August 7, 2015

Re: Hotel Occupancy Tax Grants

Applicants,

Please note this year the City of Vidor has a revised application required of anyone seeking an award of Hotel Occupancy Tax (HOT) grants. HOT grants are to directly promote the hotel and tourist industries in the City of Vidor. Applicants are required to complete the four page application, and are welcome to submit any additional, relative information regarding their request. Previous forms of the application will not be accepted.

Applications must be submitted to Vidor City Hall, 1395 North Main Street, Vidor, Texas no later than 5 pm on Thursday, August 27, 2015. The Vidor City Council will have a special called meeting at Vidor City Hall on Thursday, September 3, 2015 at 7 pm to consider the applications. During this meeting, each applicant will be allowed one representative to present the merits of their application. While a presentation is not required, it is recommended.

Presentations will be limited to three to five minutes, depending on the number of applications. Any questions from the City Council, along with the answers to those questions, will be in addition to the 3-5 minute presentation. The order of the presentations will be pre-determined by a random drawing conducted by the City staff.

For further information, feel free to contact Mike Kunst at 409-769-5473, extension 140 or mkunst@cityofvidor.com.

Mike Kunst
City Manager
HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the City of Vidor collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. Chapter 352 of the Tax Code states that the use of HOT funds is limited to:

i) Convention Centers and Visitor Information Centers: 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;

ii) Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

iii) 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 registrants to the municipality or its vicinity;

iv) Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: that 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms, and

v) 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.

vi) 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 who substantially increase economic activity at hotels and motels within the county.

vii) Certain Portions of Sporting Facilities: Expenses for a certain percentage of a facilities patrons that are directly contributing to increased local hotel activity.

viii) Shuttle Services for Convention Activities: Shuttle services for an event is an eligible expense provided the shuttle services begins or terminates at a local hotel facility.

Supplemental Information To Include With Application: Along with the application, if available, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project

Submit to: Mike Kunst, City Manager
1395 North Main St., Vidor, Texas 77662
409-769-5473
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 county.

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;

Expense 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 county.

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 Vidor 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:

<table>
<thead>
<tr>
<th>City</th>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
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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: __________________________