



2023 Hotel Occupancy Tax Grant Application



The City of Marshall accepts applications from eligible organizations whose events/project expenditures fit into one or more of the hotel occupancy tax expenditure categories approved by Visit Marshall. The Hotel Occupancy Tax (HOT) Funds Grant is reimbursement only. Funding will be based on evidence of need, fulfillment of Visit Marshall's approved HOT Grant expenditure categories, and the ability to enhance and promote tourism in Marshall.

Application Rules

1. The application must be completed in its entirety in order for the request to be considered for funding. If any portion of the application is not applicable to the request, the applicant must submit a statement explain which section is not applicable or the application will not be considered. If it is determined that the portion is required, the applicant will be given one week to amend the application.
2. The applicant must present reasonable evidence that the event and or project expenditure will **increase overnight stays** in Marshall and that the increase is **consistent with the level of funding requested**.
3. An expense plan must be provided with the application. For example, if you are requesting funds for event marketing, a marketing plan is required to show how your organization intends to spend grant funds. If your organization plans to use funds for historic preservation, a detailed expense plan and preservation plan must be provided. Expenses are limited to the nine allowable uses by state law:

Expenditure Categories

Texas Tax Code §§ 351.101(a) and 351.110

1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center
2. Paying the administrative costs for facilitating convention registration
3. Paying for advertising. Solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity
4. Expenditures that promote the arts. Please note that it is not enough that a facility or event promotes the arts; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.
5. Funding historical restoration or preservation programs
6. Certain sporting event related expenses
7. Certain sporting related structures
8. Certain tourist shuttles
9. Signage directing tourists to attractions frequently visited by hotel guests.

Visit Marshall only provides HOT Funds Grants for event marketing (#3), cultural arts programs (#4) and historic preservation projects (#5).

4. As a general rule, all funding requests should be no more than fifty percent (50%) of the applicant organization's total marketing budget for event/project or program.
5. Eligible organizations must apply **PER** event, **PER** program, or **PER** project--not as an organization as a whole. Example: Historical site applies for historical preservation grant to restore windows to their original architecture. The same historical site must apply for another historical preservation grant to restore the facade to the original architecture. Each event, project, or program must have its own application.
6. The HOT Funds Grant is to be used to market an event or series of events held, enhance a cultural arts program(s), or support a historical preservation project that will directly increase and promote tourism in Marshall and will produce hotel room nights.
7. Expenditures of hotel occupancy tax must **directly** enhance and promote tourism and the hotel industry in the City of Marshall. All expenditures must pass the two-part test in order to be eligible for funding.

Two Part Test

Texas Tax Code §§ 351.101(a) and 351.110

- ✦ First, every hotel occupancy tax revenue expenditure must directly enhance and promote tourism and the hotel and convention industry. See Tex. Tax Code §351.101(b). The expenditure must be likely to attract visitors from outside Marshall into the city.
- ✦ Second, each hotel occupancy tax revenue expenditure must fit into one of nine allowable uses by state law (see page 1).

If an expenditure is not reasonably likely to accomplish this result, the application will not be funded by the city's HOT Funds grant.

8. Any promotional material (brochures, websites, social media, advertisements) must include links to the Visit Marshall website. Contact information of Marshall bed & breakfasts and hotels must be included on all information provided to registrants, vendors, and event attendees as well as on the organization applicant's website. A list of Marshall lodging is included at the end of the application. Any organization awarded funds must provide proof with their post-event/project report that hotels were included on the items listed above in order to receive reimbursement funds for their event.
9. All Marshall hoteliers and Visit Marshall staff must be made aware of the event/project/program and event details in writing 30 days prior to the event. Copies of these notices must be included in the postevent/project report.
10. Applicants **MUST** keep track of overnight stays that are booked in Marshall hotels and/or bed & breakfasts as a direct result of their event and report number of stays on the post event/project report. All requests for tracking must be made by the grant applicants to each individual hotel and bed and

breakfast. Applicants who do not track overnight stays will not be eligible for reimbursement funds. Historical Preservation Projects and Cultural Arts Programs may be exempt from this on a case by case basis. Results from post-event/project surveys must be reported in lieu of hotel data. A sample survey is available upon request.

11. A proposed event/project budget, including projected revenue and expenses, along with revenue and expenses from any previous years' events, must be submitted with application.
12. The Visit Marshall website and/or Visit Marshall social media accounts must be listed on event websites and other materials provided to registrants, vendors, and/or attendees.

Facebook: @VisitMarshallTX

Instagram: @visitmarshall

Twitter: VisitMarshallTX

Website: <https://visitmarshalltexas.com/>

13. Applicants applying for HOT Funds Event Marketing Grant must focus requested funding on targeting overnight guests. Only advertising that is outside of a 50 mile radius of the Marshall city limits will be reimbursed through this grant.
14. The City of Marshall shall be recognized as an event/project/program sponsor and receives benefits at the sponsorship level consistent with the grant amount awarded.
15. Applicant acknowledges that if grant funds are awarded, the organizers agree to allow the financial statements of this event to be viewed at any time by Visit Marshall or City of Marshall staff prior to receiving reimbursement for the event.

Application Submission Deadlines:

- ✦ **Application Due Date:** Tuesday, November 1, 2022
- ✦ **Application Committee Review:** November, 2022
- ✦ **City Council Approval:** January 2023

Note: The application schedule is subject to change. Applicants will be notified if dates are amended.

Application may be submitted in one of three ways. Send completed application and requested documentation by Friday, December 10, 2021 to:

DELIVERY

Visit Marshall
Marshall Convention Center
2501 East End Blvd South
Marshall, TX 75670

MAIL

Visit Marshall
City of Marshall
P.O. Box 698
Marshall, TX 75671

EMAIL

duke.daniel@marshalltexas.net

Application Review Procedures:

- ✦ All applications will be reviewed by the Director of Tourism & Cultural Arts for completeness and to ensure that expenditures will directly promote City of Marshall tourism and its lodging industry.
- ✦ The applicant may be contacted to answer any additional questions regarding the application.
- ✦ All applications recommended for funding by Visit Marshall staff and the review committee will be evaluated by City Council.
- ✦ The final funding award will be scheduled for a regular City Council meeting--date to be determined.
- ✦ Visit Marshall staff will contact applicants informing them of the City Council's funding decision. The decision of the City Council, both as to the funding amount or denial of application, will be final. Failure to receive funding in one budget year does not preclude applicants from resubmitting request(s) in the next budget year.
- ✦ Applicants receiving funding are in effect entering into an agreement with the City of Marshall and are required to execute all subsequent documentation as described in the application.



2023 Hotel Occupancy Tax Grant Application



Date of Application _____

ORGANIZATION INFORMATION

Official Name of Organization _____

Mailing Address _____

Website _____

Contact Person _____ Phone _____

Email Address _____

Organization's Purpose/Mission:

Organization Type:

Non-Profit

Private/For Profit

EVENT OR PROJECT INFORMATION (Fill out a separate form for each event)

Name of Event or Project _____

Date of Event _____ Location _____

Event Website _____

Event/Project Description (event purpose/goal):

EVENT OR PROJECT ATTENDANCE

Estimated event attendance _____ Estimated overnight lodging room nights _____

Has/will a room block be established for the event/project? yes no If yes, please note the following:

Hotel _____

Number of Rooms Blocked _____ Number of Nights _____ Room Rate _____

Describe the target audience for event/project:

How will the funds be used to enhance and promote tourism in Marshall? How is the event/project expected to contribute to overnight lodging in Marshall hotels?

EVENT/PROJECT HISTORY

Detail history of event (or a reasonably similar past event) below:

Date	Event Location	Event Attendance	Total Room Nights

ORGANIZATION ELIGIBILITY

To qualify for financial assistance under the Hotel Occupancy Tax for the City of Marshall, the expenditure must satisfy Part One and at least one of the options in Part Two.

PART ONE

In order to be eligible to receive HOT Funding, organizations must comply with State Law/Chapter 351 of the Tax Code. Revenues must be used to directly promote tourism and the convention and hotel industry.

How will this event/project promote tourism and the convention and hotel industry?

PART TWO

Check which categories apply to funding request and amount requested under each category:

- Expenditures will be utilized to 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.

Amount Requested: _____

- Expenditures will be utilized for historical restoration and preservation projects.

Amount Requested: _____

- Expenditures will be utilized for the promotion and marketing of an event in Marshall or its vicinity that will directly enhance the tourism and lodging industry in the City.

Amount Requested: _____

FUNDING REQUEST

Name of Event or Project _____

Operating Budget for Event/Project \$ _____ HOT Funds Grant request \$ _____

How will the organization utilize the HOT Funds Grant funds if approved?

Total advertising/promotion budget: \$ _____

Indicate all promotional efforts your organization will utilize and the amount committed to each:

Paid Advertising \$ _____

Radio \$ _____

Newspaper \$ _____

Television \$ _____

Direct Mailings \$ _____

Distribution of Brochures \$ _____

Social Media \$ _____

Reminder: Any promotional material (brochures, websites, social media, advertisements) must include links to the Visit Marshall website www.visitmarshalltexas.com.

How will the organization advertise and/or promote the event/project in another city or county?

EVENT/PROJECT FUNDING HISTORY

Note history of previously awarded City of Marshall HOT Funds Grants below:

Date	Event/Project	Award Amount



CERTIFICATION

This certifies that I have read the City of Marshall's Local Hotel Occupancy Tax (HOT) Use Guidelines and fully understand the Local HOT Funding Application Process, rules governing the application, and the process. I understand that any funding awarded for the proposed event/project must be used to forward the efforts of the City of Marshall in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside the City of Marshall or its vicinity.

I understand that if the organization/business is awarded the HOT Funds Grant by the City of Marshall, any deviation from the approved project or from the rules and guidelines governing the application may result in the partial or total withdrawal of funding.

I certify that I have authority to request HOT funding on behalf of the applicant organization or business and that all of the information provided on this application is complete and accurate.

Business/Organization Name _____

Applicant's Signature _____

Applicant's Printed Name



Date _____

2023 HOTEL OCCUPANCY TAX GRANT APPLICATION



Required Attachments Checklist:

Along with the application, please submit the following attachments:

- Last fiscal year's financial statement (profit & loss statement) for your organization
- Organization's budget for the current year
- Copy of 501(c) letter from Internal Revenue Service, if applicable
- Tax ID#
- Itemized, detailed list of expenditures relevant for HOT revenue use
- Certification document included in application packet
- Event/project planning timeline or timeline through project completion
- Schedule of activities relating to your event/project expenditure
- W-9 form for organization to be reimbursed
- Any additional documentation to support application
- Event Marketing Grant only: Expense and advertising/marketing plan including targeted audience and list of media to be used
- Event Marketing Grant only: Marketing budget for event
- Historical Preservation Grant only: Project description, timeline, and organization budget

Post Event Checklist:

****This grant is a reimbursement. Funds are dispersed once the following are submitted and reviewed.****

- Submit a completed post-event/project report to Visit Marshall staff no later than 30 days following the event. Report should mirror the budget presented in the original application.
- Provide report detailing hotel stays of event attendees with proof of how this number was calculated.
- Submit a count of visitors to historical site or number of participants in cultural arts program/event and, if applicable, hotel room nights.
- Provide proof of payment for eligible, reimbursable expenses to include a statement showing a zero balance, receipts, copy of cancelled checks, etc.

MARSHALL LODGING



America's Best Value Inn

100 Interstate 20 West
(903) 927-1718

Arya Inn

300 Interstate 20 East Frontage Rd
(903) 934-3104

Best Western Executive Inn

5201 East End Blvd South
(903) 935-0707

Budget Inn

502 East End Blvd South
(903) 935-7984

Burnett Motel

205 East Pinecrest Drive
(903) 938-6648

Comfort Suites

5204 East End Blvd South
(903) 927-1139

Days Inn & Suites

5555 East End Blvd South
(903) 935-1941

Econo Lodge

5904 East End Blvd
(903) 935-1135

Fairfield Inn & Suites

105 Interstate 20 West
(903) 938-7666

Hampton Inn

5100 East End Blvd South
(903) 927-0097

Holiday Inn Express & Suites

500 Interstate 20 East Frontage Rd
(903) 934-9700

La Quinta Inn & Suites

6015 East End Blvd
(903) 934-3080

Motel 6

6002 East End Blvd South
(903) 935-1184

Quality Inn

4911 East End Blvd South
(903) 935-7923

Relax Inn

400 East Pinecrest Drive
(903) 935-9344

Rodeway Inn

5301 East End Blvd South
(903) 927-0009

Roseville B&B

3843 Highway 80 West
(903) 935-5000

Texas Inn

1100 East End Blvd South
(903) 938-4333

Three Oaks B&B

609 N Washington Ave
(903) 935-6777

Travel Inn

302 East Pinecrest Drive
(903) 935-7862

Wisteria Garden B&B

215 East Rusk Street
(903) 240-8390