



City of Bastrop HOT Funding Request FY 2024

**1311 Chestnut Street
Bastrop, Texas 78602
512-332-8820**

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Dear Prospective Applicant:

Attached is a copy of the application for Hotel Occupancy Tax funding for fiscal year 2023-2024. It is with great pride that the City of Bastrop enters into an agreement with essential assets to provide our community with rich, cultural programming.

Our application process consists of the following stages:

- Application Deadline – June 23, 2023 5:00pm
- Organizations to Present to Council – July 11, 2023 6:30pm
- Review organizations funding requests – August thru September 2023
- Recommendation to City Council – before September 30, 2023
- Disbursement of Funds – October 2023 (per contract)

It is critical that you complete the application in its entirety and submit to the City of Bastrop, 1311 Chestnut Street, Bastrop, Texas 78602 by the deadline.

Thank you for your application and we wish you much success.

Sincerely,

Elisha Perkins
Executive Administrative Assistant

Overview of the Application Process

This packet was designed to establish guidelines for requesting Hotel Occupancy Tax (HOT) funding from the City of Bastrop. There are stringent requirements in the Tax Code regulating the use of HOT funds. A copy of the applicable Tax Codes has been included in this packet (**Page 11**) for your review.

The City of Bastrop will review the applications and make recommendations to the City Council on the portion of the Hotel Occupancy Tax Fund budget allocation.

Funding is available from the Hotel Occupancy Tax collected by our lodging properties.

To apply for funding, the organization must be located within the corporate limits.

The organization will be required to provide their tax filing status and ID number as part of the application. The organization must be tax-exempt, unless otherwise approved at the discretion of the Bastrop City Council.

Rules Governing your Application:

1. The applicant must present reasonable evidence that the expenditure will increase tourism and the convention and hotel industry.
2. For any applicant applying for HOT funds to advertise, the City Council recommends these funds focus on targeting visitors outside a 30-mile radius of Bastrop.
3. The applicant must ensure that all Bastrop hotels and B&Bs current contact phone number, email and/or website are listed on the information provided to registrants, vendor/event attendees, including event websites.
4. If the request is for cooperative advertising support, Visit Bastrop must approve the final advertising copy for appropriate representation of the City of Bastrop and local lodging one (1) week before the ad or publication's proof/print deadline.
5. **Any promotional materials (brochures, website, advertisements, etc.) using HOT funds are required to include the appropriate City of Bastrop brand/logo with the www.cityofbastrop.org website below the logo. Also, any event/organization sponsor signage is required to include the appropriate City of Bastrop logo.**
(Contact the City of Bastrop, 512-332-8986 for the correct version of the logo to use for each promotional item.)
6. After the application process is complete, and upon recommendation, the contact name on the application or a designated representative will be expected to attend a City Council meeting to present an overview of the information. The date of this meeting is listed on Page 3.

The quarterly reporting process:

The quarterly report must be completed in its entirety, including any required documentation and advertisements produced with the use of HOT funds. The quarterly report is due 30 days after the quarter ends. The packet can be emailed or delivered to the attention of:

City of Bastrop
1311 Chestnut Street
Bastrop, Texas 78602

If the quarterly reporting is not received by the due date, the City of Bastrop reserves the right to reject any future application funding request by the organization.

It is the responsibility of the applicant to monitor the applicant's number of out-of-town guests who stay in Bastrop lodging properties.

If you need assistance in completing the application or have further questions, please contact Elisha Perkins, at 512-332-8800.

Programing Information

* Subject to audit

<INSERT ASSET NAME>								
WEBSITE	FY 2023				FY 2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Total Visits								
SOCIAL MEDIA								
Posts								
Reach								
Engagement								
ADVERTISING								
Number of Advertisements Placed								
OTHER MESSAGING								
Newsletter Subscribers								
Open Rate								
VISITORS								
Visitors								
Percentage of Overnight Stays								

<Asset name> Programming

Please give an update on programming, services, and collaboration with other community assets during the quarter. Please specify any advertisements that were outside of Bastrop County. How did you comply with the expenditure category you selected on your HOT fund application?

Required Documentation Checklist

- **Services:** a description of the services provided during the preceding quarter, and
- **Financial Statement:** a financial statement for the reporting period that indicates how the organization expended grant funds; and
- **Promotions:** copies of promotional materials distributed.

The above accounting of our programing is accurate and true to the best of my knowledge.

Authorized Signature

Date

Print name here

Title/Responsibility

Return this form and supporting documentation to the City of Bastrop, 1311 Chestnut Street, Bastrop, TX 78602. If you have any questions, please contact Elisha Perkins at 512-332-8800.

Tax Code – Use of Hotel Occupancy Tax Revenue

§ 351.101. USE OF TAX REVENUE.

(a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

(1) 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) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

(3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

(4) 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;

(5) 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:

(A) at or in the immediate vicinity of convention center facilities or visitor information centers; or

(B) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;

(6) 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 or its vicinity if:

(A) the municipality is located in a county with a population of one million or less;

(B) the municipality has a population of more than 67,000 and is located in two counties with 90 percent of the municipality's territory located in a county with a population of at least 580,000, and the remaining territory located in a county with a population of at least four million; or

(C) the municipality has a population of at least 200,000 and shares a border with:

(i) a municipality described by Section [351.102\(e\)\(7\)](#); and

(ii) Lake Ray Hubbard;

(7) subject to Section [351.1076](#), the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if:

(A) the municipality owns the facilities or fields;

(B) the municipality:

(i) has a population of 80,000 or more and is located in a county that has a population of 350,000 or less;

(ii) has a population of at least 75,000 but not more than 95,000 and is located in a county that has a population of less than 200,000 but more than 160,000;

(iii) has a population of at least 36,000 but not more than 39,000 and is located in a county that has a population of 100,000 or less that is not adjacent to a county with a population of more than two million;

(iv) has a population of at least 13,000 but less than 39,000 and is located in a county that has a population of at least 200,000;

(v) has a population of at least 70,000 but less than 90,000 and no part of which is located in a county with a population greater than 150,000;

(vi) is located in a county that:

(a) is adjacent to the Texas-Mexico border;

(b) has a population of at least 500,000; and

(c) does not have a municipality with a population greater than 500,000;

(vii) has a population of at least 25,000 but not more than 26,000 and is located in a county that has a population of 90,000 or less;

(viii) is located in a county that has a population of not more than 300,000 and in which a component university of the University of Houston System is located;

(ix) has a population of at least 40,000 and the San Marcos River flows through the municipality;

(x) has a population of more than 67,000 and is located in two counties with 90 percent of the municipality's territory located in a county with a population of at least 580,000, and the remaining territory located in a county with a population of at least four million;

(xi) contains an intersection of Interstates 35E and 35W and at least two public universities; or

(xii) is described by Subdivision (6)(C); and

(C) the sports facilities and fields have been used, in the preceding calendar year, a combined total of more than 10 times for district, state, regional, or national sports tournaments;

(8) for a municipality with a population of at least 70,000 but less than 90,000, no part of which is located in a county with a population greater than 150,000, the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of a coliseum or multiuse facility;

(9) signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;

(10) the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of a coliseum or multiuse facility, if the municipality:

(A) has a population of at least 90,000 but less than 120,000; and

(B) is located in two counties, at least one of which contains the headwaters of the San Gabriel River; and

(11) for a municipality with a population of more than 175,000 but less than 225,000 that is located in two counties, each of which has a population of less than 200,000, the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of a coliseum or multiuse facility and related infrastructure or a venue, as defined by Section [334.001\(4\)](#), Local Government Code, that is related to the promotion of tourism.

§ 351.108. RECORDS.

(a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.

(b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and

(2) is directly enhancing and promoting tourism and the convention and hotel industry.

(c) If a municipality delegates to another entity the management or supervision of an activity or event funded by the tax imposed under this chapter, each entity that is ultimately funded by the tax shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:

(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and

(2) is directly enhancing and promoting tourism and the convention and hotel industry.

(d) The list required in Subsections (b) and (c) should be provided to the office of the city secretary or to the city secretary's designee.

(e) Subsections (b) and (c) do not prevent a municipality or funded entity from subsequently adding an activity, program, or event to the list required by those subsections if the activity, program, or event is directly enhancing and promoting tourism and the convention and hotel industry.

(f) This section does not prevent a municipality or entity receiving revenue from the tax imposed under this chapter from setting aside tax revenue in a designated reserve fund for use in supporting planned activities, future events, and facility improvements that are directly enhancing and promoting tourism and the convention and hotel industry.

(g) Subsections (b) and (c) do not apply if the funded entity already provides written information to the municipality that indicates which scheduled activities, programs, or events offered by the entity are directly enhancing and promoting tourism and the convention and hotel industry.

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(h) Subsections (b) and (c) do not affect the level of local hotel occupancy tax funding that was approved at an election held pursuant to the initiative and referendum provisions of a city charter, and do not prohibit the use of local hotel occupancy tax for the encouragement, promotion, improvement, and application of the arts or for historical restoration and preservation as otherwise provided by this chapter.