

Aransas County Council on Aging

912 S. Church Street Rockport, Texas 78382

361-729-5352

May 22, 2024

Stephanie Garcia

City Secretary Town of Fulton

201 N. Seventh St.

Fulton, Texas 78358

I am requesting HOT Funds for Bountiful Bowl Pottery Fair 2025. We will be holding our fundraiser February 1, 2025 and will be using the requested funds for advertising in the form of electronic media, newspaper, radio and signage. The amount we are requesting is \$2500. The completed application is attached.

Thank you for considering our request.

Sincerely,



Mary Ellen Nies, Executive Director

HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the Town of Fulton collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Per Chapter 351, Texas Tax Code, there is a two-part test that every expenditure must pass to be valid.

1. The expenditure must directly enhance and promote tourism and the convention and hotel industry.
2. The expenditure must clearly fit into one of the seven statutory categories for expenditure of local hotel occupancy tax revenues:
 - i) **Convention Centers and Visitor Information Centers**
 - ii) **Registration of Convention Delegates**
 - iii) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**
 - iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry**
 - v) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry**
 - vi) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels**
 - vii) **Enhancement and upgrading of existing sport facilities or fields**

Town Policy: The Town of Fulton accepts applications from groups, businesses, and organizations whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application at least 60 days prior to the event or request for funds. The application will be reviewed by the Fulton Town Council at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. The Fulton Town Council will make the final decision regarding any requests for Hotel Occupancy Tax expenditures.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Fulton. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **Historic information on the number of room nights used during previous years of the same events.**
- b) **Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **Historical information on the number of guests at hotel or other lodging facilities that attended the funded event or facility; and/or**
- d) **Examples of marketing of the activity, event, or facilities that are likely to generate encourage overnight visitors to local lodging properties.**

Use of Local Vendors: The Town of Fulton encourages all event organizers to patronize local businesses for food, supplies, materials, printing, etc.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project.

Supplemental Information Required with Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of activities, events or facility programs relating to the request

Funded Projects or Events will be required to submit a Post Event Evaluation; required to provide a link on the event or facility website to citysec@fultontexas.org and submit any invoices for reimbursement within 60 days of the conclusion of the event.

Submit to: Stephanie Garcia, City Secretary
 201 N. Seventh Street
 Fulton, TX 78358
 citysec@fultontexas.org

Application

Organization Information

Date: MAY 31, 2024

Name of Organization: ARANSAS COUNTY COUNCIL ON AGING

Address: 912 S. CHURCH ST.

City, State, Zip: ROCKPORT TX 78382

Contact Name: MARY ELLEN NIES DEBBIE THOMPSON

Contact Phone Number: 361 729 5352 Contact E-Mail Address: recordt@gmail

Web Site Address for Event or Sponsoring Entity: seniorservicescenter.net

Is your organization: Non-Profit [X] Private/For Profit

Tax ID #: 74-1796095 Entity's Creation Date: 1977

Purpose of your organization: TO ENHANCE THE LIVES OF THOSE OVER 60 WHO LIVE IN ARANSAS COUNTY.

Name of Event, Project or Facility: BOUNTIFUL BOWL POTTERY FAIR

Date of Event or Project: FEB. 1, 2025

Primary Location of Event or Project: PRESBYTERIAN CHURCH

Amount Requested: \$2500

How will the funds be used: TO MARKET THE EVENT USING RADIO, TV, NEWSPAPERS, SIGNAGE, DIRECT MAIL

Primary Purpose of Funded Activity/Facility: SELL HANDMADE POTTERY
SELL HOMEMADE FOOD FOR LUNCH. AWARD PRIZES
SUPPORT HOME DELIVERED MEALS

Percentage of Hotel Tax Support of Related Costs

60% Note Percentage of Total Event Costs Covered by Hotel Occupancy Tax

Note Percentage of Total Facility Costs Covered by Hotel Occupancy Tax

Note Percentage of Staff Costs Covered by Hotel Occupancy Tax

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 0

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both

2. Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

3. Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

4. Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

100%

5. Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Expenses including promotional expenses, directly related to a sporting event in which most participants are tourists who substantially increase economic activity at hotels and motels within the Town or its vicinity.

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate?

If the event is a sporting related function/facility: How many of the participants are expected to be from another Town or county?

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the Town or its vicinity?

Questions for All Funding Requests:

How many years have you held this Event or Project; or how many years have you been operating the qualified facility: 20+ years

Expected Attendance: 200

How many people attending the Event or Project will use Fulton hotels, motels, or bed & breakfasts?
300

How many nights will they stay?
2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels?
NO

Do your promotional materials and website note area lodging facilities that can host participants? NO
(Please attach copy if available) we refer them to the Chamber

Have you negotiated a lodging rate at any hotels for participants of your event? NOT YET

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>FULTON</u>	<u>2500 a year</u>	<u>for last 3 yrs</u>	<u>- 900 total</u>

How will you measure the impact of your event on area hotel activity?
we count attendees who use local hotels
using air-pads at entry

Please list other organizations, government entities and grants that have offered financial support to your project: we ask local business sponsors. The Presbyterian Church provides the venue free of charge.

Please check all promotion efforts your organization is coordinating, and the amount financially committed to each media outlet:

Paid Advertising Newspaper Radio TV

Press Releases to Media Direct Mailing to out of town recipients

Other local signage, website

What areas does your advertising and promotion reach?
most of Texas

What number of individuals will your proposed marketing reach that are in another City or county?
thousands

If a permanent facility (e.g. museum, visitor center)

Expected Attendance Monthly/Annually: N/A

Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities:
50%