

2022 HOTEL OCCUPANCY TAX FUNDING APPLICATION

Tourism Grant Program & Hotel Occupancy Tax Funding Guidelines

Mission: The League City Convention & Visitors Bureau Tourism Grant Program provides funding to enhance qualifying programs and events which will increase tourism and hotel/motel usage in League City.

State Law: By law of the State of Texas, the City of League City collects a Hotel Occupancy Tax (HOT) from hotels, short term rentals, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and enhance the convention and hotel industry. **Chapter 351 of the Tax Code states that the use of HOT fund is limited to:**

1. Convention Centers and Visitor Information Centers. The acquisition of sites for the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
2. Registration of Convention Delegates; the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. Advertising, solicitations, and promotions that directly promote tourism and the hotel and convention industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrations to the municipality or its vicinity;
4. Promotion of the arts that directly promote tourism and the hotel and convention industry: that the encouragement, promotion, improvement, and application of the arts, including the 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, and
5. 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.
6. 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.
7. Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
 1. The commercial center of the city;
 2. A convention center in the city
 3. Other hotels in or near the city; or
 4. Tourist attractions in or near the city.
8. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Eligibility and Priority for Hotel Tax Funds

The City of League City collects a Hotel Occupancy Tax (HOT) from hotels, motels, short term rentals, and bed & breakfasts. The use of HOT revenue is limited to expenditures that directly enhance and promote tourism and the convention and hotel industry. Priority will be given to those events and entities based on their ability to generate overnight visitors and tourism revenue to League City.

If an event, project, or program will not generate trackable hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of hotel room nights used during previous years of the same events;
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;

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- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and/or
- d) Providing examples of marketing programs and activities that are likely to generate and encourage overnight visitors to League city lodging properties.

City Policy & HOT Fund Grant Application Process- The City of League City accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted with the official application and supporting documents to the Convention & Visitors Bureau Manager. The HOT Advisory Board of the City of League City accepts applications from organizations and business throughout the fiscal year. The MAXIMUM amount of HOT funding per application for the fiscal year is \$10,000. Applicants who can't justify a request for the maximum amount stated are advised to request only an amount for which they may qualify.

1. To be considered for HOT funding, applicants must complete the application, include the required attachments; and deliver the complete application packet to the City of League City Convention and Visitors Bureau (CVB) Manager at least 45 days prior to the event or expenditure deadline.
2. Applications will be reviewed by the CVB Manager for completeness, and shared with the HOT Advisory Board for review, evaluation, and consideration at the earliest possible regularly scheduled meeting.
3. The applicant (or a suitable designee) will be notified one week prior to the Board meeting of the time and place to present their application. Applicants will be expected to present their application to the Board, and if approved, follow through with the approved expenditure and grant reimbursement process.
4. Requests approved by the HOT Advisory Board will be forwarded to the City Manager who will implement, or forward to City Council as appropriate. The applicant will be notified within a week from Board approval of the decision.

Use of Revenues from Event- A portion of the revenues from any event and/or project receiving any type of funding assistance from the Hotel Occupancy Tax funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

Applicants are on notice that, while the HOT Advisory Board makes recommendations based on estimated budgets and projects, documentation of how granted funds were spent must be actual costs supported by proofs of payment. The Post-Event Report and proofs of payment must show receipts that reflect actual monies paid. HOT funds will be paid based on proofs of payment. As a general rule, all funding requests should be fifty percent or less of the applicant's total projected revenue from the event/program. All applicants must submit complete financial statements including a profit/loss statement, income statement and balance sheet from the most current year pricing request. A proposed event or project budget including projected revenue and expenses, along with projected revenue and expenses from any previous years' events, must be submitted with application.

Funding- HOT Funding may be paid out in 50/50 Payments. 50% of an awarded HOT Grant may be paid prior to the event by submitting an invoice for the first half of the awarded amount to the CVB Manager after initial Board approval. The remaining 50% may be submitted for payment by invoice along with the Post-Event Report documentation. Applicants may choose to receive one full payment for the total amount of the awarded funding, which is payable after receipt of the completed approved Post-Event Report.

Vendor Registration must be on file with the City of League City to process payments. Complete vendor information is online at: <https://www.leaguecitytx.gov/3118/Vendor-Registration>. Invoices may be submitted to the City of League City for the appropriate amount by emailing the CVB Manager. Complete documentation and invoices will be submitted to the appropriate departments for approval and processing. Payment disbursements may take up to two weeks.

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Post-Event Report- The complete Post-Event Report is due within 60 days of the event/project/program completion. If the complete Post Event Report and final invoice is not submitted within 60 days or less from the event date, the entity approved for funding forfeits the additional remaining 50% payment.

All event expenditure items approved for HOT funding should be paid in full within 60 days after the event or project completion. Proof of payment for each item should be included with the Post Event Report. An invoice from the requestor to the City for the remaining amount of awarded funds should be submitted to the CVB Manager along with the complete Post-Event Report documentation.

Follow-up Presentation- Upon completion of a HOT funded event, a designated representative will be expected to attend the HOT Advisory Board meeting to present a Follow-up Report on items such as visitor attendance and event impact. Please include tracking evidence from event surveys and information on the number of visitors and overnight stays due to the event. Any future consideration of funding from the City of League City is dependent on the organization providing a report on the use and outcomes from prior funding by the City of League City.

Cancellation/Force Majeure- If said event is cancelled or does not occur, unless due to natural disaster or emergency (ie: hurricane, tornado, fire, flood, health crisis according to the CDC); the organization is required to return monies already paid to the City of League City within 60 days of the original event date.

City Communication, Promotions- League City's Communication Department has valuable resources for event promotions. Approved applicants should collaborate with the CVB to determine and plan efforts for cooperative promotions and in-kind marketing support. At the City's request, it may retain approval rights for advertising and marketing copy regarding appropriate representation of the City of League City and local lodging no less than one (1) week before the ad or publication's print deadline.

Hotel Listing, Visitor Information- In event promotion and communications, where appropriate for trip planning, the applicant must list all League City hotels, and their current booking information (address, phone number, website). All League City hoteliers must be made aware of the event and have sufficient time to participate in the bidding process for both primary room bookings and overflow.

Branding- Any promotional materials (brochure website, advertisements, event sponsor signage, etc.) using HOT funds must include the League City logo and www.visitleaguecity.com website as appropriate. Contact the CVB Manager or City Communication Office for the correct version of the brand to use for each promotional item.

Partnerships- The City encourages all event organizers to consider partnership agreements with other applicants to promote programs and events. Cooperation between entities can result in more effective use of funds and a list of entities are available from the CVB upon request.

Use of Local Vendors- All event organizers are encouraged to patronize League City businesses for food, supplies, materials, printing, etc. A list of local vendors is available upon request.

Supplemental Information - Submit the following documents along with your application:

- Samples of advertising planned and copies of any marketing from previous event
- Schedule of activities or events relating to the proposed event/project
- Post-Event Report if this is a repeat event/program previously funded by League City HOT Grant
- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable

I. ORGANIZATION INFORMATION

Official Name of Organization

Date of Submission

Contact Person

Email

Address

Phone

Website Address

Social Media (Facebook, Twitter, Instagram)

Is your organization: Non-Profit

Private/For Profit

Organizational Mission and Purpose:

The following required documents must be submitted with application:

- Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- Your organization's budget for the current year
- Copy of 501-C3 Internal Revenue Service documentation letter, if applicable
- FEIN / Tax ID#: _____
- Schedule of activities or events relating to the proposed event/project
- Samples of advertising planned, and/or copies marketing from previous event

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II. EVENT/PROJECT/PROGRAM INFORMATION

Host Organization

Event/Project/Program Name

Primary Location of Event/Program

Date

Event Time(s) - Start & End

Due Date for 60-day Post-Event Report

Total Amount of HOT Funds Requested: _____

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

Expected Attendance: _____

Primary Purpose of Funded Event/Program/Activity/Facility:

How many people attending the Event or Project will use League City Hotels? _____

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

If no room block has been established, contact the following League City hotels to establish availability, room blocks, and room rates:

1. Candlewood Suites: 2350 Gulf Freeway S., Kalpesh Patel, 281-534-9848, Kalpesh.Patel2@hilton.com
2. Fairfield Inn & Suites by Marriott: 1144 Pinnacle Park Dr., Donia Blossom, 832-221-7998, doniab@lbaproperties.com
3. Hampton Inn: 2320 Gulf Freeway S., Kalpesh Patel, 281-614-5437, Kalpesh.Patel2@hilton.com
4. South Shore Harbour Resort & Conference Center: 2500 South Shore Blvd., Bridget Bear, 281-334-1000 (ext 2028), bbear@sshr.com
5. Scottish Inn - 102 Hobbs Rd., Nick Patel, 281-338-0800, nickpatel9597@yahoo.com

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_____ I understand that in the Post-Event Report hotel room nights must be confirmed in writing by the designated hotel representative above for the event to receive credit for those roomnights.

If no room block is established, how will you measure the impact of your event on area hotel activity?

List other years (over the last three years) that you have hosted your Event or Project with the amount of assistance given from League City HOT Funds, attendance, and the number hotel rooms used.

Month/Year Held	Assistance Amount	# of Hotel Rooms Used	Attendance #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Methods used to determine attendance: (i.e. crowd estimates, ticket sales, registrations, sign-in sheet, etc.)

What percentage of your event/program attendees are estimated to be nonlocal visitors? _____ %

What percentage of your event/program attendees are local? _____ %

List any other organizations, government entities or grant funding support for this event/project:

How will HOT Funds be used if awarded?

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Will the event charge admission? _____

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?

List Event Sponsors/Co-Sponsors:

Total Event Budget: _____

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 HOT for the Funded Event/Program/Activity
- _____ Percentage of **staff costs** covered by HOT for the funded Event/Program/Activity

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

III. ADVERTISING AND PROMOTIONAL ACTIVITIES

Please check all the promotional efforts your organization is coordinating and list the amount financially committed to each:

- Newspapers/Magazine \$ _____
- Website \$ _____
- Social Media \$ _____
- Internet \$ _____
- Television \$ _____
- Radio \$ _____
- Email/Direct Mail \$ _____
- Other Paid Advertising: _____ \$ _____

Will you include a link to the CVB or other source on your promotional handouts and on your website for booking hotel nights during this event? _____

Will you include the League City logo on sponsorship signage and promotions? _____

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Will you submit press releases about the event? _____

Who is responsible for writing and distributing press releases? Contact: _____

Phone: _____ Email: _____

What geographic area does your advertising target?

How many individuals located in another city or county will your proposed marketing reach?

IV. CERTIFICATION

I have read the City of League City's Local Hotel Occupancy Tax (HOT) use guidelines and fully understand the local HOT funding application process and rules governing the proper use of hotel occupancy tax. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of League City in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside the City of League City.

I certify 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 League City must be expended as I have represented in this application and according to any requirements set by the City of League City Council, and according to the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of League City, said funds will be returned to the City of League City within ten (10) days from the date the City of League City demands such.

Business/Organization Name

Date

Applicant's Signature

Applicant's Printed Name

Submit Application to:

City of League City, Attn: CVB Manager
300 West Walker St. League City, TX 77573
Email: stephanie.polk@leaguecitytx.gov