



HOTEL OCCUPANCY TAX
APPLICATION
PROGRAM YEAR 202~~5~~⁴

COMPLETE APPLICATIONS INCLUDING EXHIBITS ARE DUE ON OR BEFORE

May 24, 2024~~July 14, 2023~~

DELIVER TO

City of Denton
Attn: Daniel Jones
215 E. McKinney
Denton, TX 76201
or

EMAIL TO

daniel.jones@cityofdenton.com

Applications must be in PDF format and attached in print ready order.

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

Organization Name: _____

Non-Profit ☐ Public Agency ☐ Other ☐

Name of Event: _____

Mailing Address: _____

Telephone: _____

Website Address: _____

Primary Contact Name: _____

Title: _____ Telephone: _____

Email: _____

Secondary Contact Name: _____

Title: _____ Telephone: _____

Email: _____

If you are applying on behalf of another organization, please provide contact information for that organization:

Organization: _____ Contact Name: _____

Phone: _____ Email: _____

Complete the following questions regarding your request for City HOT funds consideration:

Amount Request \$ _____ Event Date(s): _____

1) Mark the category or categories below that your organization is requesting funds for in the attached budget request (Exhibit D).

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Convention & Visitor Information Centers 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities and/or visitor information centers.

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Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel, and materials for the registration of convention delegates and registrants.

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Advertising 351.101 (a) 3

Conducting solicitation or promotional programs to attract and encourage tourists and convention delegates to come to the City of Denton.

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Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐

Historical 351.101 (a) 5

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

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Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

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Sports Facility / Field 351.101 (a) 7

Funding the enhancement or upgrading of existing sports facilities or fields owned by a municipality, which meets specific criteria, including population, landmark specifics and reporting requirements.

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Signage 351.101 (a) 9

Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality

☐

Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which may be owned and operated by the municipality or privately owned and operated but partially financed by the municipality and does not serve the general public.

2) Briefly state your organization’s mission and purpose.

3) Does your organization have paid staff?
☐ Yes # Full-time_____ # Part-time_____

☐ No

4) Does your organization use volunteers?
☐ Yes Approximately how many? _____

☐ No

5) Does your organization ☐ own or ☐ rent office space?

6) Does your organization own a vehicle?
☐ Yes ☐ No

7) Is the event that the organization is requesting HOT funds for held on City property?
☐ Yes Location Name:_____ Location Address:_____

☐ No Location Name:_____ Location Address:_____

8) Does your event require a ticket purchase to attend?
☐ Yes Ticket Price:_____

☐ No

98) Will this organization be able to provide required insurance coverage for the event?
☐ Yes ☐ No

109) Identify and provide the status of all other funding requests for this event. Provide attachment if needed.

Source	Pending	Approved	Dollar Amount
			\$
			\$
			\$
			\$
			\$
			\$
			\$

~~11~~¹⁰) List the programs activities or exhibits for the upcoming year that the attached requested HOT budget will fund partially or in full.

~~12~~¹¹) How does the requested budget meet the definition of the HOT categories marked Question #1 in this application? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting, Sports Facility/Field, Signage and/or Transportation).

~~13~~¹²) What specific market will you target with the organization's marketing plan?
Attach examples and evidence of marketing area and readership Label Exhibit A (Limit 5)

~~1413~~) Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

~~1514~~) Provide three years attendance and estimated hotel night history for the event/exhibit/activity funded by HOT funds.

Year	Audience Size	# From Out of Town	Hotel Nights	Event

~~1615~~) Provide the following financial information and attach the last two year's audited financial or balance sheet. The table below should match the documents provided and marked as Exhibit B.

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance

~~1716~~) Briefly describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

~~1817~~) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account

for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) within one of the two options listed below.

- Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds must be maintained in the same account, however, if HOT funds are invested, a separate account must be established. All interest earned will be considered restricted HOT funds.

Will the organization be able to segregate the accounting processes in either way listed above?

☐

Yes

☐

No

~~1918~~) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide five examples and evidence of marketing area and readership.
- Exhibit B Provide the organization's last two years' audited financials or balance sheet and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which this application is requesting HOT funds.
- Exhibit D Provide a proposed budget for HOT funds to be requested for use during the Program Year 2024. Each category request should detail all expenses planned to the dollar.
This budget must be on a separate sheet of paper and not included in the body of the application.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code.
- Exhibit F Current W-9.
- Exhibit G Proof of status (active) as a non-profit Texas corporation in good standings as reflected on the website of the Texas State Comptroller and/or Secretary of State.
- Exhibit H List of local members of the governing body of the organization. Include name, title, address and phone number.
- Exhibit I Provide a local governing body's meeting schedule.
- Exhibit J Provide constitution and/or by-laws.
- Exhibit K Provide list of all donations made by your organization last year. Include organization name and dollar amount donated.
- Exhibit L Provide a list of events/schedules for which the HOT budget request will support.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

President/Chairman’s Signature

Project Director signature

Printed Name of Above Signer

Printed Name of Above Signer

Date

Date

Late applications are subject to reduction or denial of funding.