

City of Hutto
Downtown & Tourism Department



HOT Funding Application
FY 2016-2017

**401 W. Front Street
Hutto, Texas 78634
512-759-4029**

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Dear Prospective Applicant:

Attached is a copy of the application for Hotel Occupancy Tax funding for your 2016-17 special event or public art project. It is with great pride that the City of Hutto 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 – May 31, 2016
- Review & Selection of funding – July - September 2016
- Recommendation to City Council – before September 30, 2016
- Disbursement of Funds – Reimbursed within 30 days following event

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 forward to the City of Hutto Downtown Tourism Department at 401 W. Front Street, Hutto, Texas 78634.

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

A handwritten signature in blue ink that reads 'Kim McAuliffe'.

Kim McAuliffe
Downtown & Tourism Manager

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 Hutto. 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 Hutto will review the applications and makes recommendations to the city council on the portion of the tourism 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 Hutto and, the event must take place within Hutto city limits.

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 Hutto 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 Hutto.
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 Hutto.
3. The applicant must ensure that all Hutto 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 Hutto 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 Downtown & Tourism Manager must approve the final advertising copy for appropriate representation of the City of Hutto 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 Hutto brand/logo with the visithutto.com website below the logo. Also, any event sponsor signage is required to include the appropriate Hutto logo.**

(Contact the City of Hutto, 512-759-4029 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 the next 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 Post Event Analysis and Reimbursement 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:

Kim McAuliffe
City of Hutto, Downtown & Tourism Dept.
401 W. Front Street
Hutto, Texas 78634

If the Post Event Analysis and the final accounting of room nights are not received by the due date, the Downtown & Tourism Manager 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 Hutto 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 Kim McAuliffe, at 512-759-4029 or via e-mail at kim.mcauliffe@huttotx.gov.

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 Hutto

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.

Local Hotel Occupancy Tax (HOT) Use Guidelines HOT Grant Application

Organization/Business Information

Today's Date: _____ Event Date: _____

Name of Organization/Business: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____ Email: _____

Status of organization: Non-Profit ___ Private/For Profit _____ Govt. Agency ___

Tax ID #: _____

Purpose of your organization/business:

Event or Expenditure Description

Please answer all items that apply to your request.

Name of your event/expenditure: _____

Website address of your event/expenditure: _____

Date(s) of event/expenditure: _____

How will the funds be used to promote hotels and overnight stay(s) in Hutto?

List other means of financial support including in-kind support

| Name | Amount to receive |
|------|-------------------|
|------|-------------------|

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Primary location of event/expenditure: _____

Number of total persons expected to attend this event/expenditure: _____

Number of persons expected to visit event or expenditure monthly/yearly: _____

Approximate number of people attending/visiting event or expenditure will stay overnight in local hotels or bed & breakfasts? _____

List host hotel or hotels that currently have a block of rooms for this event:

| Hotel | # of Rooms Blocked | Room Rate |
|--------------|---------------------------|------------------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Required Attachments:

Check all documents that are attached along with the application

- ___ P&L from previous year's program
- ___ Projected budget for entire program
- ___ Itemized, detailed list of expenditures relevant for HOT revenue use
- ___ Advertising/Marketing Plan, including target audience
- ___ List of Board of Directors with contact phone numbers
- ___ Event planning timeline, if applicable
- ___ Schedule of activities relating to your event/expenditure
- ___ Copy of Tax Exempt certificate
- ___ Copy of previous year finances upon request

Funding Request Decision

Amount Requested: _____

Amount granted in past for same event or expenditure: _____

Which Expenditure Category from page 6 is most relevant to your project/event?

City of Hutto



HOT Funding Agreement Form

I fully understand the HOT Funding Application process, rules governing the application and the process established by the City Council. I intend to use this grant for the aforementioned event to forward the efforts of the City of Hutto in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside Hutto into the city.

_____initial

I have read the HOT Fund Grant Application process including the rules governing the application and the reimbursement process.

_____initial

I understand that if I am awarded HOT Funding by the City, any deviation from the approved project or from the rules governing the application may result in the partial or total withdrawal of the HOT Fund Grant.

_____initial

I understand all the records that relate to the use of the HOT funds shall be kept by _____, subject to Chapter 351 of the Texas Tax Code as amended and Chapter 552 of the Texas Government Code as amended. Records of _____ concerning HOT Funds are public and the City shall, upon written request, have the right to inspect and or obtain all books and records pertaining to the fulfillment of this Agreement.

_____initial

I understand that the City may terminate this Agreement by giving the other party notice in writing of such termination sixty (60) days in advance. Any municipal hotel occupancy tax proceeds, not used, shall revert to the City upon the termination of this Agreement.

_____initial

Business/Organization Name _____

Applicant's Signature _____ **Date** _____

Post Event Analysis

Event Information

| |
|---------------|
| Event Name |
| Event Date(s) |

Event Expected and/or 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 place for the event. <i>Attach a copy of each ad and the name of the publication.</i> | |
|---|--|

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, supporting documentation and check (if applicable) to the City of Hutto Downtown & Tourism Department, 401 W. Front Street, Hutto, TX 78634. If you have any questions, please contact Kim McAuliffe at 512-759-4029.

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.

Hutto Lodging Accommodations

| Name/URL | Units | Location | Phone |
|--------------------------------|-------|---|------------------------------|
| Hampton Inn and Suites | 72 | 327 Ed Schmidt Blvd. Hutto, TX 78634 | 512.846.2992 |
| Holiday Inn Express and Suites | 60 | 323 Ed Schmidt Blvd. Hutto, TX 78634 | 512.846.1168 888.465.4329 |