



## EVENT SUPPORT FUNDING APPLICATION

In order to ensure funding consideration, applications must be returned to the Visit Granbury Inc. (VGI) **office 2-6 months prior** to the event. Please note that if your event dates change, you must submit a new application for re-approval. Events that do not occur as specified in the application are not eligible for HOT reimbursement.

### Organization Information

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Which is your organization? (Please check one)       Non Profit       Private/For Profit

Tax ID Number: \_\_\_\_\_ Entity's Creation Date & Year: \_\_\_\_\_

Is your Organization Tax Exempt?       Yes       No

Is your Organization Hotel Occupancy Tax Exempt?       Yes       No

### Contact Information

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

### Project or Event Funding Request

Project or Event Name: \_\_\_\_\_ Event Date & Year: \_\_\_\_\_

Hotel Occupancy Tax Funds Requested: \$ \_\_\_\_\_

All expenditures must directly enhance and promote tourism and the convention and hotel industry. **Describe in detail how funds will be used to increase the overnight hotel rooms during the event. Please be specific.** (For example, how much paid advertising do you intend to do and through which media outlets? Approximately how many hotels rooms/cabins does your group expect to bring in?)

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Who are you targeting in your advertising and promotion efforts? \_\_\_\_\_

What percent of total costs will be covered by a Hotel Occupancy Tax Grant? \_\_\_\_\_

Please list other organizations, government entities, grants, etc. that have offered financial support for the event above. \_\_\_\_\_

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Estimated Total Attendance at Event listed above: This year \_\_\_\_\_ Last Year \_\_\_\_\_

Last 3 Dates & Years of Event

Last 3 Cities of Event (if applicable)

Hotels Used

1. \_\_\_\_\_

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

Do you typically reserve a room block for this event at an area hotel and if so, how many rooms? \_\_\_\_\_

How will hotel bookings be monitored by your organization? \_\_\_\_\_

How did you/your organization hear about Granbury? \_\_\_\_\_

Are you considering any other locations/cities for your event? If so, which others? \_\_\_\_\_

Signature of Event Representative: \_\_\_\_\_ Date: \_\_\_\_\_

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***Internal Use Only***

Grant amount Approved: \$ \_\_\_\_\_ Date approved: \_\_\_\_\_

Signature of VGI CEO: \_\_\_\_\_

Tier 1

Tier 2

Tier 3

## How Hotel Tax Monies May Be Used

Investment of HOT funds must generate a visitor economic impact. It is the goal that funded projects should attract overnight visitors to the City's hotels, motels and cabins, thus promoting the City's lodging industry.

**State Law:** Consistent with State Law, the City of Granbury, Texas, collects a Hotel Occupancy Tax (HOT) from hotels, motels, bed and breakfasts, cabins and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. Further, **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

### Nine Categories that Qualify for Grant Monies

- 1) Convention and Visitor Bureaus
- 2) Convention Registration
- 3) Advertising the City of Granbury
- 4) Promotion of the Arts
- 5) Historical restoration and preservation
- 6) Sporting events in a county under one million in population
- 7) Enhancing or upgrading existing sporting facilities or sports fields (only in certain cities)
- 8) Tourist transportation systems
- 9) Signage directing the public to sights and attractions that are visited frequently by hotel guests in the city

You must meet "How Hotel Tax Monies May Be Used" and at least one of the 9 categories in order to receive grant funding.

- A. All Applicants for grant shall submit their completed written application to the Visit Granbury Office, or emailed to [teresa@visitgranbury.com](mailto:teresa@visitgranbury.com) 2-6 months prior to the event.
- B. NO grants shall be made for any operation, maintenance, and capital expenditures of the Applicant. Only the funding of specific criteria established above will be considered for approval.
- C. Project should be available to the general public and advertised as such.
- D. Each application will be reviewed by the VGI Board of Directors.
- E. Each applicant who receives a grant shall maintain adequate books, records, receipts and financial statements relating to the use of the grant monies. All reports must be sent to VGI upon completion of the event within 45 days. If this is not received, it is the right of the VGI Board of Directors to not authorize future grants.
- F. Applicants receiving funding shall include a copy of all printed programs and brochures and all promotion, publicity, and advertising.
- G. Applicants will receive funding upon approval by the VGI Board of Directors.
- H. All promotional material **MUST** have the following added to it; **"This project is funded in part by a grant from Visit Granbury Inc. [www.visitgranbury.com](http://www.visitgranbury.com)"** And, must tag Visit Granbury in all social media marketing.

# HOTEL OCCUPANCY TAX GRANT AGREEMENT

This Hotel Occupancy Tax Grant through Visit Granbury Inc. (VGI), and \_\_\_\_\_, is made and executed on the following terms and conditions.

## SECTION 1. TERM

This agreement shall be effective as of \_\_\_\_\_ and shall continue thereafter until all obligations of Entity have been performed in full or on \_\_\_\_\_, 20\_\_\_\_, whichever is sooner, unless terminated sooner under provisions.

## SECTION 2. OBLIGATIONS OF ENTITY

The total funds allowed for event is \$ \_\_\_\_\_. All funds are to be used solely for the listed items in the application. Funds shall be expended in accordance with the application filed by the entity and may only be used to promote entertainment and art forms suitable for general audiences.

All promotional material must prominently display the following credit line:

**“This project is funded in part by a grant from Visit Granbury Inc. [www.visitgranbury.com](http://www.visitgranbury.com)”**

Provide VGI with a copy of all brochures, flyers, advertisement for the event.

Provide VGI with a final report which includes copies of all invoices, receipts and cancelled checks or bank statement for the event. Entity must provide a profit and loss statement for the event. Entity must provide an expense report for the monies from the grant.

Provide information on the approximate number of hotels, bed & breakfasts, cabins that were booked because of your event.

Submit admission charges.

If a charitable organization is benefitted by the event, proof of any disbursement to the charitable organization is required.

## SECTION 3. OBLIGATIONS OF VGI

VGI Board of Directors agree to provide a grant of Local Hotel Occupancy Tax Revenue to the Entity for the Event in an amount not to exceed \$\_\_\_\_\_.

VGI agrees to perform and comply with all terms and conditions set forth in this agreement.

Entity Signature \_\_\_\_\_ Date \_\_\_\_\_

VGI Signature \_\_\_\_\_ Date \_\_\_\_\_