement and application of the arts -
NOTE: Must be a viable art form (examples 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)
- (5) the enhancement of historical restoration and preservation projects
- (6) funding costs in certain counties to hold sporting events that substantially increase hotel activity: (cities within counties of under 1 million population)
- (7) the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities
- (8) funding transportation systems for tourists

_____ The application is filled out thoroughly and completely with all requested documentations attached.

_____ The Post Event Analysis for last year’s event have been previously submitted.
(Write “N/A” if you did not receive support last year)

_____ It has been determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the convention and hotel industry.

CITY OF BASTROP
2017 HOTEL OCCUPANCY TAX FUNDING APPLICATION

ORGANIZATION INFORMATION:

Official Name of Organization _____
Date

Contact Person _____
E-mail

Organization Address _____
Phone Number

Website Address

Is your Organization:
 501(c)3 Other (provide description) _____ Tax ID# _____

\$ _____
Total Amount Requested

\$ _____
Total Amount Granted prior year

Provide a brief description of your organization's mission:

- Required Attachments:**
- 1) Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
 - 2) Proposed Budget FY2017 (10/01/2016 - 09/30/2017) itemized detail relevant to HOT fund revenue requesting
 - 3) Copy of 501 (c) letter from Internal Revenue Service
 - 4) Event Planning Timeline, if applicable
 - 5) Identify other sources of funding
 - 6) List of all Board Members
 - 7) ALL ATTACHMENTS SHOULD BE PROVIDED IN 8.5" X 11" SIZE, NO OTHER ATTACHMENTS ACCEPTED

CITY OF BASTROP
2017 HOTEL OCCUPANCY TAX FUNDING APPLICATION

EVENT OR PROJECT INFORMATION
(COMPLETE A SEPARATE FORM FOR EACH EVENT)

Project Number _____
of _____

Name of Organization

Fiscal Year of Request

Name of Event or Project

Date of Event or Project

\$ _____
Amount Requested

Primary Location of Event or Project

Expected Attendance

How many years have you held this Event or Program

Percentage of attendance that will be
staying overnight in hotels

Estimated number of hotel room nights will be
generated by the Event

How will you measure the impact of your event on area hotel activity?

Do your promotional materials/website note area lodging facilities that can host participants? _____

Tell us about your event or project:

CITY OF BASTROP
2017 HOTEL OCCUPANCY TAX FUNDING APPLICATION

EVENT OR PROJECT INFORMATION
(COMPLETE A SEPARATE FORM FOR EACH EVENT)

Project Number
_____ of _____

To qualify for financial assistance under the Hotel Occupancy Tax for Bastrop, the expenditure must satisfy Part One and at least ONE of the options in Part Two.

***PART ONE** - In order to be eligible to receive HOT Funding you must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry. Which expenditure category from page 6 is most relevant to your project event? Please explain*

CITY OF BASTROP
2017 HOTEL OCCUPANCY TAX FUNDING APPLICATION

The information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of Bastrop must be expended as I have represented in this application and according to any requirements set by the City of Bastrop City Council and according to the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of Bastrop, said funds will be returned to the City of Bastrop within ten (10) days from the date the City of Bastrop demands such.

Authorized Signature for the Applicant

Date

Name Printed or Typed

Title

Return completed application and attachments to:
City of Bastrop
Finance Department
P. O. Box 427
1311 Chestnut Street
Bastrop, Texas 78602

DEADLINE: 5:00 P.M., JUNE 30, 2016

Electronic/Facsimile submissions will not be considered.

Post Event Analysis

Event Information

Event Name
Event Date(s)

Event Final Outcome

Event Attendance	Hotel Room Nights*
_____	_____
Provide the total # of rooms picked-up for the event and provide a form of proof.	

* Subject to audit

Number of advertisements placed for the event. <i>Attach a copy of each ad and the name of the publication.</i>	
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The above accounting of our Special Event is accurate and true to the best of my knowledge.

Authorized Signature

Date

Print name here

Title/Responsibility

Return this form and supporting documentation to the City of Bastrop Finance Department, 1311 Chestnut St., Bastrop, TX 78602. If you have any questions, please contact Tracy Waldron at 512-332-8820.

Tax Code – Use of Hotel Occupancy Tax Revenue

§ 351.101. USE OF TAX REVENUE.

(a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

- (1) 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) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- (3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- (4) 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 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 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) for a municipality located in a county with a population of one million or less, expenses, including promotion 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 municipality or its vicinity.
- (7) the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields, including facilities or fields for baseball, softball, soccer, and flag football
- (8) for funding transportation systems for tourists

§ 351.108. RECORDS.

(a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.

(b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and

(2) is directly enhancing and promoting tourism and the convention and hotel industry.

(c) If a municipality delegates to another entity the management or supervision of an activity or event funded by the tax imposed under this chapter, each entity that is ultimately funded by the tax shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and

(2) is directly enhancing and promoting tourism and the convention and hotel industry.

Bastrop Lodging Accommodations

Name	Units	Location	Phone
Bastrop Colorado River KOA	3	98 TX-71, Bastrop, TX 78602	(512) 321-7500
Bastrop Inn	32	102 Childers Dr., Bastrop, TX 78602	(512) 321-3949
Bastrop River House	1	119 Lower Wood Lane Bastrop, TX 78602	(512)-440-8730
Bastrop State Park	14	3001 Hwy 21 East Bastrop, TX	(512)-321-2101
Best Western	60	107 Hunters Crossing Blvd, Bastrop, TX 78602	(512) 321-0900
Budget Inn	15	506 Pecan St, Bastrop, TX 78602	(512) 321-6200
Buttonwood Row Bed & Breakfast	1	1402 Hill Street Bastrop, TX	(512)-321-2679
Comfort Suites	69	505 Agnes Street, Bastrop, TX 78602	(512) 321-3377
Days Inn	51	4102 Texas 71, Bastrop, TX 78602	(512) 321-1157
Hampton Inn	89	240 S Hasler Blvd, Bastrop, TX 78602	(512) 321-2898
Holiday Inn	56	491 Agnes, Bastrop, TX 78602	(512) 321-1900
Hyatt Regency Lost Pines	491	575 Hyatt Lost Pines Rd, Cedar Creek, TX 78612	(512)-308-1234
Morris Mansion	4	1508 Church St, Bastrop, TX 78602	(512) 321-5558
Pecan Street Inn	4	1010 Pecan St, Bastrop, TX 78602	(512) 321-3315
Quality Inn	40	106 Hasler Blvd, Bastrop, TX 78602	(512) 321-3303
Super 8	37	3110 TX-71, Bastrop, TX 78602	(512) 321-6000
Tropicana Motel	31	West, 105 TX-71, Bastrop, TX 78602	(512) 321-2526
The Weathered Door Bed & Breakfast	1	605 Water St, Bastrop, TX 78602	(512) 626-1191