



Baytown Tourism Partnership Grant Program Application Packet

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

Fiscal Year 2021 – 2022 Applications due by 4:00 p.m. Monday, September 20, 2021.

By email: tourism@baytown.org

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

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 – 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.
- Post Event Report due 60 days after Project 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 funding projects 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 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 Category

Texas Tax Code Chapter 351 states that an Organization's Project may qualify for HOT funds if the project falls within the definition as outlined in Texas Tax Code Chapter 351:

Historical Restoration and Preservation: allows expenditures that will enhance historical restoration and preservation projects or activities, advertising such programs, and promotional programs to encourage tourists and convention delegates 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.

Eligibility for Hotel Occupancy Tax Funds

Projects are awarded HOT funds based on their ability to generate hotel night stays and attract visitors to the Facility. If the selection committee cannot reasonably assume that a Project can generate overnight visitors, it will not be considered eligible for funding. See page 10 for additional eligibility criteria.

Supplemental Information Required with Application

Along with each application, submit the following:

- a) proposed itemized budget for the Project or Facility for which funds are being requested identifying all revenue monies from all known sources, and expenditures you expect the HOT funding to pay for;
- b) proposed annual marketing plan for the Facility;
- c) documentation demonstrating Tourism Impact;
- d) supporting documents such as visitor tallies, ticket sales, guest book entries, and a
- e) annual schedule of activities or events relating to the Facility.

Program Terms

A full list of Terms of 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 associated with the Project.
- If applicable include sign-in sheets, visitor book logs, ticket sales, etc.

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: _____

Name/Subject of Project: _____

State the primary purpose of the Project:

Date(s) of Project: _____

Name of Project's venue/location: _____

Street: _____ City: _____ Zip: _____

II. Tourism Impact

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.org/hot-grant-info.

To show the potential Tourism Impact to Baytown as related to this Project and grant request, please 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 will encourage tourists to visit historical sites or cultural heritage programs in Baytown.

What is the projected annual attendance at the facility for the following calendar years? The application can be strengthened by including attendance records from previous years in the form of sign-in sheets/books or ticket sales.

Year	Total attendance	Group tours	Events	Other
2022 (estimate):	_____	_____	_____	_____
2021 (projected):	_____	_____	_____	_____
2020 (actual):	_____	_____	_____	_____

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Number of room nights generated during the following calendar years:

Year: 2021 (estimated) _____ 2020 _____ 2019 _____

What events are to be held at the facility that might attract overnight guests during the fiscal year (October 1 – September 30) to promote the facility:

The Organization should work with lodging properties to negotiate a special rate or hotel/event package to attract tourists to Baytown in order to visit historic sites or museums or to experience a Cultural Heritage Program. See Attachment 3, page 14 for a list of hotels in the Baytown city limits.

How many hotel room nights (combined) are expected to be utilized in the City by visitors in order to attend the facility or a facility program? _____

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

III. Projected Marketing, Advertising and Promotions

All Organizations must include a proposed marketing plan for the Facility or Project 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

All Organizations must submit a 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 Organization is a first-time applicant:

Total Project budget/cost: \$ _____

Facility 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 Facility (excluding HOT grant monies) for the previous three years.

Year: _____ Funding Amount \$ _____

Year: _____ Funding Amount \$ _____

Year: _____ Funding Amount \$ _____

Fund Levels

The Fund Levels below represent the number of total visitors for each Facility. Each Organization must choose the level that best represents the number of visitors anticipated as a result of the

Facility, associated Programs, and the Project’s marketing efforts. **See the chart below to see how each funding level corresponds with the anticipated visitors.**

Room Nights	Grant Request Amount
If the number of anticipated visitors is:	Then, the Organization can request:
<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 \$13,000

Requested Grant Amount

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

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.

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

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

Authorized Signature

Date

Print Name

Title

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.

Attachment 1

Terms of the HOT Grant Program

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 that shows potential to attract visitors further than 50 miles outside of Baytown.

Tourism Impact

Organizations must show Tourism Impact (the ability to generate overnight guests) by attaching 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 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:

- 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.

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 visitors. 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 visitors and marketing costs.

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. 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. 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. Payment or reimbursement of funds is made after the work is complete. Scheduled payments may be approved on a case-by-case basis.

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 50 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 out of town 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.

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.

Baytown Tourism Partnership Grant Program
Event 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

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

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

Executive Residency by
Best Western*^{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

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

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*^{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