

## **CITY OF WIMBERLEY**

### **2024/2025 Hotel Occupancy Tax (HOT) Fund Grant**

By ordinance, the City of Wimberley has approved that a portion of the fund generated by the local hotel occupancy tax (HOT) be dedicated to support convention and tourism centers, promotional and tourist advertising of the City, promotion of the arts, historical preservation and program support for events and activities that attract tourists to the City of Wimberley.

#### **1. Use Of HOT Funds**

Municipal hotel occupancy taxes are primarily governed by Chapter 351 of the Texas Tax Code and in the case of Wimberley are typically paid by guests staying at lodging facilities in and around Wimberley. Funds are generated because of a person paying for the use or possession, or for the right to the use or possession, of a room in a hotel, motel or bed and breakfast, with a cost of \$2 or more each day, that is ordinarily used for sleeping, not on a permanent basis.

There is a **two-part test** for every expenditure of local Hotel Occupancy Taxes.

**Criteria # 1** Every expenditure must DIRECTLY enhance and promote OVERNIGHT tourism AND the convention and hotel industry.

**Criteria # 2** Every expenditure MUST clearly fit into one of eleven statutorily provided categories. The eleven categories for expenditure of the hotel occupancy tax in Wimberley are as follows:

1. Funding the establishment, improvement or maintenance of a convention center or visitor information
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. (limited to 15% of total funds).
5. Funding historical restoration or preservation programs. Funding may be used to enhance historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage

tourists and convention delegates to visit preserved historic sites or museums that are likely to attract tourists and hotel guests.

6. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
7. Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
8. Funding transportation systems for tourists from hotels to attractions.
9. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.
10. Dark sky, these funds can be applied to the cost of construction and maintenance of related infrastructure and the purchase and installation of hardware that reduces "light pollution" and "sky glow."
11. Promotional and event expenses of an ecological tourism event if the majority of the event's participants are tourists, and if the event substantially increases economic activity at area hotels.

## **2. Review Process**

The Wimberley City Council approved the Wimberley Hotel Occupancy Tax Advisory Committee (HOTAC) to be a permanent committee, appointed by Wimberley City Council, for the main purpose of providing HOT fund recommendations to the Wimberley City Council.

The HOTAC reviews all acceptable applications from individuals, groups and organizations applying for HOT funding reimbursement for an event, project, etc.

An acceptable application is one that is 1) complete, 2) relates to an expenditure incurred in the same fiscal year as the submission date of a funding application, and 3) meets the above stated criteria requirements with respect to the City of Wimberley. Each individual or group with an acceptable application may be scheduled for a date and time to present a funding request to the committee. At the presentation, the committee may ask questions and seek clarification. A formal presentation is encouraged; however, it is not required. HOTAC will endeavor to make funding recommendations within 30 days of the applicable presentation. Notification of the funding recommendations will be emailed to all applicants. HOTAC recommendations will be made upon the approval of a majority of voting HOTAC members, each of whom may vote to approve in his or her discretion. Funding recommendations may suggest funding amounts of less than the amount requested. An applicant may appeal any funding recommendation or denial by submitting a written request to [mwoods@cityofwimberley.com](mailto:mwoods@cityofwimberley.com). An appeal date will then be set for a second presentation within 30 days of such written request. After all appeal

hearings, applicants will be notified by email of the HOTAC's final recommendations within 30 days of such hearing.

The HOTAC will present all the recommended applications and funding amounts to the Wimberley City Council, and the Wimberley City Council will endeavor to promptly consider and approve or deny all such recommendations thereafter. Any organization that owes tax dollars or other funds to the City of Wimberley will not receive approved funds until their debt is paid. A HOT grant budget line item is approved by the Wimberley City Council every fiscal year. The City of Wimberley will stay within the approved budget when deciding on grant amounts, unless otherwise authorized by a Wimberley City Council vote.

### **3. Application And Funding Process (2024/2025 Funding)**

- Application Received
- Application reviewed by HOTAC.
- Possible presentation by applicant to HOTAC.
- HOTAC gives Wimberley City Council its recommendation.
- The Wimberley City Council approves or denies the application.
- Contract is sent to applicant for signature.
- The reimbursement form is filed after the event/project is complete.
- Check is mailed within 30 days of approved reimbursement form and documentation.

### **4. Submitting An Application**

Application forms will be available online at [www.cityofwimberley.com](http://www.cityofwimberley.com)

After clicking on the city website, go to *Tourism, Hotel Occupancy Tax, Application*.

Applicants must submit a completed, legible application and provide required documentation. Completed applications should be submitted to

[mwoods@cityofwimberley.com](mailto:mwoods@cityofwimberley.com). Because the City of Wimberley is pursuing ways to "go green" and reduce the amount of paper and storage, email is the preferred method of receiving the application and required documents. However, applications will also be accepted at: Wimberley City Hall 221 Stillwater Rd. Wimberley, TX 78676.

Multiple applications from a group may be submitted. Each event/project must have a separate application. Additional supporting materials may be brought to the applicable HOTAC presentation. Notification of recommendations, approvals, dates and times of presentations and appeals or any changes that may occur, will be made by email.

Applicants are responsible for providing accurate email addresses / phone numbers that will allow them to be contacted expediently.

# 2024/2025 Hotel Occupancy Tax Grant Application

## 1. Individual/Organization

Legal name of Individual or Organization requesting funds:

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Mailing Address: \_\_\_\_\_

If an Organization Is: Private Non-Profit/Tax Exempt Other \_\_\_\_\_

Tax ID# \_\_\_\_\_

Type of Organization (IRS Code) \_\_\_\_\_

What is the Mission of your Organization?

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Year Organization was founded: \_\_\_\_\_

Number of full-time staff: \_\_\_\_\_

Number of part-time staff: \_\_\_\_\_

Number of volunteers: \_\_\_\_\_

## 2. Contact Information

Name of Primary Contact: \_\_\_\_\_

Title of Primary Contact: \_\_\_\_\_

Mailing Address of Primary Contact:

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E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

### **3. Project Details**

Name of Event/Project:

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**HOT Fund Amount Requested: \$ \_\_\_\_\_**

Purpose of the Event/Project:

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Describe in detail how HOT funds will be used, if awarded:

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Please bring any supporting information about your organization, event, or project to the HOTAC presentation. It is not required to be included with the application.

If this request for funding is denied, will the project continue? (Y/N) \_\_\_\_\_

Comments: \_\_\_\_\_

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Check all of the criteria's that apply to the requested event/project:

Funding the establishment, improvement or maintenance of a convention center or visitor information center.

- \_\_\_ Paying the administrative costs for facilitating convention registration.
- \_\_\_ Paying for advertising, solicitations and promotions that attract tourists and convention delegates to the city or its vicinity.
- \_\_\_ 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.
- \_\_\_ Funding historical restoration or preservation programs.
- \_\_\_ Funding may be used to enhance historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums that are likely to attract tourists and hotel guests.
- \_\_\_ Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
- \_\_\_ Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
- \_\_\_ Funding transportation systems for tourists from hotels to attractions.
- \_\_\_ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.
- \_\_\_ Dark Sky, these funds can be applied to the cost of construction and maintenance of related infrastructure and the purchase and installation of hardware that reduces "light pollution" and "sky glow."
- \_\_\_ Promotional and event expenses of an ecological tourism event if the majority of the event's participants are tourists, and if the event substantially increases economic activity at area hotels.

#### **4. Previous HOT Funding**

Has the Organization previously received HOT funding from the City of Wimberley?

Yes or No: \_\_\_\_\_

If yes, what year(s) \_\_\_\_\_, amount: \$\_\_\_\_\_

and for what purpose: \_\_\_\_\_.

## **5. Previous Events/Projects Organized**

List major events/projects that this organization or applicant has organized and hosted.

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Additional information such as schedules, financial statements, articles, or other relevant information regarding these events/projects may be asked to be provided during the committee presentation.

## **6. Is this request for an event? (Y/N) \_\_\_\_\_**

*If your request is not for an event, please continue to Section 7*

Has this event been held previously? \_\_\_\_\_

If Yes, please complete the following:

Location:

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Dates:

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Number of participants:

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Number of hotel rooms booked:

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How did you verify the number of participants and hotel rooms booked?

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Will this be a ticketed event? (Y/N) \_\_\_\_\_

Price of ticket/admission/entry fee \$ \_\_\_\_\_

Description of participants/teams (geographic or qualifying information, by invitation only, etc.)

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**7. Please complete Section 7 if this application is NOT for an EVENT.**

Date of completion for proposed project: \_\_\_\_\_

Is the request to promote the arts? (Y/N) \_\_\_\_\_

If yes, please explain:

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Is this request to fund historical restoration or preservation? (Y/N) \_\_\_\_\_

If yes, please explain:

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## **8. Economic Impact**

Please describe how this event/project will increase tourism or have an economic impact on the City of Wimberley.

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Will this event/project generate overnight stays in Wimberley city limit and ETJ lodging? (Y/N) \_\_\_\_\_

How much Hotel Occupancy Tax is projected to be generated by this event/project?

Number of Rooms \_\_\_\_\_  
x Number of nights \_\_\_\_\_  
x Average room rate of \$185.00  
x Tax rate \$ 0.07 = \$ \_\_\_\_\_

How is this information estimated/verified?

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What local businesses or organizations are being used to accomplish this project?

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Please list any additional co-sponsors of the project.

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## **9. Marketing & Media Coverage**

What date will promotion and marketing of this event/project begin \_\_\_\_\_

What amount out of the requested amount do you plan on using for marketing and promotion? \$\_\_\_\_\_

Please describe the marketing plan for this project. Include information on print and/or digital ads, radio, television, distribution of posters, brochures, flyers, etc. Samples may be brought to the presentation and are not required with the application.

\*Marketing and promotion efforts must be at least 50+ miles outside of the Wimberley area.

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## 10. Required Information to be Submitted with Application

- Budget for the proposed event/project, including all revenue sources and expenditures.
- Organization financial statements from previous two years
- Articles of Incorporation
- By-laws
- Board Members - names and titles

## 11. Post Event/Project Report

A Post Event/Project Report is required to be submitted within 60 days of completion of the event/project.

The completed form may be emailed to [mwoods@cityofwimberley.com](mailto:mwoods@cityofwimberley.com) or delivered to City Hall at 221 Stillwater Rd. Wimberley, TX 78676.

*Failure to submit a Post Event/Program report could affect future funding recommendations for HOT funds.*

***I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds and certify that the requested funds will be used only for purposes described in this application or as approved by the City of Wimberley. I understand the use of HOT funds is subject to audit.***

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

For Office Purposes Only:

Signature: \_\_\_\_\_

Date Received: \_\_\_\_\_