

# City of Kemah



## **HOT Funding Application FY 2019-2020**

1401 Hwy 146  
Kemah, TX 77565  
281-334-1611

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Dear Prospective Applicant:

Attached is a copy of the City of Kemah's application for Hotel Occupancy Tax funding for your 2019-2020 special events. Also attached is a Special Event Safety Plan document that is required to be submitted with the HOT funding application. This document will assist you in coordinating safety plans with the Kemah Police, Fire, and EMS departments. Please also note that if you received funds last year, a Post-Event Form must have been received in order to apply for new funds this year.

Our application process consists of the following stages:

**Application Deadline - August 23, 2018 [Friday by Noon]**

Review & Selection of funding - August 26 - September 3, 2019

Estimated Recommendation to City Council for Approval- September 2019

Disbursement of Funds - Reimbursed within 30 days following submission of reimbursement forms, receipts, proof of sponsorship branding, and proof of receipt of goods.

It is with great pride that the City of Kemah enters into an agreement with prospective applicants to provide our community with rich, cultural, and exciting projects and events. We would like to fund all applications, however funding is limited and the process is competitive and is based on the application you submit. It is critical that you complete the application in its entirety, especially the worksheet and the support consideration checklist. Please forward your completed application to the City of Kemah, Attn.: HOT Funds, at 1401 Hwy 146, Kemah, Tx 77565 no later than Friday, Aug. 23, 2019 at Noon.

Thank you for your application and we wish you much success with your project. If you have any questions please don't hesitate to contact Brenda Miller-Ferguson, at 281-334-1611 or via e-mail: [bmiller-fergerson@kemah-tx.com](mailto:bmiller-fergerson@kemah-tx.com)

Best Regards,

*Brenda Miller-Ferguson*

Brenda Miller-Ferguson  
Director- Human Resources &  
Special Projects

# Overview of the Application Process

This packet has been designed to establish guidelines to apply universally to all projects and activities requesting support from the City of Kemah. There are stringent requirements in the Tax Code regulating the use of HOT funds. A copy of the applicable Tax Codes has been included in this packet (Page 11) for your review.

The City of Kemah Special Project Funding Committee will review the applications and make recommendations to the City Council on the portion of the tourism budget allocated to special project support.

Funding for support is available from the Hotel Occupancy Tax collected by our lodging properties and KCDC sales tax revenue collected from local businesses.

***The sponsoring organization will be required to provide their tax filing status and ID number as part of the application.*** It is preferred that the sponsoring organization have 501(c)3 tax-exempt status and that the project occurs within 5 miles of the City of Kemah, but it is not required.

## **Rules Governing your H O T Application:**

1. The applicant must present reasonable evidence that the expenditure or project will increase overnight stays in the local hotels in Kemah.
2. For any applicant applying for HOT funds to advertise a project, the City Council recommends these funds focus on targeting visitors outside a 30 mile radius of Kemah.
3. The applicant must ensure that all Kemah hotels and B&Bs current contact phone numbers, emails and/or websites are listed on the project websites, information provided to registrants, and vendor/project attendees. Also all Kemah hoteliers must be made aware of the project, and have sufficient time to participate in the bidding process for both primary bookings and overflow.
4. If the request is for cooperative advertising support, City Administrator, Special Project Funding Committee, or Designated Representative must approve the final advertising copy for appropriate representation of the City of Kemah and/or local lodging one (1) week before the ad or publication's proof/print deadline.
5. Any promotional materials (brochures, website, advertisements, etc.) promoting the project are required to include the appropriate Kemah brand/logo with the <http://www.visitkemahtx.com> website below the logo or any requested website. Also, any project sponsor signage is required to include the appropriate Kemah logo.

**(Contact the City of Kemah, 281-334-1611 for the correct version of the logo to use for each promotional item.)**

6. After the application process is complete, and upon recommendation, the contact name on the application or a designated representative will be expected to attend the next City Council meeting to present an overview of the information and/or items included in the application such as visitor attendance, hotel selection, number

of visitor overnight stays expected due to the project and expenditure.

**Fund Distribution and the Post Project Report Form Process:**

Funds will not be provided to the recipients without proper documentation. Invoices which are in compliance with legal expenditures allowed for HOT funds can be paid directly to vendors prior to the event if submitted to the City for payment. The City writes checks once a week on Friday, so invoices submitted before Friday will have checks available the following week in normal circumstances.

The organization is responsible for completing the **Post Project Report Form** with the finalized information explaining the use of Revenues no later than **45 days after the project completion**. The organization **must provide receipts or invoices** for review to affirm that the expenses comply with Chapter 351 of the Tax Code and/or Chapter 505 of the Local Government Code.

**Only expenses with receipts or invoices to be paid directly to vendors will be paid or reimbursed once they are approved by the City.**

The packet can be mailed or delivered to the attention of:

Post Special Project Report  
City of Kemah  
1401 Hwy 146  
Kemah, Texas 777565

At its expense, the City of Kemah has the right to audit the books or financial records of any organization that receives Tax revenues/funding.

If the Post Project Report Form and the final accounting of required benchmarks are not received by the due date, the City of Kemah reserves the right to reject any future application by the organization.

***It is the responsibility of the organization hosting an event to monitor the number of out-of-town guests who stay in Kemah lodging properties.*** We strongly recommend working with the hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests include using a zip code tracking system or a survey distributed to attendees. ***Please note that stated room nights generated will be subject to an audit by the City Administrator and staff.***

If you need assistance in completing the application or have further questions, please contact Brenda Miller-Ferguson, at 281-334-1611 or via e-mail at [bmiller-fergerson@kemah-tx.com](mailto:bmiller-fergerson@kemah-tx.com).

# Support Considerations Checklist

Name of Project \_\_\_\_\_

Year Applying \_\_\_\_\_

Please initial by each item that your application adheres to the rules and/or contains required supporting documents.

Check the appropriate category for your application

\_\_\_\_\_The project “directly enhances and promotes tourism AND the convention and hotel industry.” (Tax Code, Section 351.101 or Local Government Code, Section 505.103) (**This is a requirement**)

\_\_\_\_\_The application is filled out thoroughly and completely with all requested documentations attached.

**If applicable:**

\_\_\_\_\_ It has been determined how the project will track out-of-town guests, demonstrating that the project will attract tourists that will support the convention and hotel industry.

## **HOT Funding Application**

The project qualifies under AT LEAST ONE of the following categories:

**(Please check category)**

- the establishment, improvement, or maintenance of a convention center or visitor information center
- the facilitation of convention registration
- advertising, solicitations and promotions that attract tourists and convention delegates to Kemah

NOTE: If applying under this category, legitimate media must be utilized IN ADVANCE of the project (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, brochures and other collateral material).

- the encouragement, promotion, improvement and application of the arts NOTE: Must be a viable art form (examples include 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)
- the enhancement of historical restoration and preservation projects
- funding costs in certain counties to hold sporting projects that substantially increase hotel activity: (cities within counties of under 1 million population)
- the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities
- funding transportation systems for tourists

# Local Hotel Occupancy Tax Grant Application

Check the appropriate box for which funds you are applying for:

**HOT Funds**

## Organization/Business Information

Today's Date: \_\_\_\_\_ Project Date: \_\_\_\_\_

Name of Organization/Business: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Status of organization: Non-Profit\_\_\_\_Private/For Profit\_\_\_\_\_Govt. Agency\_\_\_\_

Tax ID #: \_\_\_\_\_

Purpose of your organization/business:

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## **Project Description**

*Please answer all items that apply to your request.*

Name of your project: \_\_\_\_\_

Website address of your project: \_\_\_\_\_

Date(s) of project: \_\_\_\_\_

## **\*For applicants requesting HOT Funds:**

How will the funds be used to promote hotels and overnight stay(s) in Kemah?

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List other means of financial support including in-kind support

Name	Amount to receive
_____	_____
_____	_____
_____	_____

Primary location of event/project: \_\_\_\_\_

Number of total persons expected to attend this event/project: \_\_\_\_\_

Number of persons expected to visit event or project monthly/yearly: \_\_\_\_\_

Approximate number of people attending/visiting event or project will stay overnight in local hotels or bed & breakfasts? \_\_\_\_\_

**List host hotel or hotels that currently have a block of rooms for this project:  
(primarily required for HOT applicants, but please complete if applicable to KCDC Fund request.)**

<b>Hotel</b>	<b># of Rooms Blocked</b>	<b>Room Rate</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

***Required Attachments:***

Check all documents that are attached along with the application

- P&L from previous year's program
- Projected budget for entire program
- Itemized, detailed list of expenditures relevant for tax fund revenue use
- Advertising/Marketing Plan, including target audience
- List of Board of Directors with contact phone numbers
- Project planning timeline, if applicable
- Schedule of activities relating to your project
- Copy of Tax Exempt certificate (If Applicable)
- Copy of previous year finances upon request
- Sales Tax Returns

## ***Funding Request Decision***

Amount Requested: \_\_\_\_\_

Amount granted in past for same project: \_\_\_\_\_

**\*For applicants requesting HOT Funds:**

Which Expenditure Category from page 7 is most relevant to your project?

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# City of Kemah

## HOT Funding Agreement Form

I fully understand the Special Project Funding Application process, rules governing the application and the process established by the City Council. I intend to use this grant for the aforementioned project to forward the efforts of the City of Kemah in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside Kemah into the city or by promoting expanded business development

\_\_\_\_\_initial

I have read the Special Project Fund Grant Application process including the rules governing the application and the reimbursement process.

\_\_\_\_\_initial

I understand that if I am awarded funding by the City, any deviation from the approved project or from the rules governing the application may result in the partial or total withdrawal of the fund grant.

\_\_\_\_\_initial

I understand all the records that relate to the use of the Grant funds shall be kept by \_\_\_\_\_, subject to Chapter 351 of the Texas Tax Code as amended, Chapter 552 of the Texas Government Code as amended and Chapter 505 of the Local Government Code as amended. Records of \_\_\_\_\_ concerning funds are public and the City shall, upon written request, have the right to inspect and or obtain all books and records pertaining to the fulfillment of this Agreement.

\_\_\_\_\_initial

I understand that the City may terminate this Agreement by giving the other party notice in writing of such termination sixty (60) days in advance. Any municipal hotel occupancy tax proceeds, not used, shall revert to the City upon the termination of this Agreement.

\_\_\_\_\_initial

**Business/Organization Name** \_\_\_\_\_

**Applicant's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

## Tax Code – Use of Hotel Occupancy Tax Revenue

### § 351.101. USE OF TAX REVENUE.

- (a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:
  - (1) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
  - (2) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
  - (3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
  - (4) 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;
  - (5) historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
  - (6) for a municipality located in a county with a population of one million or less, expenses, including promotion expenses, directly related to a sporting project in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity.
  - (7) the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields, including facilities or fields for baseball, softball, soccer, and flag football
  - (8) for funding transportation systems for tourists

### § 351.108. RECORDS.

- (a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.
- (b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall, before making an expenditure, specify in a list each scheduled activity, program, or project that:
  - (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and
  - (2) is directly enhancing and promoting tourism and the convention and hotel industry.
- (c) If a municipality delegates to another entity the management or supervision of an activity or project funded by the tax imposed under this chapter, each entity that is ultimately funded by the tax shall, before making an expenditure, specify in a list each scheduled activity, program, or project that:
  - (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and
  - (2) is directly enhancing and promoting tourism and the convention and hotel industry.

## Kemah Lodging Accommodations

Name/URL	Units	Location	Phone



## Post Event Report Form

**How were HOT funds utilized? (Provide your budgeted and actual amounts)**

**Please explain or provide documentation on how lodging establishments were notified of the project.** (primarily required for HOT recipients)

Revenues

Budgeted	Actual
<b>Revenues</b>	<b>Revenues</b>
Donations	Donations
Entry Fees	Entry Fees
Vendor Fees	Vendor Fees
Other	Other
Other	Other
Revenue Balance	Revenue Balance

## Post Event Report Form

### Expenditures

Budgeted	Actual
<b>Expenditures</b>	<b>Expenditures</b>
Staffing	Staffing
Audio	Audio
Visual/Entertainment	Visual/Entertainment
Supplies	Supplies
Rentals	Rentals
Food and Beverage	Food and Beverage
Location Cost	Location Cost
Signage	Signage
Security	Security
Grounds Keeping	Grounds Keeping
Marketing/Promotion	Marketing/Promotion
Insurance	Insurance
Other	Other
Expenditures Balance	Expenditures Balance

### Cost Break Down

Percent of Costs covered by grant funds?
Percent of facility costs covered by grant funds?
Percent of staff costs covered by grant funds?
Total Costs

### Marketing Breakdown

Newspapers	Posters
Radio	Web
Flyers	Brochures
Social Media	Other

**Please attach a sample of each form of printed advertising material to the back of this form that was used to show how your project represented The City of Kemah.**

## Post Event Report Form

**\*Provide copies of receipts, invoices, explanation of charges and proof of payment of expenses for which reimbursement is requested.**

**Answer the following questions if applicable. You may attach additional pages, indicating the specific question you are answering, if needed.**

Were the outcomes of this project what you expected? Why or why not?
Is this project something your organization plans to do again? Why or Why not?
How did the use of Grant Funds impact the success of this project?
How did you market outside of the local area for this project?
How did the project use funds to promote Kemah?

**I certify that the information contained in this application is correct to the best of my knowledge and that I am authorized to complete this Post Project Form on behalf of the organization herein described for the purpose of receiving City of Kemah Grant Funds.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Printed Name and Title:** \_\_\_\_\_

# Post Event Report Form

## Attachments:

- Attendance Documentation
- Copies of the receipts
- Copies of the invoices
- Copies of Printed Promotional Materials

**SUBMIT TO:**  
**City of Kemah**  
**1401 Hwy 146**  
**Kemah, TX 77565**  
**281.334.1611**