



Alvin Hotel Occupancy Tax Grant Program Grant Application & Guidelines

The City of Alvin Convention & Visitors Bureau manages a grant program to provide funding from the hotel and motel tax for projects that support the hotel/motel and tourism industry in Alvin.

Terms

Applications are being accepted beginning June 15, 2020 and ending July 31, 2020. Applications will be reviewed in August and be awarded in September. (Applications will not be accepted after July 31, 2020.)

Generally, funding will be provided on a reimbursement basis after delivery of the *Post-Event Report*. However, up to 50% of awarded funds may be granted prior to the event/project with proof that such payment is required, i.e. deposits, down payments, etc.

The standard annual appropriation from the HOT Funds for grants will be \$50,000 (based on available funds and state law).

A **Past Recipient** must have submitted a Post Event Report on or before the 2020 application review process to be eligible for the following year grant program.

The Post-Event Report and proofs of payment must be submitted no later than sixty (60) days following the event. Any funds not spent will need to be refunded to the City of Alvin Convention and Visitors Bureau.

A **Start-up** project/event will receive three (3) years flexibility during application review on hotel/motel and tourism industry impact; a Post Event Report is still required no later than 60 days following an event. The fourth year will be considered on the same merit as all other applications.

Eligibility

HOT Grants are open to any local organization located in the city limits of Alvin. In order to be eligible, projects must meet ALL of the following criteria:

- Organization must be located within the city limits of Alvin
- Funds must be used for project/event development and public awareness
- Recipients must show the impact they have on hotel/motel and tourism industry

Evaluation Criteria for Past Recipients

Applications will be reviewed on a competitive basis and evaluated based on the following criteria:

- Applicants must complete the application form
- The project/event must have innovated features and focus on development
- The project/event should provide public awareness
- 50% minimum matching funding required
- Applicant's ability to provide proof of impact to the hotel/motel and tourism industry
- Applicant's compliance with past application and procedures

If you have any questions, contact Priya Bhakta – pbhakta@cityofalvin.com | 281.388.4212
Priya Bhakta, CVB Director
Alvin Convention & Visitors Bureau, 216 West Sealy St., Alvin, TX 77511



Hotel Occupancy Tax Grant Application

Organization Information

Name of Organization: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Number: _____

Email: _____ Website: _____

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

Entity's Creation Date: _____

Organization Mission Statement:

Event Information

Event/Project Name: _____

Date(s) of Event/Project: _____

Primary Location: _____

Amount Requested: \$ _____

Provide detail on the usage of the funds:



Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category

- Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____

- Promotion of the Arts that Directly Enhance Tourism and the Hotel & 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. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible 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 : \$ _____

- 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.** Amount requested under this category: \$ _____

- 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.** Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event?

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Questions for All Funding Request Categories:

1. How many years have you held this Event/Project: _____
2. Expected Attendance: _____



3. Approximately how many people attending will stay at a Alvin hotel? _____

- Number of room nights will they stay: _____

4. Do you reserve room blocks for this event at the local hotels, if so, for how many rooms and which hotels:

5. List other years (over the last two years) that you have hosted your Event/Project with amount of assistance given from HOT and the number of hotel rooms used.

Month/Year Held Used	Assistance Amount	Number of Hotel Rooms
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_____	_____	_____
_____	_____	_____

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

7. Will the event charge admission? Do you anticipate a net profit from the event? If there is a net profit, what is the anticipated amount and how will it be used?

8. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet.

Press Releases to Media _____ # of Direct Mailings to out-of-town recipients _____



9. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____

10. Will you negotiate a special rate or hotel/event package to attract overnight stays?

11. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

13. What geographic areas does your advertising and promotion reach: _____

14. How many individuals will your proposed marketing reach who are located in another city or county? _____

15. If the funding requested is related to permanent facility (e.g. museum, visitor center): Expected Attendance Monthly/Quarterly/Annually: _____

- Percentage of those in attendance that are staying at area hotels/lodging facilities: _____%

Certification:

I declare that the information provided on this grant application is true and correct to the best of my knowledge and I understand that if my event or project is selected, grant funding will be contingent upon execution of and compliance with the Alvin Grant Application Guidelines. Furthermore, I have reviewed the terms and conditions in this application form and believe this project meets all eligibility and will meet all performance requirements.

Print Name

Title/Position

Signature

Date

*Please submit your application no later than **July 31, 2020** to:*

Priya Bhakta

Email: pbhakta@cityofalvin.com