



CITY OF BANDERA

511 Main St. • PO Box 896 • Bandera, Texas 78003 • P: (830) 796-3765 • F: (830) 796-4247

Dear City of Bandera HOT (Hotel Occupancy Tax) Funding Program Applicants:

The City Council is now accepting applications for Fiscal Year 2024-2025 Hotel Occupancy Tax (HOT) Funding Program. Please see the attached *Hotel Occupancy Tax Funds Application*.

These forms are available online on the City of Bandera website at <https://www.banderatx.gov/administration/page/hotel-occupancy>.

Chapter 351 of the Texas Tax Code authorizes municipalities to collect hotel occupancy taxes on a person who pays for the use or possession of a room in a hotel. Municipalities may use the revenue from the hotel occupancy tax to promote tourism and the hotel industry. The City of Bandera HOT Funding Program aims to promote and cultivate the City's tourism by funding activities that support and enhance the local tourism industry. This program utilizes the HOT revenue to finance projects and events that attract visitors to Bandera, thereby stimulating the local economy.

Events conducted by your organization qualify for HOT funds if your event(s) promote tourism and the hotel industry. Applications for the HOT Funding Program are accepted on an annual basis from July 1 through August 31 of the current year funding cycle. Only approved activities and expenses that occur between October 1, 2023, and September 30, 2024, are eligible for the program.

Submit to: City of Bandera
511 Main St / PO Box 896 Bandera, TX 78003
-or-
Stephanie.biggs@banderatx.gov
830-522-3126

City Policy: The purpose of the City of Bandera HOT funding is to assist and support qualified events, not to be the major patron of the funds provided. It should be the intention of the applicant to become self-sustaining. If you are applying for multiple events, please submit a different application for each event.

City Council will review the applications annually and award grant money based on the following criteria:

- 1. Applications must be filled out completely to include disclosing other HOT funding received by other entities and current application(s) for any HOT funding from other entities.**



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- 2. All grants are awarded on a reimbursement basis with proper documentation.**
- 3. No more than 50% of the annual HOT budget will be awarded in grants. This may be spread across multiple applicants. However, one applicant may not receive more than 25% of the annual budget for HOT funds.**
- 4. Grants awards are always based on the monies available at the time of the award in September.**

The application will be reviewed and, if complete, will be placed on the agenda at a regularly scheduled City Council meeting in September. Qualified applicants will be asked to present their funding application to City Council. Applicants will be notified at least one week prior to the meeting of the time and place for the review. The City Council will make the final funding decision. **This funding opportunity is reimbursement only. No funding will be given out before the event takes place.**

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities ability to generate overnight visitors to Bandera.

Use of Revenues from Event: No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Bandera's funding of a particular event.



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Hotel Occupancy Tax Funds Application

Organization and Contact Information

Official organization name: _____

Mailing address: _____

Website for event or sponsoring entity: _____

Non-profit or for-profit status: _____ Tax ID Number: _____

Purpose of the organization: _____

Proposal Information

Does your event specifically and **directly** enhance and promote tourism in the City of Bandera **AND directly** promote the overnight accommodation industry in Bandera?

☐ Yes

☐ No

Does your event specifically limit the use of HOT funds to one or more of the following categories: (1) Advertising and conducting solicitations/promotional programs to attract tourists to the City of Bandera (2) Promotion of the arts (3) Historical preservation projects or activities, (4) Sporting Events?

☐ Yes

☐ No

If the answer to one of the above two questions is no, you are not eligible for HOT funds and need not continue.

How were the requested reimbursable funds used?

Why should your request be granted?



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Event Information

Name of event or project: _____

Date of event or project: _____

Primary location of event or project: _____

Name/title of officer authorized to act for entity: _____

Applicant/contact person: _____ Phone: _____

Select Category/Categories and Amount Requested

1. Advertising, Solicitations, and Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Amount requested under this category: \$ _____

2. Promotion of the Arts that Directly Enhance Tourism and the Hotel 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. 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms

Amount requested under this category: \$ _____

3. 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount requested under this category: \$ _____

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.

Amount requested under this category: \$ _____



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Total Amount requested: \$ _____

1. How many years have you held this event or project? _____
2. Estimated Attendance: _____
3. List the years that you have hosted your event or project and the amount of HOT funds assistance from the City of Bandera.

Month/Year Held

Assistance Amount

_____	\$ _____
_____	\$ _____
_____	\$ _____

4. Have you or will you receive HOT funds from Bandera County for this event:
☐ Yes ☐ No If yes, what was the amount? _____
5. What other organizations or government entities have you received financial support for your project?

6. Did you charge admission? ☐ Yes ☐ No If so, how much? \$ _____
7. Did your event or program revenue exceed expenditures? ☐ Yes ☐ No
If so, how will the profits be used? _____

8. Please list all promotional efforts and the amount committed:

Newspaper: \$ _____ Radio: \$ _____

TV: \$ _____ Other paid advertising: \$ _____

Number of press releases to media: _____

Other promotions: _____

9. Did you include a link to other sources on your promotional handouts and on your website for booking hotel nights during this event? ☐ Yes ☐ No



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10. What geographic areas did your advertising and promotion reach?

Attach the following to the application prior to submission:

- If you are a non-profit business, provide a copy of your agency's IRS tax-exempt certificate.
- Your organization's current budget approved by your organization's board.
- Provide receipts for promotional efforts and copies of promotional material.

Signature

Date