



**CITY OF BURLESON
GUIDELINES/APPLICATION FOR REQUESTING
HOTEL/MOTEL OCCUPANCY TAX FUNDS**

“Visit Burleson Tourism Grant”

GENERAL INFORMATION

Application Year: October 1, 2022 thru September 30, 2023

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, MUST by law, directly enhance and promote tourism and the convention and hotel industry, AND fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for 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, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests (including those affiliated with Visit Burleson) are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.

7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications will be received via email to jvanney@burlesontx.com
*A confirmation receipt will follow a successful transmission
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Each organization must submit the following documents to be included with the application:
 - list of current board of directors and officers (if applicable)
 - a statement of long range goals (for the organization)
 - a statement of long range goals for the activity to be funded
 - a current budget for the organization
 - a current budget for the tourism-related activity for which funding is sought

The timeline for the application review process for 2022-2023 is as follows:

- **March 4**- Application period opens
- **March 21** – Visit Burleson Tourism Grant Applications Due
- **March 22**– EDC reviews for compliance/completeness and gives comments to applicant
- **March 24** – Applicant to respond with any corrections
- **March 26** – Applicant notified if committee intends to recommend project for award this year or not and the reasoning
- **May 16** – Recommendations presented to City Council for 2022-2023 Awards

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event,

performance or activity for the purpose of bringing outside visitors to Burleson hotels.

- All grant monies must go directly to the activities associated with the project.
- Any payment of administrative costs must be directly related to the event or authorized expenditure and must be set forth in the initial application to the City Council, approved by the City Council and incorporated into the written agreement with the recipient agency.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event Analysis must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- If the Post Event Analysis and the final accounting of room nights are not received by the due date, the City of Burleson reserves the right to reject any future application by the organization and to request reimbursement of partial or all HOT funding.
- It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Burleson lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt along with acceptable proof of payment which shall be in the form of a canceled check(s), bank statement, or other proof of payment as required by the City of Burleson.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the “Act”), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be submitted in writing to the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties and have a Group Code listed on all advertisements.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.