

Blanco Hotel Occupancy Tax

Grant Program

Blanco Chamber of Commerce, on behalf of The City of Blanco, is accepting applications for the Hotel Occupancy Tax Grant Program for projects/expenditures that directly enhance and promote tourism and the hotel industry.

Events applied for **must** be likely to increase overnight stays in the area and meet one of the following requirements:

- 1) Convention and visitor centers;
- 2) Convention registration;
- 3) Advertising, solicitation, and promotions that attract tourists and convention delegates to the city or its vicinity;
- 4) Expenditures that promote the arts;
- 5) Historical restoration and preservation programs;
- 6) Sporting events;
- 7) Funding transportation systems for tourists; and
- 8) Funding signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

The grant guidelines and applications will be available at Blanco Chamber of Commerce, and on the website at www.blancochamber.com.

Application Deadlines

Please select the appropriate time frame for your event:

_____ If your event is between January and June, applications are due by November 1st of the **previous year**. Applicants will be required to make a presentation to the Hot Fund Committee the first Tuesday in November, following the application deadline.

_____ If your event is between July and December, applications are due by May 1st of the **current year**.

Applicants will be required to make a presentation to the Hot Fund Committee the **first Tuesday** in May, following the application deadline.

Use Guidelines & Grant Application

The City of Blanco collects a Local Hotel Occupancy Tax (HOT) from hotels, motels, and bed and breakfasts and is administered by the Blanco Chamber of Commerce. The Texas Tax Code (351) clearly defines how the HOT revenue may be used. The use of Blanco 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 at least 75 miles outside Blanco, into the City or its vicinity. If the expenditure is not reasonably likely to accomplish this result, it will not be funded by HOT revenues.

Second, every expenditure must clearly fit into one of the statutorily provided categories shown below:

Expenditure Categories

(Please select the category that best describes your event)

- 1) _____ Funding the establishment, improvement or maintenance of a conference/convention center or visitor information center.
- 2) _____ Paying the administrative costs for facilitating conference/convention registration.
- 3) _____ Paying for advertising, solicitation, and promotions that attract tourists and conference/convention delegates to the city or its vicinity.
- 4) _____ Expenditures that promote the arts.
- 5) _____ Funding historical restoration or preservation programs.
- 6) _____ Funding certain expenses, including promotional expenses, directly related to a sporting event within a county with a population fewer than one million.
- 7) _____ Funding transportation systems for tourists.
- 8) _____ Funding for signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

The Application Process:

The Blanco Chamber of Commerce will accept applications from organizations and businesses wishing to receive HOT Funds through a grant from the Local Hotel Occupancy Tax (HOT) revenue collected.

1. To be considered for a HOT Funds Grant, applicants must complete the attached form, including the required attachments, and deliver them to the Blanco Chamber of Commerce. **(No electronic submissions will be accepted)** The Chamber of Commerce is located in the Old Blanco County Courthouse, 300 Main St., Blanco, TX 78606 and mailing address is PO Box 626, Blanco, TX 78606.
2. The Blanco Chamber of Commerce will review the application for compliance and completeness. Applications that are deemed complete and in compliance with the statutory requirements, will be submitted to the HOT Funds Committee for consideration and will be required to present their request to the HOT Funds Committee the second Tuesday following the application due date.

Rules Governing your Application:

1. Applications for reimbursement will not be considered.
2. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Blanco that are consistent with the level of HOT revenues requested. Example the event is multi- day, 400 of the participants will travel more than 75 miles and 125 participants will stay in Blanco lodging.
3. For any applicant applying for HOT funds to advertise an event, the code recommends these funds focus on targeting visitors outside a 75-mile radius of the City of Blanco.
4. If the request is for cooperative advertising support, the Blanco Chamber of Commerce must approve the final advertising copy for appropriate representation of Blanco local lodging at least one (1) week before the ad or publication's print deadline.
5. Post event forms are required within 30 days of event completion. The contact name on the application or a designated representative will be expected to attend a meeting with HOT Funds Committee to present a follow up report on items such as visitor attendance data from event surveys and number of visitor overnight stays created by the event/expenditure. Any future consideration of funding from the Hot Funds Grant is dependent on the business/organization providing a post event report supporting their expenditures.
6. No electronic submissions will be accepted. Applications must be delivered in person or by post.

HOT Funds Application

Today's Date: _____ Event Date: _____

Name of Organization/Business: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____ E-mail: _____

Is your organization/business: Non-Profit ___ Private/For Profit ___ Tax ID #: _____

Purpose of your organization/business:

Event or Expenditure Description

(Please answer all items that apply to your request.)

Name of your event/expenditure: _____

Website address of your event/expenditure: _____

Date(s) of event/expenditure: _____

How will the funds be used _____

Location of event/expenditure: _____

Number of total persons expected to attend this event/expenditure: _____

Percentage of people attending/visiting event or expenditure that will stay overnight in local hotels, motels or bed & breakfasts? _____

Funding Request

Amount Requested: \$ _____

Amount granted in past for same event or expenditure: \$ _____

Which Expenditure Categories from page 1 are relevant to your project/event and how?

Required attachments along with the application, please submit the following:

Itemized, detailed list of expenditures relevant for HOT revenue use.

Advertising/Marketing Plan, including target audience.

List of Business/Organization's Board of Directors or Owner(s) with contact phone numbers and emails addresses.

Event planning timeline, if applicable.

Schedule of activities relating to your event/expenditure.

Local Hotel Occupancy Tax Grant Program Agreement Form

I fully understand the Local HOT Grant Program Application and Guidelines established by the Blanco Chamber of Commerce. I intend to use this grant for the aforementioned event/expenditure to forward the efforts of the Blanco Chamber in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside Blanco into the city or its vicinity.

I understand that if I am awarded a Local HOT Grant by the Blanco Chamber of Commerce, I will be required to enter into a Local HOT Grant Program Agreement with the Blanco Chamber and any deviation from the approved \ project and the Agreement may result in the partial or total withdrawal of the Local HOT Grant Program funds.

Business/Organization Name

Applicant's Signature

Date

Please return completed application with necessary attachments and signature to the Blanco Chamber of Commerce.

If you have any questions, please call the Blanco Chamber of Commerce at 830-833-5101.

Physical address, 300 Main St., Blanco, TX 78606 and mailing address PO Box 626, Blanco, TX 78606.

Application received on: _____ by _____

(for office use only)