



November 27, 2017

Hotel Occupancy Tax Applicants:

It's that time of year!!!

The City Council will hear 2018 Hotel/Motel Tax Funding Requests at their January 15, 2018 meeting. Enclosed please find the *Application for Hotel Occupancy Tax Funds*, along with the *Post Event Report*. Both forms must be completed and returned to my office no later than Wednesday, December 27, 2017 for inclusion on the January 15, 2018 City Council agenda.

These forms are also available online at the City of Fredericksburg website, www.fbgtx.org. (You must complete the form, print it, and submit it to my office; do not try to submit it electronically.) Find the link under "News".

For new applicants, only the original application is necessary. For returning applicants, both forms must be returned for consideration. Failure to complete a *Post Event Report* could result in denial of your application.

Each applicant is responsible for attending the January 15, 2018 City Council meeting, held at the Law Enforcement Center at 1601 E. Main Street at 6 pm. *Please have all quarterly reports for 2017 turned in by that time.*

If you have any questions, please don't hesitate to call me.


Shelley Britton
City Secretary

City of Fredericksburg

**CITY OF FREDERICKSBURG
HOTEL OCCUPANCY TAX FUNDS
APPLICATION**

Date:

Official Organization Name:

Mailing Address:

Name/Title of Officer Authorized to Act for Entity:

(signature)

Applicant/Contact Person:

Phone/Email:

Amount Requested:

How will the funds be used to meet one or more of the criteria described in the Texas State Law (enclosed)?

Why should your request be granted?

Sign:

Directions: Limit response to 2 typed paged, 12 point font,
single spaced, stapled.

Submit 10 copies

NO ATTACHMENTS PLEASE

**CITY OF FREDERICKSBURG
HOTEL OCCUPANCY TAX FUNDS
POST EVENT FORM**

Date:

Applicant/Organization Name:

Contact Person Name/Phone/Email:

Amount Received:

Specify how the funds were used to meet the criteria described in the Texas State Law:

Sign:

Directions: Limit response to 2 typed paged, 12 point font,
single spaced, stapled.

Submit 10 copies

NO ATTACHMENTS PLEASE

HOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

The City of Fredericksburg collects a Hotel Occupancy Tax (HOT) from hotels, B&B's, and other lodging facilities. Under state law, the revenue from HOT funds may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) Convention Centers and Visitor Information Centers: 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;
- b) Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry.

(The impact may be that the art facility or event can show hotel nights that are booked due to their event or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.)

e) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry: historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

f) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:

1. the commercial center of the city;
2. a convention center in the city;
3. other hotels in or near the city; or
4. tourist attractions in or near the city.

(The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.)

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.