

## **PROCEDURES**

- 1. Applications shall be submitted to the Franklin County Judge's office for review during the budget hearings for the upcoming year.**
- 2. Commissioners' Court will review applications and make a decision as to further action of granting and distribution of the requested funds. The County Judge will request the application be placed on the Commissioners' Court agenda for action. The Franklin County Commissioners have the final say over all applications, and will determine if they are granted or denied.**

## **GUIDELINES UNDER TEXAS LAW FOR USE OF COUNTY HOTEL OCCUPANCY TAX REVENUES**

Texas State Law: Franklin County collects a 7% hotel occupancy tax from hotels, motels, inns, and bed-and breakfast establishments. Chapter 352 of the Tax Code states that hotel occupancy tax funds may be used only if **BOTH PARTS** of the following two-part test are met.

**Part One:** requires that usage of hotel occupancy tax funds must directly enhance and promote the tourism, convention and hotel industry by being expended to attract out-of-town visitors who will likely spend the night in a Franklin County lodging venue.

**Part Two:** limits the use of Hotel Occupancy tax funds to the following:

**1) CONVENTION CENTER FACILITIES OR VISITOR**

**INFORMATION CENTERS:** the acquisition of sites for and the construction, improvements, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor Information centers, or both.

**2) REGISTRATION OF CONVENTION DELEGATES:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

**3) 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 of its vicinity.

**4) PROMOTIONS OF THE ARTS THAT DIRECTLY PROMOTE TOURISM AND THE HOTEL AND CONVENTION INDUSTRY:** 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 picture, 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 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;
- 6) 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 who substantially increase economic activity at hotels and motels within the county.
- 7) CERTAIN PORTIONS OF SPORTING FACILITIES:** expenses for a certain percentage of a facilities patrons that are directly contributing to increased local hotel activity.
- 8) SHUTTLE SERVICES FOR CONVENTION ACTIVITIES:** Shuttle services for an event is an eligible expense provided the shuttle service begins or terminates at a local hotel facility.

**HOTEL OCCUPANCY TAX  
FUNDING APPLICATION**

**Organization Information**

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip; \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: ( ) Non-Profit ( ) Private/For Profit

Tax ID# \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EVENT OR PROJECT INFORMATION**

Name of Event or Project: \_\_\_\_\_

Date(s) of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

How many years have you held this Event or Project: \_\_\_\_\_

What is the expected attendance? \_\_\_\_\_

Purpose of the Event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will the event be a ticketed event? Yes \_\_\_\_\_ No \_\_\_\_\_

Price of ticket or admission fee \_\_\_\_\_

Description of participants/teams (geographic or qualifying information, by invitation only, etc) \_\_\_\_\_

\_\_\_\_\_

**FUNDING INFORMATION**

Indicate the amount of funding requested under each of the categories eligible for funding under state law.

1. Amount Requested: \_\_\_\_\_ for funding the establishment, improvement or maintenance of a convention center or visitor information center in Franklin County.

2. Amount Requested: \_\_\_\_\_ for paying the administrative cost for facilitating convention registration in Franklin County.

3. Amount Requested: \_\_\_\_\_ to pay for advertising, solicitations, promotion programs to attract tourist and convention delegates or registrants to Franklin County.

4. Amount Requested: \_\_\_\_\_ for promotion of the arts in Franklin County.

5. Amount Requested: \_\_\_\_\_ for historical restoration and preservation projects in Franklin County.

6. Amount Requested: \_\_\_\_\_ for funding costs to hold sporting events in Franklin County.

**TOTAL AMOUNT REQUESTED:** \_\_\_\_\_

Has the organization submitted a list of the scheduled activities, programs, or events that will directly enhance and promote tourism and the convention and hotel industry as required by state law? Yes \_\_\_\_\_ No \_\_\_\_\_

Provide details of how the funds will be used? \_\_\_\_\_

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How will the expenditure directly enhance and promote tourism and the convention and hotel industry in Franklin County? \_\_\_\_\_

Answer the two following questions only if the event is a sporting related function (Category 6):

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county?

\_\_\_\_\_

**Percentage of Hotel Tax Support of Related Cost**

\_\_\_\_\_ Provide the percentage of Total **EVENT** Cost covered by Hotel Occupancy tax.

\_\_\_\_\_ Provide the percentage of Total **FACILITIES** Costs covered by Hotel Occupancy tax.

\_\_\_\_\_ Provide the percentage of **STAFF** Cost covered by Hotel Occupancy tax.

If Staff costs are covered, estimate the percentage of time staff spends annually on the funded event(s) compared to all other activities \_\_\_\_\_ %

How many people attending the Event or Project are expected to use Franklin County hotels? \_\_\_\_\_

How many people attending the Event or Project are expected to use Franklin County hotels, motels or bed and breakfasts? \_\_\_\_\_

How many nights are they expected to stay? \_\_\_\_\_

Has the organization reserved a block of rooms at a Franklin County facility and if so, list the number of rooms, the hotel and the discounted rate provided by the hotel.

Rooms Reserved: \_\_\_\_\_ Hotel \_\_\_\_\_ Room Rate \_\_\_\_\_  
Rooms Reserved: \_\_\_\_\_ Hotel \_\_\_\_\_ Room Rate \_\_\_\_\_

**Projected Hotel Occupancy Tax Generated by the Event**

# Rooms used \_\_\_\_\_ X # Nights \_\_\_\_\_ X Room Rate \_\_\_\_\_ X 0.07=\$ \_\_\_\_\_

**How will you measure the impact of your event on Franklin County hotel activity?  
Please provide the following information for the past three years for events for  
which you organization has utilized HOT (HOTEL OCCUPANCY TAX) funding.**

<b>City</b>	<b>Month/Yr.</b>	<b>Assistance Amount</b>	<b>Number Hotel Rooms Used</b>
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**List other organizations, government entities or grants that have been offered for  
financial support or are co-sponsors of your event or project.**

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**Please check all promotional efforts your organization is coordinating and the  
amount financially committed to each media outlet:**

**Paid Advertising \_\_\_\_\_ Newspaper \_\_\_\_\_ Radio \_\_\_\_\_ TV \_\_\_\_\_  
Press Releases to Media \_\_\_\_\_ Direct Mail to Out of Town Recipients \_\_\_\_\_**

**What areas do your advertising and promotion reach? \_\_\_\_\_**

**What number of individuals will your proposed marketing reach that are located in  
another city or county? \_\_\_\_\_**

**What dates will you begin the promotion and marketing of this event? \_\_\_\_\_**

**What is the organization's deadline for receiving approval or denial? \_\_\_\_\_**

**What is the organization's deadline for receiving funds? \_\_\_\_\_**

By signing this application I certify that:

I am an authorized representative of the above named organization, that the organization understands that there is no assurance of inclusion of this event or project in the County of Franklin budget or that the event or project will receive funding, that if the event or project is not reasonably likely to cause an increase in hotel or convention activity in Franklin County local hotel occupancy tax revenues can not legally fund it; that all awarding of funds are made by the Franklin County Treasury: **THAT FUNDS WILL ONLY BE USED IN ACCORDANCE WITH STATE AND LOCAL LAWS AND ORDINANCES AND:** that the organization agrees to provide a post event report with the Franklin County Judge within 60 days of the event or completion of the project.

Signature of Authorized Representative \_\_\_\_\_

Date Signed \_\_\_\_\_

## POST EVENT REPORT

All entities that are approved for Hotel Occupancy Tax funding must submit a Post Event Report to the Franklin County Judge within 60 days of each funded event. This report will be reviewed by the Hotel Motel Tax Committee to determine how well the entity met its goals and will be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrates an ability to generate overnight visitors to Franklin County.

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Project or Event: \_\_\_\_\_

Primary Purpose of Funded Event/Project: \_\_\_\_\_

Amount Received from Hotel Occupancy Tax Funds: \_\_\_\_\_

Amount Used form Hotel Occupancy Tax Funds: \_\_\_\_\_

How were the funds actually used?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Actual percentage of funded **EVENT** costs covered by hotel occupancy tax: \_\_\_\_\_

Actual percentage of **FACILITIES** costs covered by hotel occupancy tax: \_\_\_\_\_

Actual percentage of **STAFF** costs covered by hotel occupancy tax: \_\_\_\_\_

If staff cost were covered, provided a reasonable estimate of actual hours the staff spent on funded event or project: \_\_\_\_\_

What was the total attendance at the event? \_\_\_\_\_

What method was used to determine the number of people who attended the event? \_\_\_\_\_

What was the number of "tourists" that attended the event? \_\_\_\_\_

What method was used to determine the number of tourists who attended the event?

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How many room nights were generated at a Franklin County hotel, motel or bed and breakfast by attendees of this event or project?

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What method was used to determine the number of people who booked and occupied rooms at a Franklin County hotel facility? (e.g. room block usage information, survey of hoteliers etc.)

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Was a room block established for this event at a Franklin County hotel and is so did the room block fill? Yes( ) No ( ). If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

Please check all efforts your organization actually used to promote this event and how much was **actually** spent in each category:

\_\_\_\_\_ Newspaper \$ \_\_\_\_\_ Television \$ \_\_\_\_\_

\_\_\_\_\_ Radio \$ \_\_\_\_\_ Press Releases \$ \_\_\_\_\_

\_\_\_\_\_ Direct Mail \$ \_\_\_\_\_ Other \$ \_\_\_\_\_

What **new** marketing initiatives did you utilize to promote hotel and convention activity for this event?

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Attach samples of documents showing how Franklin County was recognized in your advertising promotional campaign and attach at least one sample of all forms of advertising/promotional material used in you campaign. If the samples itself does not indicate the medium used (radio, television, print, or mail) or where the

**advertising was placed, please include other information that would show location of the coverage of the advertising and the medium utilized.**

**SPORTS EVENTS - POST REPORT**

**This section applies only to sport related functions or facilities.**

How many individuals actually participated in the event? \_\_\_\_\_

How many participants were from another city or county? \_\_\_\_\_

Quantify how the activity substantially increased economic activity at hotel and motels with the County of Franklin.

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Authorized Signature: \_\_\_\_\_

Date of Signature: \_\_\_\_\_