

City of Tomball

Hotel Occupancy Tax Grant Program

Funding Year: October 1, 2026 through September 30, 2027

Introduction

Through the adoption of a municipal hotel occupancy tax, the City of Tomball is responsible for promoting tourism and the hotel industry in compliance with the State of Texas Hotel Occupancy Code; Chapter 351, Subchapter B – Use and Allocation of Revenue. The City has the authority to use local hotel funds tax funds in a variety of methods, including the granting of funds to support local events and organizations.

Eligible Uses for Hotel Occupancy Tax Funds

The revenue derived from the municipal hotel occupancy tax may only be used to promote tourism and the convention and hotel industry in the community. The following are eligible uses for Tomball's HOT funds:

1. 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;
2. The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. 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;
5. 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 that:
 - a. Are at or in the immediate vicinity of convention center facilities or visitor information centers; or
 - b. Located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;
6. The day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs ONLY if those administrative costs are incurred directly in the promotion and servicing of those authorized expenditures listed in 1-5 above;
7. Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality.

Tourists are defined in Chapter 351 as an individual who travels from the individual's residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture. Tourism is defined as the guidance or management of tourists.

City Policy

Any organization requesting the use of City of Tomball Municipal Hotel Occupancy Tax funds for an event or program that qualifies as an authorized use of funds as listed above must complete the "Application for Use of Hotel Occupancy Tax" as part of the annual grant application process. All requests for funding must be approved by the City of Tomball City Council. Only one project may be requested per application. Applications for annual events must be submitted each year. Funding approved in one year does not guarantee funding in subsequent years.

Approved funding will be paid to approved grantee organizations on a reimbursement basis and will not be paid in advance. The reimbursement paid to the organization will be based on the lesser of the actual costs or the amount originally approved.

Reporting Requirements

Subsequent to the event/purpose for which occupancy tax funding was approved, the organization receiving the funds shall submit a full accounting of the event/purpose and specifically highlight the costs to be reimbursed by the hotel occupancy tax. In addition to the financial accounting of the event/purpose, the report shall also include a narrative describing how the event/purpose directly enhanced or promoted tourism and the convention and hotel industry in Tomball as well as the projected number of tourists or convention delegates coming to Tomball as a result of the event/purpose and the basis for the projection. If the event/purpose is one that is ongoing throughout the year, the financial and narrative report shall be updated and submitted on a quarterly basis.

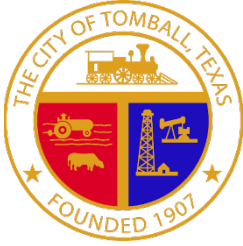
Expenditure or Quarterly Reports shall be submitted as follows:

BY MAIL OR IN-PERSON

City of Tomball
ATTN: Director of Finance
501 James Street
Tomball, TX 77375

VIA EMAIL

Finance@tomballtx.gov



City of Tomball
Hotel Occupancy Tax Grant Program
Funding Year: October 1, 2026 through September 30, 2027
Application for Use of Hotel Occupancy Tax

The City of Tomball is accepting applications for Hotel Occupancy Tax Grants for the funding period of **October 1, 2026 through September 30, 2027**.

The deadline to submit an application is 5:00 p.m., Friday, June 26, 2026.

Completed applications must be submitted to the City of Tomball by the application deadline. Applications can be submitted via email to Finance@tomballtx.gov or in-person/by mail to the City of Tomball Finance Department, 501 James St., Tomball, TX 77375. Mailed applications must be received by the City before the deadline to be considered.

For additional information or questions, please contact Perla Carrasco at (281) 290-1420 or PCarrasco@tomballtx.gov.

Section I: Organization Information

Name of Organization/Business: Greater Tomball Area Chamber of Commerce

Street Address: 29201 Quinn Road, Suite B

City: Tomball State: TX Zip Code: 77375

Contact Name: Brandy Beyer

Role with Organization/Business: Vice President

Phone Number: 281.351.7222 Email: bbeyer@tomballchamber.org

Type of Organization/Business ☐ Private/For Profit ☒ Non-Profit

Purpose of Organization/Business:

The Greater Tomball Area Chamber of Commerce provides resources and fosters relationships that empower businesses to prosper in Tomball and its surrounding communities.

Section II: Event/Program Information

Event/Program Name: Tomball Holiday Parade

Date(s) of Event/Program: November 21, 2026

Location of Event/Program (Provide the address or a general location):

Main Street

Website for Event/Program: www.tomballchamber.org

Is this a new event/program? ☐ Yes ☒ No

If this is not a new event/program, how long has the event/program operated?

This will be the 60st annual Tomball Holiday Parade.

Provide a detailed description of the event/program.

annual parade with over 150 entries including bands, classic cars, dignitaries and floats

Estimated Local Attendees at Event/Program: 30,000

Estimated Out of Town Attendees at Event/Program: 10,000

Section III: Funding/Expenditure Information

Amount of grant funding requested for event/program. \$20,000

Total operating budget for event/program. \$59,350

Percent of event/program to be funded by grant. 34 %

Total funding dedicated to advertising or promotion of the event/program, including both grant funded and non-grant funded expenditures. \$5,000

Provide a detailed description of how grant funds will be used if approved (additional pages can be added if necessary).

security, advertising, portapotties, dignitary breakfast and band participation

Please indicate all promotion/advertising efforts your organization will use to alert visitors to the event/project/program.

- ☒ Paid Advertising ☒ Radio ☐ Television ☐ Brochures
☒ Social Media ☒ Newspaper ☒ Online/Digital Ads ☒ Press Release
☐ Other (please specify) _____

Provide a description of how you intend to advertise or promote your event/program to gain overnight stays in Tomball.

This event draws crowds from all around - as part of our larger mission, we always encourage participants and attendees to stay in the area and discover Tomball. We request that local business owners promote the parade and themselves as to keep visitors in Tomball and to make a weekend adventure for them and their families.

How will you measure the impact of your event on local overnight accommodations?

Many entries come from out of town for the parade and will choose to stay in Tomball either the night prior to the early morning event, or after to enjoy their visit to Tomball. Our Miss Tomball contestants, who participate in the parade, have many out of town family members that will come to town to support them. They will stay evening prior and the following evening, as the pageant follows the parade.

Section IV: Certification of Approved Use of HOT Funds

All requested HOT Fund grants/expenditures must meet both parts of the statutory Hotel Occupancy Tax Test. This means that all grant expenditures must 1) directly enhance and promote tourism and directly promote overnight hotel stays AND 2) fall within one of the statutorily approved expenditure categories.

1. Does your event/program expenditure pass “Part One” of the statutory Hotel Occupancy Tax test listed below?

Part One Test: Expenditure directly enhances and promotes tourism in Tomball and directly promotes the overnight accommodation industry in Tomball by increasing overnight stays.

- ☒ YES, the event/program expenditure meets the Part One test.
☐ NO, the event/program expenditure does not meet the Part One test.

2. Does your event/program expenditure pass “Part Two” of the statutory Hotel Occupancy Tax test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories?

Select all categories that apply:

- ☐ Establishment, improvement, or maintenance of a convention or visitor center.
☐ Administrative cost for facilitating convention registration.
☒ Advertising, solicitations, and promotions that attract tourists or convention delegates.
☐ Encouragement, promotion, improvement, and application of the arts.
☐ Historical restoration or preservation programs.
☐ Signage directing tourists to attractions visited by hotel guests.
☐ None of the above.

Section V: Required Supplemental Information

To complete the grant application, the following additional documents are required:

1. Itemized budget of expenditures for grant funds.
2. Organization’s most recent annual budget.
3. Organization’s most recent financial statements. **Audited financial statements must be provided for any grant request exceeding \$100,000.**
 - a. Financial statements should include the organization’s balance sheet and income statement for the most recently completed fiscal year.
4. List of Board of Directors/Event Committee with contact information.
5. IRS Form W-9 (only required if the correct W-9 is not already on file with the City of Tomball).
6. Any other information that supports the grant request.

Section VI: Acknowledgements and Signature

1. Applicant has read all information provided as part of this application packet and understands and will comply with all provisions herein.
2. Applicant is authorized by the associated business/organization to submit this grant application for the event/program described herein.
3. Applicant intends to use the grant for the event/program that has been applied for and will communicate with the City of Tomball immediately if any changes in the event/program occur.
4. Applicant will abide by all relevant local, state, and federal laws and regulations regarding the use of Hotel Occupancy Taxes.
5. Applicant will use grant funds to directly enhance and promote tourism and the hotel industry by attracting visitors from outside of Tomball to stay overnight in one of Tomball's lodging facilities.
6. Applicant understands that all grant funds are provided on a reimbursement basis and only proven eligible expenses will be reimbursed.
7. Applicant acknowledges that if grant funds are awarded, the event/program organizers agree to allow the financials of the event/program to be viewed at any time by the City of Tomball prior to receiving reimbursement for the event.
8. All required supplemental information is attached to this grant application.

Applicant Signature: Brandy Beyer  Digitally signed by Brandy Beyer
Date: 2026.06.09 14:55:15 -05'00'

Applicant Printed Name: Brandy Beyer

Date of Application: 06/09/2026