



Hotel Occupancy Tax Grant Program Application Packet

Funding for Heritage Programs and Projects involving Historic Sites, and
Historical Renovation and Preservation

Projects held between October 1, 2023 – September 30, 2024

Completed Applications with attachments are due
4:00 p.m. Friday, September 15, 2023
Submit by email: tourism@baytown.org
Or in-person: 311 W. Texas Ave., Baytown, TX 77520

Late applications will not be considered.

Review this page prior to filling out the application.

During each application period, Hotel Occupancy Tax grant applications are accepted from non-profit corporations and organizations (Organizations) to assist with the costs associated with upcoming projects involving Historic Renovation and Preservation, Historic Sites, and other Cultural Heritage Programs (the Project).

The following application requires Organizations to provide detailed information pertaining to the Project, including its historical growth and future impacts to the Baytown economy. This information aids the grant committee in determining the Organizations' eligibility for the grant and how much funding may be required to encourage increased visitation to the Project location.

A full list of **Terms for the HOT Grant Program** (Program Terms) detailing the program, eligibility, and qualifying expenses can be found beginning on page 9, Attachment 1. Please visit www.visitbaytown.com/hot-grant-info to download or read several articles that address the correct uses of Hotel Occupancy Tax grant monies on our Baytown HOT Grant webpage.

Supplemental Information Required with each Application:

- Proposed itemized budget for the Project (or Facility) identifying all revenue monies from all known sources, and expenditures the HOT funding will cover.
- Proposed annual marketing plan for the Facility.
- Documentation demonstrating Tourism Impact (potential to generate overnight guests).
- Supporting documents such as visitor tallies, ticket sales, guest book entries.
- Annual schedule of activities, workshops or events associated with the Facility.
- (NEW) Projects that have received funding for five (5) consecutive years must provide additional documentation detailing the need for continued funding.

Quick overview of qualifying categories and expenditures

- **Historical Restoration and Preservation:** expenditures that will enhance historical restoration and preservation projects or activities, advertising such programs, and promotional programs to encourage tourists to visit the City's preserved historic sites or museums.

Please do not use staples or 3-ring binders to bind the completed application and attachments. Use paperclips, gator clips, or place document in an envelope/folder to keep pages intact.

Baytown Tourism Partnership Grant Program
Heritage Project Application for Fiscal Year 2023-2024

Organization and Project Information		
Organization Name:		
DBA:		
Mailing Address:		
City:	State:	Zip:
Organization website:		
Incorporation Date:	EIN:	
Organizational Contacts		
Person submitting application:		
Mobile Phone:	Email:	
Secondary Contact Person (optional):		
Mobile Phone:	Email:	
Organization's Mission		
Project Information		
Name of Project:		
Purpose of Project:		
Dates of Project(s):		
Project's Venue:	Project's Address:	
Proposed Tourism Impact		
<p>Numerous studies have shown that heritage tourism and historic restoration and preservation activities provide communities with significant economic benefits. To read more about the phenomenal impacts of Heritage Travelers, visit www.visitbaytown.com/hot-grant-info.</p>		

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To show potential Tourism Impact, attach a document detailing:

- How the specific Project will enhance Baytown’s historical or cultural resources.
- How the Project will contribute to the local economy and support the tourism and hotel industry.
- How the Project’s marketing and promotions will encourage tourists to visit historical sites or attend cultural heritage programs in Baytown.

List any events or programs planned during the next year that will attract overnight guests and promote the Project and Facility:

Anticipated Facility attendance for next year:

Facility Attendance	Group Tours	Events	Other

How many room nights (combined) are anticipated in order for visitors to attend the Facility or a program associated with the Facility/Project:

Remarks:

Lodging Properties and Packages

Organizations should work with lodging properties located within the city limits of Baytown to negotiate a special rate that will attract visitors to Baytown hotels in order to visit historic sites, museums or to experience a Cultural Heritage Program. See Attachment 3, page 14 for a list of approved hotels.

List lodging properties the Organization plans to work with for a special rate, package, or room block:

Property:	Street Address:
Property:	Street Address:

Please describe the special rate or package (discount code/area coupon/giveaways):

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If the Project requires room blocks, how many total rooms will be blocked?

Projected Marketing, Advertising and Promotions

All Organizations must attach a proposed marketing plan for the Facility or Project. For assistance in organizing a Marketing Plan, download the Marketing Plan Worksheet at www.visitbaytown.com/hot-grant-info.

Marketing, Advertising, and Promotional Plan Summary

Baytown Tourism encourages Organizations to market, advertise and promote Projects to audiences at least 75 miles from Baytown. Check all elements the proposed Marketing Plan includes that meet this criterion:

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <input type="checkbox"/> Out of Home (OOH) advertising <input type="checkbox"/> Radio <input type="checkbox"/> TV commercials <input type="checkbox"/> Booths (events or shows) <input type="checkbox"/> Print ads <input type="checkbox"/> Newspaper coverage <input type="checkbox"/> Other print _____ | <ul style="list-style-type: none"> <input type="checkbox"/> Social media ads/boosts <input type="checkbox"/> Display ads (digital banner ads, etc.) <input type="checkbox"/> OTT (internet/streaming ads) <input type="checkbox"/> Digital/Comprehensive campaign <input type="checkbox"/> Direct mail <input type="checkbox"/> Mobile advertising (phones) <input type="checkbox"/> Paid search advertising (PPC) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Summarize the proposed marketing, advertising and promotional campaign indicated above (include information about the target audience/locations, frequency of advertising, and other pertinent campaign information):

When will the campaign begin?

Does the Project have a website, social media page or tagging? If so, list below.

Social Media:

Website:

Tagging (ie. #IHeartBaytown):

Grant Request, Project Growth and Facility Sustainability

All proposed HOT Grant expenditures must be clearly marked in the attached budget. See Attachment 2, page 13 - Sample Budget. (NEW) Projects that have been funded for 5 consecutive years should be self-sustaining by acquiring additional sponsors. If this Project has been funded for 5 years, the Organization

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must attach a supplemental document detailing why the lack of funding would be hurtful to the Facility's future.

Grant Request

Organizations **must** propose a minimum of 2500 visitors per year to qualify for HOT Grant funding.

Room Nights	Grant Request Amount
If the number of anticipated visitors is:	
>2,500	Up to \$2,500
2,500 – 3,999	Up to \$5,000
4,000 – 5,499	Up to \$7,500
5,500 – 7,000	Up to \$10,000
>7,000	Up to \$15,000

Grant amount request: \$

What is the proposed Project budget (overall): \$

What is the proposed Facility marketing budget (over 75 miles): \$

Explain how the requested funds will support the Project:

Project Growth and Development

List dollar amounts businesses have offered in the way of financial support, including grants and sponsorships, for this Project.

Businesses	Funding Amount

For the *previous* three (3) years, list total dollar amounts businesses offered in the way of financial support for this Project or similar Projects at the Facility (excluding Baytown HOT grant monies).

Year	Summary of businesses that offered financial support	Total \$ Amount

Please note how much Baytown HOT funding was utilized within the past three years for this Facility (including the current fiscal), and the number of overall room nights generated:

Fiscal Year	Amount of HOT Grant utilized	Room nights utilized/ documented

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Facility Sustainability

What is the projected attendance for this current year?

Year	Project Attendance	Group Tours	Events	Other

What was annual attendance at the Facility for the past three (2) years in each category?

Year	Total Attendance	Group Tours	Events	Other

Acknowledgements

Please initial:

_____ I understand that submission of an application does not guarantee funding, in whole or in part.
 _____ I have read the Terms of the HOT Grant Program (Attachment 1) and by initialing here, agree to the terms and conditions of the program, and further acknowledge that any and all funding could be withheld or revoked if the Terms are not followed.

Sign below acknowledging the information provided in this application is true and correct:

Authorized Signature

Date

Print Name

Title

Attachment 1

Terms of the HOT Grant Program

Program Overview

By the law of the State of Texas, the City of Baytown is permitted to levy a 7% Municipal Hotel Occupancy Tax (HOT) per room night sold from lodging facilities located within the Baytown city limits. The law also permits the City of Baytown to delegate expenditures from the HOT to another entity in accordance with Texas Tax Code Chapter 351.

Specifically, these funds are budgeted to assist non-profit corporations and organizations (Organizations) with projects and events involving Historic Renovation and Preservation, Historic Sites, and other Cultural Heritage Programs (the Project). Applications are accepted annually and are reviewed by the Hotel Occupancy Grant Committee (HOT Committee). The HOT Committee, made up of 7 individuals, then recommends eligible Projects to City Council who make the final funding decisions.

Program Timeline

August	Application period begins
September	HOT Grant Application Deadline
October	Review and Selection of Qualified Projects/Events
November	Approval of HOT Grant allocations
November	Agreement packets issued
Prior to Project	Signed Agreement and Certificate of Insurance executed.
After Project	Post Event Report due <u>60</u> days after Project conclusion.
After Project	Invoice due after the Post Event Report has been approved.

Criteria for Eligibility

All applications must meet the following criteria:

- The Project is seeking funding for Heritage Programs and Projects involving Historic Sites, and Historical Renovation and Preservation.
- Properties and Facilities that have regular hours, encourage visitation during those hours, and can document promotional advertising to potential tourists.
- The Project is taking place in the City of Baytown, and will utilize lodging properties located in the city for any programs held at the location.
- All funds received in prior years were used correctly, and the post event report was turned in within 60 days after the Project.
- The Organization supplied a marketing plan for the Facility or Project that shows potential to attract visitors further than 75 miles outside of Baytown.
- The Organization proposes a minimum of 2500 visitors will attend the Facility and/or associated Projects and Programs.
- The Project has not received funding for more than 5 consecutive years.*

Qualifying Categories and Expenditures

An Organization's Project must fit into the intent outlined under Historical Restoration and Preservation. The expenditures must be used to enhance historical restoration and preservation projects or activities, or for advertising such programs, and promotional programs to encourage tourists to visit the City's preserved historic sites or museums. The law states that each expenditure must be allocated for projects and programs that directly promote and enhance the tourism, hotel and convention industries.

Awarding of Hotel Occupancy Tax Funds

Funding is limited; consequently, decisions are based on the thoroughness and eligibility of submitted applications. The HOT Grant Committee reviews all applications for appropriate use of proposed expenditures and the Project's ability to generate hotel night stays. If the selection committee cannot reasonably assume that a Project can generate overnight visitors, it will not be considered eligible for funding.

Organizations will be notified by email of the application's acceptance or denial, including other correspondences, unless noted on application.

***Sustainability**

After three (3) consecutive years of funding, a Project that does not generate hotel/motel activity or see an increase in documented overnight stays will no longer be eligible for funding. Priority will be given to Projects that generate overnight visitors to the City and stimulate the local economy.

Projects that have received funding for five (5) consecutive years will no longer be funded as the Project should be sustainable through other revenue sources such as sponsorships, vendor fees, attendee activity, etc. Should the Organization want the Project to be considered for further funding, they must provide supplemental documentation describing how the use of funds has helped the Project develop and expand, identifying other sources of funding available; and how the absence of funds would place the continuation of the Project or Facility in jeopardy.

It is important that each application is strengthened by including information that supports the addition of new sponsors each year as well as the continuation of former sponsors.

Tourism Impact

Organizations must show past and potential Tourism Impact (the ability to generate overnight guests) by attaching a document detailing:

- a) How the specific Project will enhance Baytown's historical or cultural resources.
- b) How the Project will contribute to the local economy and support the tourism and hotel industry.
- c) How the Project will encourage tourists to visit historical sites or cultural heritage programs in Baytown.

In addition, include a proposed marketing plan for the Facility or Project that shows potential to generate overnight visitors.

Organizations can greatly strengthen their application by attaching a combination of records such as:

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- a) Documentation showing historic information on the number of room nights used during previous years' programs.
- b) Current documentation that shows a special rate, that has been reserved at a City lodging facility to accommodate the anticipated overnight guests; and/or
- c) documentation, such as guest registries, surveys, and ticket sales showing the number of out of town guests that attended past Projects/Events.
- d) Documentation showing the acquisition of sponsors year over year.

Legal Agreement with the City of Baytown

All Organizations approved will be required to sign a separate Legal Agreement with the City, which terms include the use of the HOT monies, insurance requirements, post event report requirements, and refunding provisions. Organizations that do not meet the terms of the Legal Agreement as agreed upon by the City and the Organization will not qualify for future HOT grants.

Insurance

Prior to receiving funds, the Organization is required to present a certificate of liability insurance with the City of Baytown listed as an additional insured, including a Waiver of Subrogation. The ACORD 25 form along with the Legal Agreement referred to above must be submitted to the City 30 days prior to the Project.

The Organization must provide the following Commercial General Liability Insurance minimum with an AM Best Rating of A-:

- General Aggregate: \$1,000,000
- Per Occurrence: \$1,000,000
- Coverage shall be at least Broad Form CGL
- Only Insurance carriers licensed and admitted to do business in the State of Texas will be accepted.

Grant Requests and Categories

Organizations should make a good faith effort to make requests based on historical data and estimated growth of the Project as a result of the proposed marketing plan and potential to attract visitors.

- Each Organization should propose a number of visitors for which they feel will come to the Facility to attend an event, program or other activity. This should be based on both previous Project results and anticipated results of the proposed marketing plan.
- There is a maximum fund cap per Project based on the number of proposed visitors as shown in the chart on page 6 of the application.

HOT Eligible Expenditures

HOT eligible expenditures should represent good use of the funds in accordance with Texas Tax Code 351. Eligible Projects include exterior work for façade or exterior restoration and rehabilitation of sites including buildings, accessory structures and grounds. Other examples may include updates to museum exhibits or funds to help off-set the marketing plan (advertisements, brochures, etc.).

Budget

Organizations must include a proposed budget with the application. The proposed budget should identify all revenue monies from all known sources, and list all expected expenditures related to the Project. The budget must specifically detail any and all expenditures for which the HOT Fund monies are requested.

Accounts

The Organization will maintain any HOT funds received from the City in a separate account. The HOT funds cannot commingle with other money.

Funding / Invoices

It is the Organization's responsibility to invoice the City to receive payment for funds. Payment or reimbursement of funds is made after the work is complete. Scheduled payments may be approved on a case-by-case basis. Reimbursements are dependent on the receipt of a timely Post Event Report by Baytown Tourism and final accounting detailing eligible expenditures. Ineligible expenses will not be reimbursed.

Marketing materials

Marketing the Project is of utmost importance in attracting visitors to Baytown. To assist Organizations in building their marketing plan, the Tourism Division supplies a Marketing Plan Worksheet. Organizations should advertise at least 75 miles outside the radius of Baytown to reach audiences more willing to travel and stay overnight.

Logo

To support the Baytown hotel and tourism industry and assist visitors in planning their trips, all marketing and promotional materials using HOT fund monies are required to include the appropriate Baytown Tourism logo. Visit www.visitbaytown.com/hot-grant-info to download a zip file containing various versions of the logo. Please do not use the City of Baytown Logo (the Egret), which is different from the tourism logo, without prior approval from the City.

Examples:



Use of hotels

The Organization must utilize lodging properties located in the city limits of Baytown for guests attending programs related to the Facility. Room nights utilized in lodging properties outside of Baytown don't qualify or count. It is the Organization's responsibility to track overnight stays that are a direct result of the Facility's programming. *Please be aware stays at the Staybridge and Home2Suites will not be counted as qualified stays, as they are not located within the city limits.*

Post Event Report

The Project's results are reported on the Post Event Report which is due 60 days after the conclusion of the Project. The Post Event Report should document the expenditure of the HOT funds, the local hotel/tourism impact, and include copies of receipts verifying the HOT eligible expenditures.

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Evaluation Criteria

Eligibility and strength of application (includes supplemental documentation)	20%
Tourism/Community Impact (includes proposed room nights / attendance)	25%
Quality of promotions (and marketing) / Marketing Plan	15%
Project history (growth of Project/sustainability)	25%
Expenditures	15%

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Attachment 2

SAMPLE BUDGET			
Event or Program Name:			
*Denote expenses to be covered using Hotel Occupancy Tax			
		Projected	Actual
Income	Event Fund Account Balance	\$ 75,000.00	
Grants			
Tourism Office		\$ 3,000.00	
Bluebonnet Art Council		\$ 1,000.00	
Sponsorships			
A+ Junior College		\$ 250.00	
Registrations / Tickets		\$ 5,000.00	
Donations			
Silent Auction		\$ 750.00	
	Total Income:	\$ 85,000.00	
Expenses			
Direct Expenses			
Advertising			
*Texas Events Calendar (Example)		\$ 2,000.00	
*AAA Southern Traveler (Example)		\$ 3,000.00	
*Email blast (Example)		\$ 500.00	
*Radio		\$ 10,000.00	
Printing			
Handouts		\$ 500.00	
Shirts		\$ 1,000.00	
Billboards		\$ 50,000.00	
Security		\$ 2,000.00	
Transportation		3,000	
Speakers and Entertainment		7,400	
	Subtotal Direct Expenses:	\$ 79,400.00	
Indirect Expenses			
General Overhead			
Office Supplies		\$ 600.00	
Support Staff		\$ 5,000.00	
	Subtotal Indirect Expenses:	\$ 5,600.00	
	Total Expenses:	\$ 85,000.00	
	Profit / (Loss):	\$ -	
	*Total HOT expenses	\$ 15,500.00	

Attachment 3

Baytown Properties (as of June 2023)

Properties with over 36 rooms

Baymont by Wyndham*^{PC}
7212 Eastpoint Blvd.
(281) 839-1400
Rooms: 80

Candlewood Suites^{NP}
6126 Garth Rd.
(281) 421-2300
Rooms: 81

Comfort Suites*^{PC}
7209 Garth Rd.
(281) 421-9764
Rooms: 60

Days Inn by Wyndham*^C
5021 East Freeway
(281) 421-2233
Rooms: 50

Days Inn by Wyndham
Baytown East^C
8115 Hwy 146
(281) 573-1400
Rooms: 42

Deluxe Inn and Suites
1924 Garth Rd.
(832) 695-3570
Rooms: 37

Executive Residency by
BW*^{NC}
4602 East Freeway
(281) 572-7800
Rooms: 86

Hampton Inn*^{NC}
7211 Garth Rd.
(281) 421-1234
Rooms: 70

Hilton Garden Inn*^{NR}
4910 E. Chase.
(832) 274-0869
Rooms: 125

Holiday Inn Express*^{NC}
7515 Garth Rd.
(281) 421-9988
Rooms: 91

Hyatt Regency Baytown-
Houston^{NR}
100 Convention Ctr Way.
(281) 987-1234
Rooms: 208

La Quinta Inn East*^{NPC}
5215 East Freeway
(281) 421-5566
Rooms: 103

Motel 6/Studio 6*^P
4911 East Freeway
(281) 421-7300
Rooms: 78/50

Palace Inn Decker
3810 Decker Dr.
(281) 424-2222
Rooms: 40

Quality Inn*^C
5222 East Freeway
(281) 421-7200
Rooms: 60

Red Roof Inn Baytown*^{PN}
8833 N. Hwy 146
(409) 218-1195
Rooms: 45

Scottish Inn and Suites*^C
6802 Garth Rd.
(281) 421-9977
Rooms: 42

SpringHill Suites by Marriott
Baytown-Houston*^{NCR}
5169 East Freeway
(281) 421-1200
Rooms: 101

Super 8 Motel*^C
1931 East Freeway
(281) 843-6200
Rooms: 56

SureStay Hotel by Best
Western Baytown^{NC}
802 Park St.
(281) 422-1501
Rooms: 36

TownePlace Suites*^{PC}
7238 Garth Rd.
(281) 421-0020
Rooms: 85

Wood Spring Suites*
4624 East Freeway
(281) 421-4544
Rooms: 121

* Located in the I-10 corridor
^N 100% Non-Smoking
^P Pet Friendly
^C Continental Breakfast
^R Restaurant or Room Service