



# City of Willow Park

COMMUNICATIONS AND MARKETING

120 El Chico Trail, Suite A  
Willow Park TX, 76087  
817-441-7108  
willowparktx.gov

## Expenditure of Hotel Occupancy Tax Revenue Application

The City of Willow Park will provide grants/sponsorships from the hotel/motel occupancy tax revenue generated within the Willow Park city limits. The City accepts applications from organizations seeking funds to be used in the development and promotion of tourism-related activities that are designed to attract overnight visitors to the City of Willow Park.

### ELIGIBILITY

As required by state statute, all projects must encourage and promote use of Willow Park hotels and motels through the enhancement and promotion of tourism, convention and the hotel industry. (Tax Code 351.1033).

### SELECTION GUIDELINES

All applicants are required to submit an application to the City of Willow Park Communications and Marketing Department. The application will then be evaluated on whether the proposed request and its associated event or activity:

- are of high quality and meet the goals and standards of community engagement
- attract overnight visitors to Willow Park
- meet the standards of the law
- promotes tourism

The application will be reviewed by the City Manager, the Finance Director, and the Communications Director. The Communications Director will notify the applicant of approval or rejection no later than 30 days after the application is filed.

### HOW TO FILE

Applications should be submitted to the Communications and Marketing Director at 120 El Chico Trail, Willow Park, TX, 76087 or by email at [media@willowpark.org](mailto:media@willowpark.org). A point of contact for each application must be clearly identified.

### RECORDS

- (a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.
- (b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall specify in a list each scheduled activity, program, or event that:
  - (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and
  - (2) is directly enhancing and promoting tourism and the convention and hotel industry.

## ACKNOWLEDGEMENTS

If your project is selected, the City of Willow Park may require to be listed as an event sponsor of your event or activity which includes the line "this project was made possible, in part, by a sponsorship from the City of Willow Park" in press releases and other literature.

All use of city logos should be submitted in writing to the City of Willow Park communications and marketing department.

Promotional pieces submitted to media outlets should also be submitted to the City of Willow Park.

## A. CONTACT INFORMATION

Name of organization\_\_\_\_\_

501c3 or c6 non-profit organization?      Yes\_\_\_\_\_ No\_\_\_\_\_

Contact name\_\_\_\_\_

Address\_\_\_\_\_

Phone Number\_\_\_\_\_

Email Address\_\_\_\_\_

Website\_\_\_\_\_

Purpose of organization\_\_\_\_\_

## B. TELL US ABOUT YOUR EVENT

1. What specific event or activity is being promoted or marketed?

\_\_\_\_\_

2. What is your primary purpose of this event?

\_\_\_\_\_

3. How will your event help promote the tourism industry in Willow Park?

\_\_\_\_\_

4. Total amount of funds requested to promote this event or activity

\_\_\_\_\_

5. Date, time and location of event\_\_\_\_\_

6. Total number of days of the event\_\_\_\_\_ Consecutive? Yes No

7. Has the organization applied for funds for this event before? Yes No

8. Is this a one-time-only event or a recurring event?\_\_\_\_\_

9. Is one of the goals of this event to raise funds for charity/scholarship? Yes No

If so, what percentage of the funds will be given away?\_\_\_\_\_

## Choose the category/categories that apply to your event or activity

- oVisitor Information Center
- oFurnishing of facilities and registration of visitors
- oAdvertising and promotional programs and activities
- oArts promotion
- oHistorical Restoration and Preservation
- oSporting Event funding and promotion
- oEnhancement or Upgrading existing sports facilities or sports fields(this funding is linked directly to hotel revenue generated by sports events)
- oTourist Transportation Systems
- oSignage Directing Tourists

### **A.VISITOR IMPACT**

Projected attendance:\_\_\_\_\_

Previous year's attendance:\_\_\_\_\_

Registration/entrance fee per visitor (if applicable)\_\_\_\_\_

Do you reserve a room block for this event? If yes, specify which hotels and number of rooms at each: \_\_\_\_\_

### **B.FUNDING AND MARKETING**

On a separate sheet, describe your marketing plan. Please provide a detailed list of the media used, amount spent, and type product used that will be OUT OF AREA advertising that is likely to attract overnight tourists to our community.