

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
FUNDING APPLICATION FORM
-HOUSTON COUNTY-**

By law of the State of Texas (Tax Code 352), the County of Houston collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities which may be used only to directly promote tourism and the hotel and convention industry including examples:

- a) **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 Houston County including:
- b) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. All forms of art include 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 will be considered.
- c) **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.
- d) **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. The event must substantially increase economic activity at hotels within the city or its vicinity.
- e) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in Houston County.**

County Policy: The Houston County Commissioners Court accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing to the County Judge's Office, 401 East Goliad, Ste 201, Crockett, TX 75835, be accompanied by the attached application within 90 days of the start date of the event. The application will be reviewed by the County Judge and County Attorney and then presented to Commissioners Court for approval. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review.

Eligibility and Priority for Hotel Tax Funds: Events and entities will be eligible for HCHOT funds based on expected overnight visitors to Houston County area hotels. Available amount per event will be based on \$1,000 for each overnight date up to a maximum of 3 dates for \$3,000.00.

Post Event Report: When/If funds are approved and received by the Applying Entity, a Post Event Report must be submitted to the County Judge's Office within 60 days after the event. *Failure to submit the Post Event Report may result in ineligibility in future funding from the Houston County Hotel Occupancy Tax.*

HOUSTON COUNTY HOTEL OCCUPANCY TAX APPLICATION

Date: _____

Organization Information

Name of Organization: _____

Current Board President/Chairperson: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Title: _____

Contact Phone Number (Day time): _____ (Cell): _____

Web Site Address for Event or Sponsoring Entity _____

Non-Profit or For-Profit status: _____ Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization: _____

Event Information

Name of Event or Project: _____

Date of Event: _____ ***(Schedule of Events/Itinerary Must Be Attached)***

Primary Purpose of Event: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

How will the funds be used: _____

How many years have you held this Event or Project: _____ Expected Attendance: _____

How many people attending the Event or Project will use Houston County hotels? _____

Please Submit no later than 90 days prior to event to:

**Houston County Judge
Jim Lovell
401 East Goliad, Ste 201
Crockett, TX 75835
FAX: 936-544-8053**

APPLICANT CERTIFICATION

I hereby certify and affirm that (1) I have read the entire information in this application packet and understand and will comply with all provisions therein; that (2) I will abide by all relevant local, state and federal laws/regulations regarding the use of Hotel Occupancy Tax.

PRINTED NAME: _____

SIGNATURE: _____ DATE: _____