



### Rules governing your application:

1. The applicant **MUST** present reasonable evidence that the organization or event will increase overnight stays in Mineral Wells and/or Palo Pinto County lodging facilities that are consistent with the amount of HOT funds requested.
2. The event is required to produce at least **10 room nights**. These are to be confirmed by hoteliers and included in the Post Event Form.
3. Any applicant applying for HOT funds for event advertising
  - a. Is **REQUIRED** to advertise to visitors outside at least a **50-mile radius** of the event.
  - b. Must include contact information for lodging accommodations. Visitors can be directed to [www.visitmineralwells.org](http://www.visitmineralwells.org), [www.mineralwellstx.com](http://www.mineralwellstx.com) or individual lodging websites.
4. Priority will be given to new events over established events.
5. If awarded a grant, the Mineral Wells Area Chamber of Commerce & Visitors Bureau should be considered a sponsor at the appropriate level<sup>1</sup>.
6. Upon the completion of the event/project, a Post-Event Form **MUST** (no exceptions) be submitted to the Chamber within 90 days of the end of the event/project.
7. If HOT funds are not used correctly according to Texas State Law, or the applicant is not in good standing with the Chamber, the Mineral Wells Area Chamber of Commerce and Visitors Bureau reserves the right to deny reimbursement.

## THE GRANT PROCESS

November 1, 2019	Application period open
December 6, 2019	Applications due before 5:00 p.m. Tourism and Hospitality Council will review applications. (Former and new applicants will possibly be asked to present to the Council. Please have a representative available during that time.)
December 18, 2019	Tourism Committee Review
January 9, 2020	Board of Directors will approve grants.

**You should receive a letter from us no later than January 31, 2020 to inform you of the funding made available to your organization.**

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<sup>1</sup> For example, if Organization A is awarded \$2,000, the Mineral Wells Area Chamber of Commerce & Visitors Bureau should be recognized as a sponsor at the \$2,000 level for the event/project.

## **Mineral Wells and Palo Pinto County Hotel Occupancy Tax Use Guidelines Under Texas State Law and Funding Application Form**

State Law: By law of the State of Texas, the City of Mineral Wells and Palo Pinto County collect a Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. Chapter 351 of the Tax Code states that the use of HOT funds is limited to certain specific uses. Below are the uses eligible for funding in accordance with both the State law and the Mineral Wells Area Chamber of Commerce and Visitor Bureau's policies:

- Funding the establishment, improvement, maintenance, and operations of a convention center or visitor information center.
- Paying the administrative cost of facilitating convention registration.
- Paying for tourism related advertising and promotion of Mineral Wells and/or Palo Pinto County.
- Funding programs and/or events to promote 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.
- Funding 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.
- Funding sporting events in which most of the participants are tourists beyond the vicinity of Palo Pinto County.
- The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields, including facilities or fields for baseball, softball, soccer, and flag football.
- Shuttle transportation to and from an event that promotes and attracts tourism to Mineral Wells and Palo Pinto County. The starting and stopping point must be a lodging entity that pays Hotel Occupancy Tax.

### **Mineral Wells Area Chamber of Commerce and Visitors Bureau (MWACC) Policy:**

The MWACC accepts applications from groups and businesses whose event or attraction fits into one or more of the above categories. All requests for funds should be submitted accompanied by the official application by December 6, 2019. The application will be reviewed by the Mineral Wells Area Chamber of Commerce and Visitors Bureau Tourism Committee and Board of Directors at the earliest possible regularly scheduled meeting. The applicant is required to be present at the meeting to answer any questions regarding the application. Applicants will be notified prior to the meeting of the time and place for the review.

### **Eligibility and Priority for Hotel Tax Funds:**

**Priority** will be given to those events and entities based on their ability to generate overnight visitors to Mineral Wells and/or Palo Pinto County.

**The amount you request should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting to be created or sustained by your event/project. If an event/attraction will not generate at least 10 room nights, it is not eligible to receive any hotel occupancy tax funds.** Events/attractions can prove the potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events.
- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel occupancy tax funds.
- c) Historical information on the number of guests at hotel or other lodging facilities that attended the funded event.
- d) Examples of marketing of the programs and activities that are likely to generate and encourage overnight visitors to local lodging properties.

**Use of Local Vendors:** The MWACC Tourism Committee and Board of Directors encourage all event organizers to patronize Mineral Wells and Palo Pinto County businesses for food, supplies, materials, printing, etc.

**Use of Grant Funds from Event:** A portion of the grant funds from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the MWACC's funding of a particular event.

**Supplemental Information Required with Application:** Along with the application, please submit the following:

1. Itemized budget of expenditures to be used from awarded HOT grant funds.
2. Proposed Marketing Plan for Funded Event / Project
3. Schedule of Activities or Events Relating to the Funded Project

**SUBMIT BY DECEMBER 6 AT 5:00 p.m.**

Email: Rose Jordan  
[Rose@MineralWellsTX.com](mailto:Rose@MineralWellsTX.com)

Mail: Mineral Wells Area Chamber of Commerce & Visitors Bureau  
Attn: Tourism Committee  
P.O. Box 1408  
Mineral Wells, TX 76068

Deliver: Mineral Wells Area Chamber of Commerce & Visitors Bureau  
Attn: Tourism Committee  
511 E Hubbard  
Mineral Wells, TX 76067



INSTRUCTIONS

1. Please type or print.
2. Answer each question within the space provided, if you require additional space answer questions on a separate sheet of paper and attach to completed application.
3. Complete the application in its entirety and include all required attachments.

## Hotel Occupancy Tax Grant Application

### ORGANIZATION INFORMATION

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

Address: \_\_\_\_\_  
*Street Address* *Apartment/Unit #*

\_\_\_\_\_ \_\_\_\_\_  
*City* *State* *ZIP Code*

Primary Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Organization Website: \_\_\_\_\_

Organization Facebook Page: \_\_\_\_\_

Other Social Media: \_\_\_\_\_

### EVENT / PROJECT INFORMATION

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

Date(s): \_\_\_\_\_ Time(s): \_\_\_\_\_

Primary Location: \_\_\_\_\_

Event Website: \_\_\_\_\_ Admission (if any): \_\_\_\_\_

Event Info Phone: \_\_\_\_\_ Event Social Media: \_\_\_\_\_

How many years have you held this event/project? \_\_\_\_\_ Expected Attendance: \_\_\_\_\_

How many attendees will use Mineral Wells and Palo Pinto County hotels, motels or bed and breakfasts? \_\_\_\_\_

How do you plan on measuring overnight stays? \_\_\_\_\_

\_\_\_\_\_

How many room nights will your event produce? (Must produce at least 10) \_\_\_\_\_  
*Room nights may be more than anticipated attendees staying in hotels. For example, one visitor may stay in a hotel for two nights, which equals two room nights.*

Briefly describe the event(s) or program(s). What is the event(s) or program(s) primary purpose? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Explain how this event will be promoted: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this event or program promote tourism in Mineral Wells and Palo Pinto County and contribute to hotel occupancy?  
\_\_\_\_\_  
\_\_\_\_\_

**FUNDING REQUEST**

TOTAL AMOUNT REQUESTED: \$	
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Total event(s) or program(s) budget: \$ \_\_\_\_\_

Has your organization received HOT funding in the past 3 years? If so, please list the total amount for each year:

2019: \$ \_\_\_\_\_

2018: \$ \_\_\_\_\_

2017: \$ \_\_\_\_\_

Are you a non-profit organization under IRS 501(c)(3) or 501(c)(6) codes? \_\_\_\_\_ Year Incorporated: \_\_\_\_\_

How will these funds be used? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the primary purpose of funding this event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you intend to pursue other grants/sponsorship agreements to support this event/project? \_\_\_\_\_

If yes, please list along with the amount(s) being requested: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please check which categories apply to funding request and the amount requested under each category:**

- \$ \_\_\_\_\_ Paying the administrative cost of facilitating convention registration.
- \$ \_\_\_\_\_ Paying for tourism related advertising and promotion of Mineral Wells and/or Palo Pinto County. *\*T-shirts given the day of the event do not qualify for advertising funds.*
- \$ \_\_\_\_\_ Funding programs and/or events to promote 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.
- \$ \_\_\_\_\_ Funding 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.
- \$ \_\_\_\_\_ Funding sporting events in which most of the participants are tourists beyond the vicinity of Palo Pinto County.
- \$ \_\_\_\_\_ The promotion of tourism by the enhancement and upgrading of existing sports facilities or fields, including facilities or fields for baseball, softball, soccer, and flag football.
- \$ \_\_\_\_\_ Shuttle transportation to and from an event that promotes and attracts tourism to Mineral Wells and Palo Pinto County. The starting and stopping point must be a lodging entity that pays Hotel Occupancy Tax.

## Required Attached Documents Checklist

- Itemized budget of expenditures to be used from awarded HOT grant funds for this year's event.
- Advertising/Marketing Plan, including target audience.
- Event/Project Marketing Timeline.

**We agree to use all funding from the Mineral Wells Area Chamber of Commerce and Visitors Bureau only as specifically stated in this application or if the funds are used incorrectly the MWACC reserves the right to deny grant funds disbursement.**

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*Signature and Title*

*Date*

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*Printed Name*

## SECTION RESERVED FOR RECOMMENDATION AND APPROVAL

### HOTEL OCCUPANCY TAX COMMITTEE RECOMMENDATION

Recommended Amount: \$ \_\_\_\_\_

Person(s) Interviewed: \_\_\_\_\_

Conditions of Grant: \_\_\_\_\_

Signed: \_\_\_\_\_

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