



HOTEL OCCUPANCY TAX (HOT) Use Guidelines & Funding Application

The City of League City collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts. The use of HOT revenue is limited to expenditures that meet the following two-part test:

- **First**, every expenditure must *directly* enhance and promote tourism **and** the convention and hotel industry. In other words, the expenditure must be likely to attract visitors from outside League City into the city or its vicinity and must have some impact on convention and hotel activity. If the expenditure is not reasonably likely to accomplish this result, it will not be funded by HOT revenues.
- **Second**, expenditures must clearly fit into one of nine statutory categories for the expenditure of HOT revenues. These nine categories are as follows:
 1. Funding the establishment, improvement or maintenance of a convention center or visitor information center.
 2. Paying the administrative costs for facilitating convention registration.
 3. Paying for tourism-related advertising and promotion of the city or its vicinity.
 4. Funding programs that enhance the arts.
 5. Funding historical restoration or preservation programs.
 6. Funding costs to hold sporting events in certain municipalities.
 7. Enhancing and upgrading existing sport facilities or field for certain municipalities.
 8. Funding transportation systems for tourists.
 9. Signage directing the public to sights and attractions that are visited frequently by hotel guests in the city.

The Application Process:

The HOT Advisory Board of the City of League City accepts applications from organizations and businesses wishing to receive financial support through a grant from the local Hotel Occupancy Tax (HOT) revenue collected.

1. To be considered for a HOT grant, applicants must complete the attached form, including the required attachments; deliver them to the City of League City at least **60 days** prior to the event or expenditure deadline, and present the application to the HOT Advisory Board at the monthly board meeting before any expenditures are made. (NOTE: Applicants are advised to apply at their earliest opportunity, as available funding will be awarded on a first-come, first-serve basis.)
2. The HOT Advisory Board will review the application for compliance and completeness and add it to the agenda of the next regularly scheduled meeting of the board. The contact name on the application (or a suitable designee) will be expected to attend the board meeting, present the application to the board, and if approved, follow through with the approved expenditure and grant reimbursement process.

3. Requests recommended for approval by the HOT Advisory Board will be forwarded to the City Manager who will implement or forward to City Council as appropriate. The applicant will be notified within a week of the decision.
4. Generally, funding will be provided on a reimbursement basis after delivery of the Post-Event Report. However, up to 50% of requested funds may be granted prior to an event with proof that such payment is required, i.e. deposits, down payments, etc.
5. The Post-Event Report, Post Event Report and proofs of payment must be submitted not later than sixty (60) days following the event. The Post Event Report should mirror the budget presented in applicant's original application and outline, and proofs of payment must be receipts that reflect actual monies paid in advance. HOT funds will be paid based on proofs of payment.
6. To the best of the applicant's ability, the applicant must include all League City hotels, motels and B&Bs and their current contact phone number, email and/or website on any information provided to event registrants/vendors/attendees, including event websites. Also all League City hoteliers must be made aware of the event, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow.
7. At the City's request, it may retain approval rights for advertising and marketing copy with regard to appropriate representation of the City of League City and local lodging no less than one (1) week before the ad or publication's print deadline.
8. Any promotional materials (brochures, website, advertisements, etc.) using HOT funds must include the League City logo and www.visitleaguecity.com website. Also, any event sponsor signage is required to include the League City logo. (Contact the City's Public Information Office, 281-554-1025 for the correct version of the brand to use for each promotional item)
9. As a general rule, all funding requests should be for fifty percent (50%) or less of applicant's total projected revenue from the event/activity/facility.
10. All applicants must submit complete financial statements including profit/loss statement, income statement and balance sheet from the most current year preceding request.
11. A proposed event or project budget including projected revenue and expenses, along with projected revenue and expenses from any previous years' events, must be submitted with application.
12. After the application has been approved, the expenditure items approved for HOT funding need to be paid for in full. Proof of payment of each item and a single invoice from the requester to the City with the total amount should then be submitted to the City before a single reimbursement check will be issued. Applicants are on notice that, while the HOT Advisory Board makes recommendations based on *estimated* budgets and projections, documentation of how granted funds were spent must be *actual costs supported by proofs of payment*.
13. After the application project is complete, the contact name on the application or a designated representative will be expected to attend the next monthly HOT Advisory Board meeting to present a follow up report on items such as visitor attendance data from event surveys and number of visitor overnight stays due to the event/expenditure. (See Post-Event Report). Any future consideration of funding from the City of League City is dependent on the organization providing a report on the use and outcomes from prior funding by the City of League City.



CERTIFICATION

I read the City of League City's Local Hotel Occupancy Tax (HOT) Use Guidelines and fully understand the Local HOT Funding Application Process, rules governing the application, and the process. Any funding awarded for the aforementioned event/project will be used to forward the efforts of the City of League City in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside the City of League City or its vicinity.

I understand that if the aforementioned organization/business is awarded HOT funding by the City of League City, any deviation from the approved project or from the rules and guidelines governing the application may result in the partial or total withdrawal of the HOT funding.

I certify that I have authority to request HOT funding on behalf of the aforementioned organization/business, and that all of the information provided on this application is complete and accurate.

Business/Organization Name

Applicant's Signature

Applicant's Printed Name

Date

**CITY OF LEAGUE CITY
FUNDING APPLICATION – HOTEL OCCUPANCY TAX**

ORGANIZATION INFORMATION:

Official Name of Organization _____
Date

Contact Person _____
Email

Organization Address _____
Phone

Website Address

Is your organization: Non-Profit Private/For Profit

Total Amount Requested

Provide us with a brief description of your organizations' mission:

Required Attachments:

- 1) Last fiscal year's financial statement (profit & loss statement) for your organization as a whole
- 2) Your organization's budget for the current year
- 3) Copy of 501(c) letter from Internal Revenue Service, if applicable
- 4) Tax ID#

**CITY OF LEAGUE CITY
FUNDING APPLICATION – HOTEL OCCUPANCY TAX**

EVENT OR PROJECT INFORMATION

(please fill out a separate form for each event)

Name of Organization

Fiscal Year of Request

Name of Event or Project

Date of Event or Project

Amount Requested

Primary Location of Event or Project

Expected Attendance

How many years have you held this Event or Program

Estimated number of people
Attending the Event or Project

Estimated number of hotel room nights
generated by the Event

How will you measure the impact of your event on area hotel activity?

Tell us about your event or project:

**CITY OF LEAGUE CITY
FUNDING APPLICATION – HOTEL OCCUPANCY TAX**

EVENT OR PROJECT INFORMATION

(please fill out a separate form for each event)

To qualify for financial assistance under the Hotel Occupancy Tax for League City, the expenditure must satisfy Part One and at least ONE of the options in Part Two.

PART ONE – In order to be eligible to receive HOT Funding you must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry.

How will this event promote tourism and the convention and hotel industry?

PART TWO - Check which categories apply to funding request and amount requested under each category:

Expenditures will be utilized to 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 exhibition of these major art forms. _____

Expenditures will be utilized for 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. _____

Expenditures will be utilized for the acquisition of convention center facilities or visitor center sites and the construction, improvement, enlarging, equipping, repairing, operations, and maintenance of convention center facilities or visitor information centers, or both. _____

Expenditures will be utilized for expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality. _____

Expenditures will be utilized for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. _____

Expenditures will be utilized for advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. _____

Expenditures will be utilized to upgrade existing sports facilities or fields for baseball, softball, soccer, and flag football. _____

Expenditures will be utilized to fund transportation systems to transport tourists from hotels in and near the city to the commercial center of the city; to a convention center in the city; to other hotels in or near the city; to tourist attractions in or near the city. _____

Expenditures will be utilized for directional signage to sights and attractions visited frequently by hotel guests in the city. _____

**CITY OF LEAGUE CITY
FUNDING APPLICATION – HOTEL OCCUPANCY TAX**

The information contained herein and attached to this application is true and correct to the best of my knowledge. I hereby acknowledge that any funding received from the City of League City must be expended as I have represented in this application and according to any requirements set by the City of League City Council and according to the program guidelines. I agree that if funds are not expended accordingly, in the opinion of the City of League City, said funds will be returned to the City of league City within ten (10) days from the date the City of League City demands such.

Authorized Signature for the Applicant

Date

Name Printed or Typed

Title

Return this application to:
City of League City
HOT Funding Application
c/o League City Economic Development
300 West Walker Street
League City, TX 77573



PUBLICITY FACT SHEET

Please provide the following information so that your event/activity/facility can be promoted accurately and effectively by the League City HOT Advisory Board. Return the completed form to City of League City, HOT Funding Application, c/o League City Economic Development, 300 West Walker Street, League City, TX, 77573.

Name of event/activity/facility: _____

Date(s) of event/activity: _____

Sponsoring organization: _____

Admission charge, if any: _____

Group rates, if available: _____

Location of event/activity/facility: _____

Hours of operation: _____

Free/paid parking, availability of parking, availability of motor coach parking, availability of camping: _____

Brief publicity description (Please include, in 50 words or less, what you want the public to know about your event/activity/facility): _____

Publicity contact person: _____

Contact's telephone number: _____ Fax number: _____

Contact's email address: _____

Website: _____

Best time to contact: _____

(Return this page with application packet)

City of League City HOT Fund Application Project Worksheet

A. Expenditures	a. Applicant's Grant Request	b. Cash from all other sources	c. In-kind (no cash paid for services)	Total of a, b & c
1. Personnel				
Administrative				
Artistic				
Technical				
Other Personnel				
2. Fees for outside professional services				
Administrative				
Artistic				
Technical/Other				
3. Space Rental				
4. Equipment Rental				
5. Travel/Transportation				
6. Promotion/Printing				
7. Costumes/Royalties				
8. Other (supplies, postage, etc.)				
9. Totals				
B. Revenues - (For this project only) include in-kind services				
1. This grant request				
2. Admission & ticket sales				
3. Concessions				
4. Individual donations				
5. General funds budgeted				
6. Additional grants				
a. Arts				
b. Chamber				
c. Other				
	Total Income and Contributions			
		Total In-kind		
			Total Revenues	



Post Event Report

*This form must be completed and returned to the City of League City
no later than 60 days following the date of your event*

Date: _____

Organization Information

Name of organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Event Information

Name of event or project: _____

Date of event or project: _____

Location of event: _____

Amount of funds requested: \$ _____

Amount of funds received: \$ _____

Amount of funds spent: \$ _____

Amount of funds unused/returned: \$ _____

How were funds spent: _____

How many years have you held this event or project: _____

Event Funding Information

Actual percentage of funded event costs covered by hotel occupancy tax: _____

Did the event charge admission? _____

Was there a net profit from the event? _____

If there was a net profit, what was the amount and how is it being used? _____

Event Attendance Information

How many people do you estimate attended the event? _____

How many room nights were generated at League City hotel? _____

If this event was held in the previous 3 years, how many room nights were generated by attendees?

Last Year _____

Two Years Ago _____

Three Years Ago _____

Event Promotion Information

Note all efforts your organization used to promote this Event and how much was actually spent in each category:

Newspaper \$ _____ Radio \$ _____ TV \$ _____

Other \$ _____

Number of press releases to media _____

Number direct mailings _____

Other promotions _____

What new marketing initiatives did you utilize to promote hotel activity for this Event? _____

Additional Event Information

What League City businesses did you utilize for food, supplies, materials, printing, etc? _____

Required Attachments

- Profit/Loss Statement for this Event
- Samples of documents showing all forms of advertising/promotion
- Samples of documents showing how the City of League City was recognized in your advertising/promotion
- Actual invoices, receipts, proofs of payment for ALL expenditures for which HOT funds were used in whole or in part

Return to:

City of League City
HOT Funding Post Event Report
c/o League City Economic Development
300 West Walker Street
League City, TX 77573