



Hotel Occupancy Tax (HOT) Funding Application for Tourism Entity

Today's Date: _____

In order to ensure funding consideration, applications must be returned by June 2, 2025. Events that do not occur as specified in the application are not eligible for HOT reimbursement.

Organization Information

Entity Name:	
Entity Date:	Founding Date:
Entity Address:	
Entity Board of Directors:	Website & or Facebook page:
Tax I.D. Number:	

Please check one

Is your entity tax exempted? ☐ Yes ☐ No

Is your entity: ☐ Non Profit ☐ For Profit ☐ Private

Contact Information

Name of Contact:		
Mailing Address (must match address on W-9):		City, State, Zip:
Daytime Phone#:	Alternate Phone#:	E-mail Address:

Please check one

Contact Preference: ☐ Email ☐ Phone ☐ Mail

Event Funding Request

HOT Funds Requested: \$ _____

Total Annual Budget: \$ _____

Please provide a copy of your annual budget.

Please list other organizations, government entities, grants, and funding sources your entity will receive throughout the fiscal year and the amount you will receive from each.



By law of the State of Texas, the City of Vernon & Wilbarger County collect a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds must generate additional room nights for local lodging establishments and is limited by Chapter 351 of the Tax Code to certain items included in the below list. Please use the list below to describe in detail exactly what items and the amount of HOT you will use for each item in the 2025-2026 funding cycle if awarded the amount you are requesting.

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

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Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity

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

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Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry: 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.

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Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional 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 city or its vicinity.

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Total HOT Funds Requested:

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Post Funding Report

Attendance

What would you estimate was the actual attendance at your entity this year?

How many in attendance were outside of our service area?

How many guests were staying in local hotels?

How did you obtain this number?

Advertising

Please attach copies of any advertising you used HOT funding to promote. Note that any future advertising funded in part or completely by HOT must include the Vernon tourism logo.

Funds

Please use the categories below to list items HOT was used to fund at your entity in the 2024-2025 funding cycle and attach financial documentation to support the information provided.

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

- Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity

- Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: that 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 picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.



Post Funding Report Continued...

- Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry: 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.

_____	_____
_____	_____
_____	_____

- Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: expenses including promotional 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 city or its vicinity.

_____	_____
_____	_____
_____	_____

Total Amount Approved in 2023-2024: _____ Total Amount Utilized: _____

City/County Policy: The Vernon Tourism Advisory Board(TAB) accepts applications from groups and entities whose events/services fit into one or more of the above categories. All requests for funds should be submitted by a completed and signed application form by **June 2, 2025**. The application will be reviewed and acted on in a timely manner. Applicants may be required to present the proposal at a meeting and answer questions regarding the application on **June 18, 2024**. Applicants will be notified of their meeting time by email/phone by **June 10, 2025**.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to events/entities based on their ability to generate overnight visitors in Vernon. If an event/entity will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds.

Recognition of Sponsorship: All events/entities receiving HOT funds must recognize Vernon TAB as a sponsor by including the Vernon logo on any promotion that is funded in part or completely by HOT funds. A Vernon logo is available for this use upon request. You must also include a link to visitvernon.tx.com on your website and at any event that includes visitors from outside the county service area.

Use of Local Vendors: We encourage all entities to patronize Vernon businesses for food, supplies, materials, printing, etc. to the extent feasible. Applicants may be asked to explain why items that are available locally were purchased elsewhere.

Use of HOT: No other outside entity, event, project, charity, etc., sponsored by the host organization may profit from the Vernon TAB funding unless it has been outlined in the original HOT application.

Post Funding Report: The report will be reviewed by the TAB to determine how well the entity met its goals and will be used in consideration of future HOT funding requests.

I have read the above rules mandating the HOT and agree to the terms.

Representative Signature: _____ Date: _____