



Application for City of Wimberley HOT Funds

Instructions: Type or print clearly. If not enough space is provided please attach additional pages.

Organization/Group/Facility Information

Organization/Group/Facility Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Website Address for Event or Organization: _____

Non-Profit or For-Profit Status: _____

Federal Employer Identification Number (FEIN) (If available) _____

Purpose/Mission of Organization: _____

General Event/Program Information

Name of event/program to be funded: _____

Primary location of event/program: _____

Date of event/program: _____ Expected attendance: _____

How many times have you held this event/program? _____

If the funding requested is for a permanent facility rather than a specific event (e.g. museum, visitor center, convention facility), please complete this section:

Anticipated number of visitors/attendance monthly/annually: _____

Number of those visitors/attendance who are staying in Wimberley lodging: _____

For each of the last three times the event/program has been held, list the year held, the number of attendees and the method of determining attendance (crowd estimates, ticket sales, sign-in sheet, etc.

Year Held	Number of Attendees	Methodology
_____	_____	_____
_____	_____	_____
_____	_____	_____

Identify the HOT category for which the event/program will benefit (refer to Page 1): _____

What is the primary purpose of the event/program for which this application applies? _____

Funding Request

Total Event/Program Budget: \$ _____ Total Amount Requested: \$ _____

Percentage of total event or program cost to be covered by the requested HOT funds: _____%

How will the funds be used? _____

Advertising and Promotional Activities

Please indicate all the promotional efforts your organization is coordinating:

_____ Newspaper _____ Radio _____ TV
_____ Internet _____ Social Media _____ Email
_____ Other

Will you submit press releases about the event/program? _____ Yes _____ No

If so, list the number of releases plus targeted media outlets. _____

What geographic area does your advertising and promotion reach? _____

Projected Promotions and Tourism Benefits

Over the last three times your event/program was held, how much HOT fund assistance did your organization receive and how many hotel rooms were occupied as a result?

Month/Year	Assistance Amount	Number of Occupied Rooms
_____	_____	_____
_____	_____	_____
_____	_____	_____

How many people attending this event/program are expected to stay in Wimberley hotels? _____

How many nights will they stay? _____

What is the estimated Primary ROI for this event/program? _____

What is the estimated Secondary ROI for this event/program? _____

How will you measure the impact of this event on Wimberley hotel activity? _____

Please list other organizations, government entities and grants that have offered financial support to your event/program. _____

REQUIRED Supplemental Information and Documentation

Please attach the following to the application prior to submission:

- Proposed marketing plan for the event/program for which funds are being requested.
- Schedule of activities relating to the event/program.
- Current budget for the event/program.
- Documentation demonstrating the potential to generate overnight guests such as historical information or surveys on the number of hotel rooms resulted from previous years of the same event/program.
- Source and verification of the 30 percent of funding you are contributing toward the event/program.

Please sign and initial where indicated below acknowledging that the information provided in this application is true and correct. By signing below, you also agree that you and your organization will be held responsible for compliance with all HOT funding guidelines, requirements and remedies.

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 Wimberley in directly enhancing and promoting tourism and the hotel industry by attracting visitors from outside Wimberley into the city.

_____ Initial

I have read the HOT Funding 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 HOT grant funds.

_____ Initial

I understand that all the records that relate to the use of HOT funds shall be kept by _____ (Organization), subject to Chapter 351 of the Texas Tax Code as amended and Chapter 552 of the Texas Government Code as amended. Records of _____ (Organization) 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 days in advance. Any municipal hotel occupancy tax proceeds, not used, shall revert to the city upon the termination of this Agreement.

_____ Initial

Authorized Signature

Date

Print Name

Title and Organization

Applications may be submitted by mail, email or in person to:

City of Wimberley
P.O. Box 2027
Wimberley, Texas 78676

Email: dferguson@cityofwimberley.com