



Special Events Support Application Packet FY 2017-2018

Presented by the
City of Belton
Convention & Tourism Dept.

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Events Support Application Packet

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Overview of the Application Process

This packet was designed to establish guidelines to apply universally to all events and activities requesting support from the Belton CVB or Hotel Occupancy Tax (HOT). There are stringent requirements in the Tax Code regulating the use of HOT funds. A copy of the applicable sections of the Tax Code has been included in this packet for your review.

The City of Belton CVB reviews the applications and makes recommendations to the City Manager/Director of Finance on the portion of the tourism budget allocated to special event support. Funding for event support is available from the Hotel Occupancy Tax collected by our lodging properties.

The event must take place within Belton's city limits.

The sponsoring organization must be tax-exempt. It is preferred that the sponsoring organization have 501(c)3 tax-exempt status, but it is not required.

Rules Governing Your Application:

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Belton that are consistent with the level of HOT revenues requested. *Example: the event is multi-day, 400 of the participants will travel more than 100 miles and 125 participants will stay in Belton lodging.*
2. For any applicant applying for HOT funds to advertise an event, the City Manager/Director of Finance recommends these funds focus on targeting visitors outside a 100-mile radius of Belton.
3. The applicant must ensure that **all** Belton hotels, motels and B&Bs and their current contact number, email and/or website are listed on any information you provide to registrant, vendor/event attendees, including event websites. Also, all Belton 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.

It is extremely important that applications be filled out completely and accurately.

4. If the request is for cooperative advertising support, the City of Belton CVB must approve the final advertising copy for appropriate representation of the City of Belton and local lodging one (1) week before the ad or publication's print deadline.
5. After the application process is complete, the contact name on the application or a designated representative will be expected to meet with the CVB Manager (or make other arrangements) 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 separate HOT Reimbursement Follow-up Report Form.) Any future consideration of funding from the

CVB is dependent on the organization providing a report to the City Manager/Director of Finance on the use and outcomes from prior funding by CVB.

The Reimbursement Process:

After the application has been approved by the City Manager/Director of Finance, the application expenditure items that were approved to be used for HOT revenues need to be paid for in full. Proof of payment of each item should then be submitted to the City of Belton CVB before a single reimbursement check will be issued. *Note: Timing of reimbursement is subject to actual monthly revenue generated by hotels, motels and B&Bs, so it may not be immediate.*

Post Event Analysis:

The Post Event Analysis must include all of the items outlined in the application, including samples of advertisements produced with the use of HOT funds. ***If the Post Event Analysis and the final accounting of room nights are not received by the due date, the Belton CVB reserves the right to reject any future application by the organization.***

It is the responsibility of the event to monitor the number of out-of-town guests who stay in Belton lodging properties. We strongly recommend working with the hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. ***Please note that stated room nights generated will be subject to an audit by the Belton CVB.***

Please note that room nights generated in Temple and other surrounding areas do not fulfill the requirements of the state law and will not be credited to your event.

If you need assistance in completing the application or have further questions, please do not hesitate to contact Judy Garrett, Convention & Tourism Manager at 254-933-5849 or via e-mail at jgarrett@beltontexas.gov.

Support Considerations Checklist

Name of Event: _____

Dates of Event: _____

Location of Event: _____

_____ The event “directly enhances and promotes tourism AND the convention and hotel industry.” (Tax Code, Section 351.101)

_____ The event qualifies under AT LEAST ONE of the following categories:
(Please circle category number)

1. the establishment, improvement, or maintenance of a convention center or visitor information center
2. the facilitation of convention registration
3. advertising, solicitations and promotions that attract tourists and convention delegates to Belton
NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material).
4. the encouragement, promotion, improvement and application of the arts
NOTE: Must be a viable art form (examples include 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)
5. the enhancement of historical restoration and preservation projects

_____ The application is filled out thoroughly and completely.

_____ The Post Event Analysis for last year’s event have been previously submitted.
(Write “N/A” if you did not receive support last year)

_____ It has been determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the convention and hotel industry.

Please note: All items must be completed before the application can be submitted.

Local Hotel Occupancy Tax (HOT) Use Guidelines

HOT Reimbursement Application

Organization/Business Information

Today's Date: _____ Event Date: _____

Name of Organization/Business: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____ Email: _____

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?

Primary location of event/expenditure: _____

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

Number of persons expected to visit event or expenditure monthly/yearly: _____

Approximately number of people attending/visiting event or expenditure will stay overnight in Belton hotels, motels or bed & breakfasts? _____

Location of room blocks? _____

Required Attachments:

Along with the application, please submit the following attachments:

- _____ Itemized, detailed list of expenditures relevant for HOT revenue use
- _____ Advertising/Marketing Plan, including target audience
- _____ List of Board of Directors with contact phone numbers
- _____ Event planning timeline, if applicable
- _____ Schedule of activities relating to your event/expenditure

Funding Request:

Amount Requested: \$_____

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

Do you anticipate requesting a HOT Reimbursement next year? Yes _____ No _____

If so, for what amount? \$_____

Which Expenditure Category is most relevant to your project/event? _____



HOT Reimbursement Agreement Form

Please return completed application with necessary attachment and signature to the City of Belton CVB, 412 E. Central Avenue, Belton, Texas 76513 no later than 90 days prior to event or project. If you have application questions, please contact the City of Belton Convention and Tourism Manager at 254-933-5849.

I have met with the *City of Belton CVB*, and I fully understand the HOT Reimbursement Application Process, Rules Governing the Application and the Reimbursement Process established by the *City of Belton CVB*. I intend to use this reimbursement for the aforementioned event/project to forward the efforts of the *City of Belton CVB* in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside Belton into the City or its vicinity.

I have read the HOT Reimbursement Application Process including the Rules Governing the Application and the Reimbursement Process.

I understand that if I am awarded a HOT Reimbursement by the *City of Belton CVB*, and deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Reimbursement.

Business/Organization Name: _____

Applicant's Signature: _____ ***Date:*** _____

City of Belton CVB Recommendation:

Amount Granted: \$ _____

Conditions of Reimbursement:

City of Belton CVB Approval Signature

Date

Post Event Analysis

Event Information

Event Name
Event Date(s)

Event Final Outcome

Attendance	Hotel Room Nights*
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* Subject to audit

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

Authorized Signature

Date

Print name here

Title/Responsibility

Return this form, supporting documentation and check (if applicable) no later than sixty (60) days following the event to the City of Belton CVB, 333 Water Street, Belton, Texas 76513.

If you have any questions, please contact Judy Garrett, Convention & Tourism Manager at 254-933-5849 or jgarrett@beltontexas.gov.

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;

(6) for a municipality located in a county with a population of one million or less, 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.

(b) Revenue derived from the tax authorized by this chapter shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted by Subsection (a). That revenue may not be used for the general revenue purposes or general governmental operations of a municipality.

§ 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.