



Baytown Tourism Partnership Grant Program Application Packet

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

Fiscal Year 2021 – 2022 Applications due by 4:00 p.m. Friday, September 17, 2021.

By email: tourism@baytown.org

By mail: Attn. Tourism Manager, 311 W. Texas Ave., Baytown, TX 77520

Events, Programs and Projects to be held between October 1, 2021 – September 30, 2022.

Program Timeline

- HOT Grant Application Deadline – September 2021.
- Review and Selection of Qualified Projects/Events – October 2021.
- City Council to discuss and approve HOT Grant allocations – October/November 2021.
- Agreement packets issued – November 2021.
- Signed Agreement and Certificate of Insurance due 30 days prior to Project / Event.
- First Disbursement of Funds (up to 50%) prior to Project / Event.
- Post Event Report due 60 days after Project / Event conclusion.
- Final invoice due after the Post Event Report has been approved.

Program Overview

By the law of the State of Texas, the City of Baytown (the City) is permitted to levy a Municipal Hotel Occupancy Tax (HOT) from all lodging facilities located within the Baytown city limits. The laws also permit the City of Baytown to delegate expenditures from the HOT to another entity; as long as that entity spends the money on projects that otherwise meet requirements put forth in Texas Tax Code Chapter 351. This HOT is generated through a 7% tax levied on each hotel/motel room night at the lodging properties located in the Baytown city limits.

Each year, the City Council approves a sum in the annual budget to assist non-profit corporations and organizations (Organizations) with advertising and promotional costs for their 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 then makes recommendations to City Council for approval. City Council will make the final decision on the requests.

All applicants are strongly encouraged to review several helpful articles that address the correct uses of Hotel Occupancy Tax monies on our Baytown HOT Grant webpage. This information will be helpful in assigning funds to the appropriate expenditures. Please visit www.visitbaytown.org/hot-grant-info to download or read the articles.

Qualifying Categories

Texas Tax Code Chapter 351 states that an organization's Project must fit into one or more of the following categories, outlined below, to qualify for HOT funding.

- 1) Advertising / Promotions:** allows expenditures to be used for advertising and conducting promotional programs directly related to attracting tourists and overnight hotel guests to the City of Baytown. These expenditures are traditionally in the form of internet, social media, television, and radio ads that bring people in town for an event or the Project.
- 2) Promotion of the Arts:** allows expenditures to 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 be used only for festivals or shows that attract tourists to the City.

- 3) **Registration of Convention Delegates:** allows for expenditures to be used for costs incurred associated with providing personnel and materials for the registration of convention delegates and registrants.

Eligibility for Hotel Occupancy Tax Funds

Projects are awarded HOT funds based on their 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. Priority will be given to Projects based on their ability to generate overnight visitors to the City and stimulate the local economy.

Supplemental Information Required with Application

Along with each application, submit the following:

- a) proposed itemized budget for the Project identifying all revenue monies from all known sources, and expenditures the HOT funding will cover;
- b) proposed marketing plan for the Project;
- c) documentation demonstrating the potential to generate overnight guests (Tourism Impact); and a
- d) schedule of activities, workshops, or events (if applicable) associated with the Project.

Program Terms

A full list of Terms for the HOT Grant Program (Program Terms) goes into further detail about the program. Attachment 1, page 10 – Terms of the HOT Grant Program.

Helpful checklist to ensure the application is complete:

- Completed application with initials and signatures.
- Proposed marketing plan attached.
- Proposed budget listing all expected expenditures.
- Documentation demonstrating Tourism Impact and any other necessary documentation to support the organization's HOT Grant funding request.
- Schedule of activities, workshops, or events (if applicable) associated with the Project.

I. Organization and General Project Information

Organization Name: _____

DBA (if different from above): _____

Street Address or P.O. Box: _____

City: _____ State: _____ Zip: _____

Organization Phone Number: _____

Organization Website Address: _____

Incorporation/Creation Date: _____ EIN #: _____

Person responsible for filling out this application:

Name: _____

Board Member Title: _____

Mobile Phone: _____ Email: _____

Secondary Contact (optional, contact will also be added to email correspondence):

Name: _____

Mobile Phone: _____ Email: _____

Official mission of the organization: _____

Baytown Tourism Partnership Grant Program
Application for Fiscal Year 2021-2022

Name of Project: _____

State the primary purpose of the Project:

Date(s) of Project: _____

How many years has the event or project been held? _____

Expected attendance: _____

Name of Project's venue/location: _____

Street: _____ City: _____ Zip: _____

II. Tourism Impact

The Organization should work with lodging properties located within the city limits of Baytown to negotiate a special rate or hotel/event package for the Project that will attract tourists to Baytown. See Attachment 3, page 14 for a list of hotels in the Baytown city limits.

How many hotel room nights are expected to be utilized in the City for the Project? _____

Does the Project span two or more consecutive days? _____

Please describe the package or special rate (discount/discount code/area coupon/giveaways), including which properties the Organization will be utilizing:

Room Block Information

If the Organization will be blocking rooms, list which lodging establishments will be utilized, and how many rooms are expected in the block).

Name of Lodging Establishment	# of rooms to be blocked
1. _____	_____
2. _____	_____
3. _____	_____

III. Projected Marketing, Advertising and Promotions

All Organizations must include a proposed marketing plan with the application. In addition, answer the questions below. For assistance in organizing a Marketing Plan, the Tourism Division can supply a Marketing Plan Worksheet upon request.

What demographics do your advertising, marketing and promotions primarily target?

What geographic areas do your advertising, marketing and promotions primarily target?

Marketing and Promotional Plan Summary

Check all marketing efforts your organization is coordinating. These amounts should also be reflected within the attached marketing plan.

Media/Advertising Outlet	\$ Amount	Quantity or Length/Time
<input type="checkbox"/> Regional newspapers	\$ _____	_____
<input type="checkbox"/> Radio spots	\$ _____	_____
<input type="checkbox"/> TV commercials	\$ _____	_____
<input type="checkbox"/> Print ads	\$ _____	_____
<input type="checkbox"/> Other print _____	\$ _____	_____
<input type="checkbox"/> Social media ads/boosts	\$ _____	_____
<input type="checkbox"/> Digital banner ads	\$ _____	_____
<input type="checkbox"/> Other digital _____	\$ _____	_____
<input type="checkbox"/> Digital/Comprehensive campaign	\$ _____	_____

IV. Budget and Funding Request

For a list of criteria used to determine if a Project is eligible, and for guidelines regarding the funding request, see Program Terms, Attachment 1, page 10. Don't forget to submit the proposed budget with the application, marking all expenses for which the HOT request will cover. For an example see Attachment 2, page 13 – Sample Budget.

Check if this Project is a first-time event or program:

Total Project budget: \$ _____

Please list dollar amounts other organizations have offered in the way of financial support, including grants and sponsorships, for this upcoming Project. Attach additional pages, if needed.

Organization Name: _____ Funding Amount \$ _____

Organization Name: _____ Funding Amount \$ _____

Project Growth and Development

If this is not a first-time event, list total dollar amount other organizations offered in the way of financial support for this Project (excluding HOT grant monies) for the previous three years.

Year: _____ Funding Amount \$ _____

Year: _____ Funding Amount \$ _____

Year: _____ Funding Amount \$ _____

If the Organization received HOT funding within the past three years for this Project, please note amounts received, approximate number of attendees, and the number of room nights generated:

	HOT Funding Amount	Total Attendance	Room Nights
FY 2020 – 2021	\$ _____	_____	_____
FY 2019 – 2020	\$ _____	_____	_____
FY 2018 – 2019	\$ _____	_____	_____

Fund Levels

The Fund Levels below represent the number of proposed or anticipated hotel room nights for each Project. Each Organization must choose the level that best represents the number of room nights anticipated as a result of the Project and the Project’s marketing efforts. **See the chart below to see how each funding level corresponds with the anticipated room nights.** For more information, see Funding Levels, page 11.

Room Nights	Grant Request Amount
If the number of anticipated overnight stays is:	Then, the Organization can request:
<10 overnight stays	Up to \$1,000
10-29	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 \$13,000

Requested Grant Amount

Based on the chart above, the amount requested is: \$ _____

Qualifying Category

Each request must fit into one or more of the three categories below. See page 2 for definitions of each category. Check the categories that apply to the grant request. The attached budget should identify corresponding proposed expenditures to support this request.

Category:

- 1. Advertising and promoting the City.
- 2. Promotion of the Arts.
- 3. Registration of Convention Delegates.

Explain how the requested funds will be used to support the Project:

V. Acknowledgements

Please initial:

_____ I understand that submission of an application does not guarantee funding, in whole or in part. Funding is selective and based on the applications submitted; thus, the HOT Grant Committee will review all applications for appropriate use of HOT funds and funding levels. The HOT Grant Committee will make funding recommendations to Administration and City Council based upon the appropriateness of the request and funds available.

_____ 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

Criteria for Eligibility

All applications must meet the following criteria:

- The Project is taking place in the City of Baytown, or ETJ, and will utilize lodging properties located in the city limits of Baytown.
- The Project fits into at least one of the three categories listed in the application.
- The Project is family friendly.
- 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 Project that shows potential to attract visitors further than 75 miles outside of Baytown.
- The organization shows willingness to work with hoteliers to attract a percentage of the attendees to City lodging properties.

Tourism Impact

Organizations must show Tourism Impact (the ability to generate overnight guests) by attaching a proposed marketing plan for the Project that shows potential to generate overnight visitors. In addition to the marketing plan, Organizations can greatly strengthen their application by attaching a combination of records such as:

- a) documentation showing historic information on the number of room nights used during previous years of the same event;
- 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/Events.

HOT Grant Committee

The HOT Grant Committee is made up of 7 individuals who consider the funding request, overall expected tourism impact for the City of Baytown, and the future potential of the Project to grow and attract sponsors. The HOT Grant committee may ask a representative from the Organization to present a short program about the funding request and Project.

Legal Agreement with the City of Baytown

Those Organizations approved will be required to sign a separate Legal Agreement with the City, which terms include the use of the HOT revenues, 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 (or Grant Recipient) 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.

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 Levels

Each funding level represents an amount that includes the State's HOT program best practices, such as: proposed overnight stays, funding for various forms of the arts, marketing costs, and registration materials for conferences and meetings. Keep in mind, most Projects generate an overnight stay average of roughly 7% of the attendees of which not all will stay in a City hotel.

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.

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 is a perfect example of good use, while using HOT funds to purchase raffle items or rent a port-o-potty do not.

HOT eligible expenditures marked in the Project's budget should total more than the amount of the request.

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. Expenditures for which the HOT Fund monies will be used must be marked.

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. Reimbursements are dependent on the Post Event Report being turned in and showing the funds were spent on eligible expenditures.

Marketing materials

Marketing the Project is of utmost importance in attracting visitors to Baytown. Each Organization must include a marketing plan with the application. To assist organizations in building their marketing plan, the Tourism Division can supply a Marketing Plan Worksheet upon request. 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. 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 Project.

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. After three years of funding, if the Project does not generate hotel/motel activity or see an increase in documented overnight stays, then the Project may no longer be funded.

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

Baytown Tourism Partnership Grant Program
Application for Fiscal Year 2021-2022

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 Lodging Establishments (as of August 2021)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Palace Inn Baytown*
5244 East Freeway
(281) 421-7200
Rooms: 36

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

EconoLodge by Choice
Hotels^C
300 S. Alexander Dr.
(281) 427-7481
Rooms: 109

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

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

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

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

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