



City of Kilgore
Hotel Occupancy Tax Fund
Project/Event Grant Application Packet

2015-2016

NAME OF EVENT/ORGANIZATION REQUESTING FUNDS:

Overview of the Application Process

This packet establishes guidelines which apply universally to all events requesting funds from the City of Kilgore in regards to financial support from the City Hotel Occupancy Tax (HOT) Fund.

The HOT Advisory Board will review the application and make recommendations to the City of Kilgore City Council regarding approval or denial of the request and give additional comments as to the size of the financial funding request based on estimated economic impact relevant to the request, as well as taking into consideration the need for local community economic impact relevant to the community calendar. The HOT Advisory Board will work with the applicant to ensure that all necessary documentation is included when presenting to the City of Kilgore City Council. The City of Kilgore City Council will make the final decision on funding the event and at what level.

Use Guidelines And Reimbursement Process:

In order to be eligible for HOT fund reimbursement:

1. The event must take place within the City of Kilgore.
2. The applicant must present reasonable evidence that the event will directly promote tourism AND impact the hotel/convention business in the City of Kilgore.
3. Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Kilgore who are likely to stay overnight in Kilgore.
4. Recipients must enter into a formal Funding Agreement with the City of Kilgore for Hotel Occupancy Tax (HOT) Funds following the award process.
5. Recipients must attend and participate in a marketing workshop which will be coordinated by Tourism staff at the Chamber of Commerce. The purpose of this workshop is to encourage recipients to identify opportunities to coordinate marketing efforts with other HOT fund recipients, wherever and whenever possible.
6. Recipients must ensure that all printed and digital HOT funded marketing materials for their event(s) include any required branding material/slogans/taglines/ images as recommended and approved by the HOT Advisory Board.
7. The City of Kilgore reserves the right to determine how funds will be dispensed to entities throughout the fiscal year: annually, quarterly, or monthly.
8. The City of Kilgore reserves the right to require that **partial** or **all** funding be reimbursed by the HOT Fund recipient to the city, should the recipient not meet the requirements of said Funding Agreement or other provisions of State law.
9. The City of Kilgore reserves the absolute and ongoing right to conduct an audit of any entity receiving HOT Funds in order to ensure correct use of HOT Funds.

The Post-Event Process:

A Post Event Analysis must be completed following completion of the event and will include all of the items outlined in the application, including samples of advertisements produced with the use of HOT funds. If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Kilgore reserves the right to reject any future application by the organization and to request reimbursement of partial or all HOT Funding.

It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Kilgore lodging properties in relation to their event. It is strongly recommended to work with the local 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 HOT Advisory Board and/or the City of Kilgore.

A hotel list has been included in this packet for your reference in coordinating room blocks and/or directing people to overnight accommodations. Please note that room nights generated in other surrounding areas will not be credited to your event.

It is extremely important that applications be filled out completely and accurately.

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)

_____ 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) advertising, solicitations and promotions that attract tourists and convention delegates to City of Kilgore

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).

(3) 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) signage for tourism related facilities

(7) 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 has 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.

_____ Applicant has attached a copy of the marketing plan for advertising including (1) venue for advertising; what medium (magazine, newspaper, radio etc.); (2) rate card/sheet for said venue (3) expected run date or issue.

Please note: All items must be completed before the application can be submitted.

Event Support Application

Organization/Business Information

Today's Date:

Event Date(s):

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 directly enhance and promote tourism AND the hotel and convention industry in the City of Kilgore?

List other means of financial support including in-kind support

Name Amount to receive

Primary location of event/expenditure: Kilgore

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, motels or bed & breakfasts?

**List host hotel or hotels that currently have a block of rooms for this event:
Organization must provide proof of listing or link of hotels on advertising and website.**

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, if applicable
- _____ Copy of previous year's finances upon request

Funding Request Overview

Amount Requested:

Amount Granted In Past For Same Event Or Expenditure: \$

Which Expenditure Category From Page 5 Is Most Relevant To Your Project/Event?

HOT Tax Fund Grant Agreement Form

Please return completed application with necessary attachments and signature to the City of Kilgore HOT Advisory Board located at 815 N. Kilgore St., Kilgore, Texas 75662 no later than 60 days prior to event or project.

I have read the HOT Tax Fund Grant Application Process including the Use Guidelines and Reimbursement Process.

I intend to use this grant for the aforementioned event/project to forward the efforts of the City of Kilgore in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors and hotel guests from outside City of Kilgore into the city.

I understand that if I am awarded a HOT Fund Grant, 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 or a requirement to refund any and all funds received.

Business/Organization Name:

Applicant's Signature _____ ***Date*** _____

HOT Advisory Board Staff Recommendation

HOT Advisory Board *Staff Representative Recommended Grant Amount:* \$

Date of Payment:

Conditions of Grant:

City of Kilgore Approval

Signature:

Date:

City of Kilgore Designee:

Post Event Analysis

This Form Must Be Completed And Returned To The City of Kilgore HOT Advisory Board No Later Than 30 Days Following Your Event Along With All Proof Of Advertising And Hotel Room Night Pick Ups.

Event Information

Event Name:

Event Dates:

Event Expected And/Or Final Outcome

Attendance:

Hotel Room Nights (Subject to Audit):

The above accounting of our Special Project/Event is accurate and true to the best of my knowledge.

Authorized Signature

Date

Printed Name

Title/Responsibility

Return this form, supporting documentation and check (if applicable) to:

**City of Kilgore
HOT Advisory Board
815 N. Kilgore Street
Kilgore, Texas 75662**