



HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton  
Attn: Randee Klingele  
215 E. McKinney St.  
Denton, TX 76201

**COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.**

**Organization Name:**

Name of Event: \_\_\_\_\_

Website Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

**Primary Contact Name:**

(Project Director)

Mailing Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

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

**Secondary Contact Name:**

(Local Board Chairman)

Mailing Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

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

**INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE**

- 1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

\_\_\_\_\_ **Advertising 351.101 (a) 3**

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

\_\_\_\_\_ **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.

\_\_\_\_\_ **Convention Center 351.101 (a) 1**

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

\_\_\_\_\_ **Convention Registration 351.101 (a) 2**

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

\_\_\_\_\_ **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.

\_\_\_\_\_ **Transportation 351.110**

Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

- 2) Briefly state the purpose of your organization.

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- 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

Name Location(s)

\_\_\_\_\_ No

Name Location(s)

8) Will the organization be able to provide insurance coverage for the event if held on City property?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

9) List ALL other sources of funding your organization receives and how much.

\_\_\_\_\_ Check here if information is attached.

Source	Please Circle One		Dollar Amount
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____
_____	Earned	Donated	\$ _____

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

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13) 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)

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

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15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance

- 16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

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- 17) The City of Denton requires segregated accounting of its HOT funds.

Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

- 1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- 2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may 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 process in either way listed above?

☐ Yes

☐ No

- 18) Please provide **all** the following documentation with this application and label as directed.

- Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)
- Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
- Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
- Exhibit F Current W-9.
- Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
- Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.
- Exhibit I Provide schedule of local governing body's meetings.
- Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
- Exhibit K Provide list of all donations made by your organization last year. Include

organization and dollar amount.

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.

Local Board Chairman:

\_\_\_\_\_  
(Print Name)

X \_\_\_\_\_

Date: \_\_\_\_\_

Project Director

\_\_\_\_\_  
(Print Name)

X \_\_\_\_\_

Date: \_\_\_\_\_

**Late applications are subject to reduction or denial of funding.**