



City of Coleman
Hotel Occupancy Tax Revenue Advisory Board
Application for HOT Funds

Date of Application: _____

Organization Information

Name of Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone Number: _____

Website for Event or Sponsoring Entity: _____

Non-Profit Tax ID#: _____

For Profit

Entity's Creation Date: _____

Please describe the purpose of your organization:

Event Information

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

Percentage of total **Event Costs** Covered by HOT Funds: _____%

Percentage of total **Facility Costs** Covered by HOT Funds: _____%

Percentage of total **Staff Costs** Covered by HOT Funds: _____%

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

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

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

Amount requested under this category: \$ _____

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

Amount requested under this category: \$ _____

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

Amount requested under this category: \$ _____

d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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.

Amount requested under this category: \$ _____

e) 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.

Amount requested under this category: \$ _____

f) 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.

Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) 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; and 4) tourist attractions in or near the city.

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to? _____

Will members of the general public (non-tourists) be riding on this transportation?
Yes _____ or No _____

What percentage of the ridership will be local citizens? _____%

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

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

Expected Attendance: _____

How many people attending the Event or Project will use City of Coleman hotels? _____

Number of nights will they stay: _____

Do you reserve a room block for this event at an area hotel? _____

If so, for how many rooms and at which hotels? _____

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:

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

How will you measure the impact of your event on area hotel activity (e.g. room block, usage information, survey of hoteliers, etc.)?

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

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?

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

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media: _____

Number of Direct Mailings to out-of-town recipients: _____

Other Promotions

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes _____ No _____

Will you negotiate a special rate or hotel/event package to attract overnight stays? If so, please describe.

What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

What geographic areas does your advertising and promotion reach: How many individuals will your proposed marketing reach who are located in another city or county?

If the funding requested is related to a permanent facility (e.g. museum, visitor center):
Expected Attendance Monthly/Annually: _____

Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Please Submit completed application no later than the 15th of the Month to:

City of Coleman Hotel Occupancy Tax Revenue Advisory Board
Attention: Office of the City Manager
Post Office Box 592
200 Liveoak, Coleman, Texas 76834
Email: karen.langley@cityofcolemantx.us