



Hotel Occupancy Tax Grant Program Application Packet

Funding for the Arts, and Special Events Promoting Tourism and the
Convention and Hotel Industry

Events 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 the marketing, advertising, and promotional campaigns related to upcoming eligible events such as arts festivals, special events, or conferences (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 HOT grant committee to determine the Organizations' eligibility for the grant and how much funding may be needed to encourage the Project's growth.

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 8, 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 budget for the Project, itemized, and all revenue monies identified along with the specific expenditures the HOT grant will cover.
- Proposed Marketing plan for the Project.
- Documentation demonstrating the potential ability to generate overnight guests (past attendance records, hotel stays, etc.).
- Schedule of individual activities, workshops, or events associated with the Project, if applicable.
- (NEW) Projects that have received HOT Grant funding for five (5) consecutive years must provide additional documentation detailing the need for continued funding.

Quick overview of qualifying categories and eligible expenditures

- **Advertising / Promotions.** Marketing, advertising and promotional campaigns for events related to music, sports, hobbies, holidays, and consumer conventions intended to attract tourists to Baytown and result in overnight stays at Baytown Tourism approved lodging.
- **Promotion of the Arts.** Marketing, advertising and promotional Campaigns for the Arts (all art forms) intended to attract tourists and result in overnight stays at Baytown Tourism approved lodging.
- **Convention Delegates.** Expenses related to registration materials.

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
Event Application for Fiscal Year 2023-2024

Organization and Project Information		
Organization Name:		
DBA:		
Mailing Address:		
City:	State:	Zip:
Organization website:		
Incorporation Date:		
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 Venue:		
Venue Address:		

Proposed Tourism Impact

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. Refer to Attachment 3, page 14 for a list of Baytown Tourism approved hotels. *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.*

How many years has this event taken place?	Expected attendance:
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How many hotel room nights are expected as a result of this Project?

Remarks:

Lodging Properties and Packages

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

Property Name:	Street Address:
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Property Name:	Street Address:
----------------	-----------------

Property Name:	Street Address:
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Please describe special rate or package (discount code/area coupon/giveaways):

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 assistance in organizing a Marketing Plan, the Tourism Division can supply a Marketing Plan Worksheet upon request.

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:

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<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 _____	<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)
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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 and Project Growth and Sustainability

All proposed HOT Grant expenditures must be clearly marked in the attached budget. See Attachment 2, page 13 for a Sample Budget. (NEW) Projects that have been funded for 5 consecutive years should be self-sustaining. If this Project has been funded for 5 years, the Organization must attach a supplemental document detailing why the Project is not yet self-sustaining and why the lack of funding would be hurtful to the Project’s future.

Grant requests should not be more than 33% of the total proposed Project Budget indicated.

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Grant Request

Organizations **must** propose a minimum of 15 room nights to qualify for HOT Grant funding.

For an explanation of how to calculate overnight stays, see page 11.

Room Nights	Grant Request Amount
If the number of anticipated overnight stays is:	Then, the Organization can request:
15-29	Up to \$2,500
30 – 49	Up to \$5,000
50-69	Up to \$7,500
70-99	Up to \$10,000
>100 overnight stays	Up to \$15,000

HOT Grant amount request: \$

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

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

What is the proposed Entertainment budget: \$

What is the proposed Conference Registration budget: \$

Please describe how the requested HOT funds will support the Project and the Project’s proposed impact on the Baytown community (attach additional pages if necessary):

List all other sources of financial support, including local business contributions, grants and sponsorships, for this upcoming Project.

Name of Business/Entity/Individual	Dollar Amount

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Project Growth and Development

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

Year	Summary of businesses that offered sponsorships	Total \$ Amount

Please note how much Baytown HOT funding was received within the past three years for this Project, approximate number of attendees, and the number of overall room nights generated:

Fiscal Year	Amount of HOT grant monies utilized	Total attendance	Room nights utilized/documented

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 advertising and promotional costs for projects such as arts festivals, special events, or conferences (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 by HOT Committee
November	Approval of HOT Grant allocations by City Administration/Council
November	Agreement packets issued
Prior to Event	Signed Agreement and Certificate of Insurance due 30 days before event.
Prior to Event	First Disbursement of Funds (up to 50%), after Agreement is executed.
After Event	Post Event Report due <u>60</u> days after event conclusion.
After Event	Final invoice due after the Post Event Report has been approved.

Criteria for Eligibility

All applications must meet the following criteria:

- The Project must take place in the City of Baytown, or ETJ, and will utilize lodging properties located in the city limits of Baytown.
- The Project's intent and expenses fit into at least one of the three qualifying categories listed in the section below.
- The Project is family friendly.
- Previously funded Organizations used HOT funds according to Project Terms and submitted the required Post-Event Report on time.
- The proposed marketing plan (or Worksheet) for the current Project targets visitors more than 75 miles outside of Baytown.
- The itemized budget identifies all revenue monies from all known sources and proposed HOT grant expenditures.
- Organization details a plan to work with local hoteliers for overnight stays within the city limits for Project attendees.
- The Organization proposes a minimum of 15 room nights will be utilized by attendees.

- The Organization has not received funding for more than 5 consecutive years.*

Qualifying Categories and Eligible Expenditures

An Organization's Project must fit into one or more of the following categories, outlined below:

- 1) Advertising / Promotions:** Funds may be used for advertising and promotional programming directly related to attracting tourists and overnight hotel guests to the City of Baytown. Examples include internet, social media, television, and radio ads that bring people to town for the Project.
- 2) Promotion of the Arts:** Funds may be used for the promotion of the arts, provided the expenditure also promotes tourism and the convention and hotel industry. The arts include 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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. The arts related expenditure may only be used for festivals or shows that attract tourists to the City and result in overnight guests.
- 3) Registration of Convention Delegates:** Funds may be used for costs associated with providing personnel and materials for the registration of overnight convention delegates and registrants.

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 received funding for five (5) consecutive years will no longer be considered for funding. Recurring Projects should become sustainable through other revenue sources such as sponsorships, vendor fees, attendee activity, etc. Should the Organization want to be considered for funding beyond the 5-year limit, they must provide supplemental documentation describing how the use of funds has helped the Project develop and expand, and identify other sources of potential funding; in addition, discuss how the absence of HOT funds would place the continuation of the Project in jeopardy.

Tourism Impact

Organizations must show past and potential future Tourism Impact (the ability to generate overnight guests) by attaching a proposed marketing plan for the Project. In addition to the marketing plan, Organizations should include a combination of records such as:

- a) documentation showing past information on the number of room nights used during previous years of the same event, such as documentation from a hotel;
- b) current documentation that shows the size of a room block, or 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, and
- d) documentation showing the acquisition of new 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 room nights for which they feel visitors will utilize while attending the Project. This should be based on both previous Project results and anticipated results of the proposed marketing plan.
 - There is a difference between rooms and room nights. A Project might have a room block of 10 rooms. However, if that block is for two nights and all rooms are utilized, then the Project had 20 room nights.
- There is a maximum fund cap per Project based on the number of proposed room nights as shown in the chart on page 6 of the application.
- No request should be more than 33% of the total proposed Project budget.

HOT Eligible Expenditures

HOT eligible expenditures should represent good use of the funds in accordance with Texas Tax Code 351. For example, a banner ad on a website to market the Project to people attendees more than 75-miles from Baytown is a perfect example of good use, while using HOT funds to purchase raffle items or rent a port-o-potty are not eligible HOT grant costs.

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. 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. Organizations are eligible to receive up to 50% of the approved funds prior to the Project and up to the remaining 50% after the conclusion of the Project. Final 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 can supply a Marketing Plan Worksheet. Organizations should advertise at least 75 miles outside the radius of Baytown to reach audiences willing to travel and stay overnight for Project.

Logo

To support the Baytown hotel and tourism industry and assist visitors in planning their trips, all marketing and promotional materials using HOT 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. Room nights utilized in lodging properties outside of Baytown don't qualify or count for the purposes of the program. It is the Organization's responsibility to track overnight stays that are a direct result of the Project. *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.*

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Post Event Report

Project 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.

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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Event Application for Fiscal Year 2023-2024

Attachment 2

SAMPLE BUDGET					
Event or Program Name:					
*Denote expenses to be covered using Hotel Occupancy Tax					
				<u>Projected</u>	<u>Actual</u>
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