



Attached is the application for Hotel Occupancy Tax Reimbursement Grant funding for your 2015-16 special project or event.

Our application process consists of the following stages:

- Application Deadline – July 31, 2015
- Presentation to Convention & Visitor Bureau (CVB) Board – August 14, 2015
Each applicant will be allotted 10 minutes for presentation and 5 minutes for Board questions

We would like to fund all applications; however funding is selective and is based on the application you submit. It is critical that you complete the application in its entirety. Please contact me if you have questions. Thank you for your application and we wish you much success with your event/project.

Sincerely,

Cari Miller
Tourism Manager

Local Hotel Occupancy Tax (HOT) Use Guidelines & Reimbursement Grant Application

This packet was designed to establish guidelines to apply universally to all events and activities requesting support from The City of Georgetown's Local Hotel Occupancy Tax (HOT). The City of Georgetown collects a local HOT from hotels, motels and bed & breakfasts. The Office of Attorney General provides a set of rules that state how the revenue from the HOT may be used.

According to the Handbook on Economic Development Laws for Texas Cities, 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 Georgetown 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**, expenditures must clearly fit into one of six statutory categories shown below:

Expenditure Categories:

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. Sporting events which majority of participants are tourists in cities located in a county with a population of a million or less

Rules Governing your Application:

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Georgetown 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 Georgetown lodging.
2. HOT Grants are intended to assist with start-up events/projects. HOT Grants will be awarded for a maximum of 3 years. The CVB Board will have the discretion to extend that number if deemed appropriate.
3. For any applicant applying for HOT funds to advertise an event, the Georgetown CVB Board recommends these funds focus on targeting visitors outside a 100-mile radius of Georgetown.
4. The applicant must ensure that Georgetown hotels, motels and B&Bs and their current contact phone number, email and/or website are listed on any information you provide to registrants, vendors/event attendees, including event websites.

5. Also all Georgetown 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. The CVB Board encourages all grant recipients to patronize Georgetown businesses for food, supplies, materials, printing, etc.
6. If the request is for cooperative advertising support, the Tourism Manager must approve the final advertising copy for appropriate representation of the City of Georgetown and local lodging one (1) week before the ad or publication's print deadline.
7. **Any promotional materials (brochures, website, advertisements, etc.) using HOT funds are required to include the visitgeorgetown.com website. Also, any event sponsor signage is required to include the appropriate Georgetown brand. (Contact the Tourism Manager, 512/930-3585 for the correct version of the brand to use for each promotional item.)**
8. Due to high hotel occupancy, grants will not be given for events/projects on the following dates:
 - October 16 – 18
 - October 23 – 25
 - December 12 & 13
 - March 11 – 20
 - April 22 - 24
 - May 6 & 7

Post-Event Report:

After the funded event/project is complete, the contact name on the application or a designated representative will be expected to attend the next monthly CVB Board meeting to present a follow-up report. It is the responsibility of the event organization/representative to monitor the number of out-of-town guests who stay in Georgetown's lodging properties. An event survey is recommended.

A list of Georgetown hotels is included in this packet for your reference in coordinating room blocks and/or directing people for overnight accommodations. *Please note that room nights generated in surrounding areas do not fulfill the requirements of the state law and will not be credited to your event.* Any future consideration of funding from the CVB is dependent on the organization providing a report to the board on the use and outcomes from prior funding by the CVB.

The Reimbursement Process:

After the application has been approved by the CVB Board and the City Council, 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 Tourism Manager 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.*

HOT Reimbursement Grant Application

Organization/Business Information

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: _____

Which Expenditure Category from page 2 is most relevant to your project/event? _____

How will the funds be used to promote hotels and overnight stays in Georgetown?

Primary location of event/expenditure: _____

How many years have you held this event: _____

If previously funded, have additional activities been added or expanded? _____

If yes, please explain: _____

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

Georgetown Residents _____ # Outside Georgetown Area _____

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

List host hotel and hotels that currently have a block of rooms for this event:

Hotel	# of Rooms Blocked	Room Rate
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Required Documents:

- _____ Eight copies of completed application
- _____ 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 Grant next year? If so, for what amount?

Reminder - HOT Grants are intended to assist with start-up events/projects. HOT Grants will be awarded for a maximum of 3 years. The CVB Board will have the discretion to extend that number if deemed appropriate.

If you have received a HOT Grant for more than 3 years, please explain the need for continued funding?

HOT Reimbursement Grant Agreement Form

Please return completed application with necessary attachments and signature to the Georgetown Convention & Visitors Bureau, 103 W. 7th St. or P.O. Box 409, Georgetown, TX by July 31, 2015. If you have any application questions, please contact Cari Miller, Tourism Manager at 512/930-3585.

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

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

I understand that if I am awarded a HOT Reimbursement Grant by the Georgetown CVB Board, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Reimbursement Grant.

Business/Organization Name

Applicant's Signature

Date

CVB Board Recommendation

Amount Granted Subject to Council Approval: \$ _____

Conditions of Grant: _____

CVB Board Approval Signature

Date

Georgetown Accommodations

Hotels/Motels

Name	Units	Location	Phone
Comfort Suites	69	11 Waters Edge Circle	(512) 863-7544
Best Western Plus	76	600 San Gabriel Village Blvd.	(512) 868-8555
Georgetown Inn	47	209 N. IH 35	(512) 863-5572
Holiday Inn Express	74	431 N Interstate 35	(512) 591-7890
La Quinta Inn	99	333 N. IH 35	(512) 869-2541
Econo Lodge	54	1005 Leander Rd.	(512) 863-7504
Candlewood Suites	71	451 N. IH 35	(512) 591-7888
Budget Inn	22	1908 South Austin Avenue	(512) 869-0709

Bed & Breakfasts

Name	Units	Location	Phone
Ranch House	4	95 Redbird Trail	(512) 863-2331
San Gabriel House	6	1008 East University	(512) 930-0070
Sweet Lemon Inn	4		(512) 270-0812