



## City of Wimberley

# Hotel Occupancy Tax Funding Information & Application Wimberley, Texas

### Hotel Occupancy Tax

Under the laws of the State of Texas, the City of Wimberley collects a hotel occupancy tax (HOT) from all lodging facilities located within the city limits and its extraterritorial jurisdiction (ETJ). Revenue from the City's HOT may be used only to promote the overnight tourism and lodging industry, and that use is limited to the following:

1. **Convention Centers and Visitor 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.
2. **Registration of Convention Delegates:** the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.
3. **Advertising, Solicitation and Promotions:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
4. **Promotion of the Arts:** 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibitions of these major art forms.

5. **Historical Restoration and Preservation:** 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, museums or exhibits.
6. **Sporting Event Expense:** funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
7. **Sporting Facilities:** enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
8. **Transportation of Tourists:** funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
  - a. the commercial center of the city
  - b. a convention center in the city
  - c. other hotels in or near the city
  - d. tourist attractions in or near the city
9. **Directional Signage:** signage directing the public to sights and attractions that are frequently visited within the municipality.



## Application for City of Wimberley HOT Funds

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

<b>Tell Us About You</b>	
<b>Your Name:</b>	
<b>Your Phone Number:</b>	
<b>Your Email:</b>	
<b>Organization Name:</b>	
<b>Organization Type:</b>	<b>Individual:</b> <b>Non-Profit:</b> <b>For-Profit:</b>
<b>Brief organization purpose and creation date, if less than one year old</b>	<b>Date:</b> <b>Purpose:</b>
<b>Employer Tax ID Number:</b>	
<b>Mailing Address:</b>	<b>Street or PO Box:</b>
	<b>City:</b> <b>State:</b> <b>Zip:</b>
<b>Website:</b>	

<b>Tell Us About Your Proposal</b>	
<b>Proposal Name:</b>	
<b>Type of Proposal (check one):</b>	<b>Recurring Expenditure (such as advertising):</b> ____ <b>(or) Individual Event:</b> ____
<b>Which of the nine categories of permissible expenditures does the proposal fall under (more than one category can be selected). Explain how the proposal fits into the selected category(s).</b>	<b>Category #:</b>
<b>Will your proposal attract visitors from 51 or more miles away?</b>	<b>Yes:</b> ____ <b>No:</b> ____
<b>Is this the first instance of your proposal or has it operated in prior years?</b>	<b>First Instance:</b> ____ <b>Operated in prior years:</b> ____

Discuss the risks of your proposal being effective and how you are planning for mitigation of such risks.	Risks:
<u>For recurring expenditure projects only</u> : Fully describe the recurring expenditure project. Add additional sheet(s) if needed.	Description:
<u>For an event</u> , describe the event in full detail including, but not limited to, number of anticipated participants, number of anticipated days of the event, location of the event, etc. Note that events which yield increased off season and especially weekday lodging occupancy are prioritized for approval. Add additional sheet(s) if needed.	Description:
<b>Tell Us About Your Funding Request</b>	
How much HOT funding are you requesting?	Funding request \$:
Total funding needed for the event or one-year recurring expenditure	Total Funding \$:
If HOT funding is not fully paying for your proposal, explain your additional funding sources	Additional funding discussion:
Timing of funds disbursement required	Timing:
<b>Tell Us About Your Marketing Plans</b>	
What type of tourism are you targeting?	Leisure: Business: Event:
List the Marketing vehicles you will be using, including timing. Attach additional sheets if necessary.	List:
How much of the HOT Funding requested will be spent on advertising?	Advertising \$:
When will your marketing efforts start and end?	Marketing start date: Marketing end date:
Describe how you will you work with lodging owners to promote your event?	Describe:

**Review the applicable state regulations.** Explain how the project meets the statutory test of promoting overnight occupancy in the City of Wimberley and/or the associated Extraterritorial Jurisdiction.

Funding approved expenditures: The most important aspect of funding is to make sure that all funds are properly spent on the approved project or program. The successful applicant must collect and maintain receipts of all spending. Initially, the applicant will receive up to half of the approved amount and when the applicant can evidence that these funds have been properly disbursed, the remainder of the funds will be disbursed. If the applicant believes owing to timing or other issues, funds must be made available on a different time schedule, the special circumstance must be explained below.

Any funds which were disbursed to the applicant but were not spent on the project must be returned to the City.



## **City of Wimberley HOT Funds Final Report Form**

Date:

Applicant/Organization Name:

Contact Person Name/Phone/Email:

Amount Received:

Any amount returned to the City because of it not having been spent:

Specify how the funds were used to meet the criteria described in the Texas State Law. Describe the effects on lodging occupancy, as it can best be estimated. Make any other comments about the project or program that will help in evaluating similar or future projects, and attach supporting documents such as receipts, examples/locations of the advertisements, visitor counts at the event, etc.