

**PRESS RELEASE  
CITY OF COLEMAN  
OFFICE OF THE CITY MANAGER  
January 27, 2020**

**For Immediate Release**

City of Coleman Hotel Occupancy Tax Revenue Advisory Board now accepting  
applications for HOT Funds

The City of Coleman collects Hotel Occupancy Tax Funds, from hotels, bed & breakfasts and other lodging facilities located within the city limits. The revenue from these H.O.T. funds is used to promote tourism and the hotel and convention industry.

The H.O.T. Fund Advisory Board reviews applications for funding, making recommendations to the City Council for project funding based upon a strict two-part test.

#1: Every expenditure must directly enhance and promote tourism and the convention and hotel industry.

#2: Every expenditure must clearly fit into one of the nine statutorily provided categories.

The categories for expenditure of the hotel occupancy tax are as follows:

1. Funding the establishment, improvement or maintenance of a convention center or visitor information center, or both.
2. Paying the administrative costs for facilitating convention registration.
3. Paying for advertising, solicitations and promotions that attract tourists and convention delegates to the city or its vicinity.
4. Expenditures that promote 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. Funding historical restoration or preservation programs. This funding may be used primarily in two ways. First, to enhance historical restoration and preservation projects. Second, for activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Either of those uses must be for activities, programs or events that are likely to attract tourists and hotel guests (limited to 15% of total funds).
6. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million. This sporting event must include mostly participants from out of town.

7. Enhancing or upgrading existing sports facilities or sports fields (only in certain cities and not applicable to Coleman).
8. Funding transportation systems for tourists.
9. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

There is an application process to receive H.O.T. funds. If you believe that your project meets the two-part test, fill out the application located on our web-site at [www.cityofcolemantx.us](http://www.cityofcolemantx.us) and submit to the City of Coleman H.O.T. Revenue Advisory Board no later than the 15<sup>th</sup> of the month for consideration. Applications will be considered at the regular meeting to be held on the fourth Monday of every month at 5:30 p.m. Priority will be given to those events and entities based on their ability to generate overnight visitors to the City of Coleman, coupled with a consideration of the most efficient use of the hotel occupancy funds.

For more information about H.O.T. funding, or to request a copy of the application, please contact Karen Langley, City Secretary at 325-625-4116.