

Hotel Occupancy Tax (HOT) Grant Application

Organization Information

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: Non-Profit _____ Private/For Profit _____

Tax ID #: _____ Entity's Creation Date: _____

Purpose of your organization: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

How will the funds be used: _____

Primary Purpose of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs

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

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. Convention Center or Visitor Information Center: construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants; _____

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

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: 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 picture, 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 solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums; _____

Expenses including promotional 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 city or its vicinity. _____

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county?

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?

Questions for All Funding Requests:

How many years have you held this Event or Project: _____

Expected Attendance: _____

How many people attending the Event or Project will use _____ (fill in name of your city) hotels, motels or bed & breakfasts? _____

How many nights will they stay: _____

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

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

Please list other organization, government entities and grants that have offered financial support to your project: _____

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

Paid Advertising _____ Newspaper _____ Radio _____ TV _____

Press Releases to Media _____ Direct Mailing to out of town recipients _____

Other _____

What areas does your advertising and promotion reach:

What number of individuals will your proposed marketing reach that are located in another city or county?

(If a permanent facility (e.g. museum, visitor center)

Expected Attendance Monthly/Annually: _____ (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: _____)