



# Hotel Occupancy Tax (HOT) Funding Application

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

Event Name:	
Event Date:	Year Event Began:
Event Location:	
Sponsoring Organization Name:	Website & or Facebook page:
Tax I.D. Number:	

### **Please check one**

Is your organization tax exempted? ☐ Yes ☐ No

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

## **Contact Information**

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

### **Please check one**

Contact Preference: ☐ Email ☐ Mail ☐ Fax

## **Event Funding Request**

HOT Funds Requested: \$ \_\_\_\_\_

Describe in detail, exactly how funds will be used. Please be Specific. (*Refer to Guidelines for authorized expenditures*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



Who are you targeting in your advertising and promotion efforts to attend?

What percent of total costs will be covered by this HOT?

Please list other organizations, government entities, grants, and funding sources that have offered financial support for the event noted above.

Estimated Total Attendance at Event listed Above: This Year \_\_\_\_\_ Last Year \_\_\_\_\_

Last 3 Dates & Years of Event

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Last 3 Cities of Event

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Hotels Used

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

You must reserve a room block for this event at a Vernon hotel. List how many rooms you anticipate you will use nightly? \_\_\_\_\_

How will your hotel bookings be measured? \_\_\_\_\_

**\*Your attendees will be required to complete hotel locator cards provided if funding is approved.**

How did you/your organization hear about Vernon? \_\_\_\_\_

Are you considering any other locations/cities for your event? If so, which others? \_\_\_\_\_

*In order to receive hotel occupancy tax, you must contact Vernon hotels for room blocks. It is imperative that you make every attempt to encourage your attendees to stay in Vernon properties. Your total room night usage in Vernon could determine future funding.*

Signature of Event Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Please Submit to: Haley Bounds  
City of Vernon Tourism  
1725 Wilbarger  
Vernon, TX 76384  
Phone: 940-552-2564 ext. 301  
[tourism@vernontx.gov](mailto:tourism@vernontx.gov)





## HOTEL OCCUPANCY TAX USE GUIDELINES UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

**State Law:** By law of the State of Texas, the City of Vernon collects 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 including the below list.**

✓ **Please Check the Applicable Category that your organization will use funding:**

- ☐ **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, and
- ☐ **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.

**City Policy:** The Vernon Tourism Advisory Board(TAB) accepts applications from groups and businesses whose events 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. Then the applicant will present the proposal at a meeting and answer any questions regarding the application on **June 17, 2025**. 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 those events based on their ability to generate overnight visitors in Vernon. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;

- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;
- c) Examples of marketing of the event that will likely generate and encourage overnight visitors to Vernon lodging properties;
- d) Examples and historic information on the number of room nights generated by similar events in other similarly situated cities.

**Recognition of Sponsorship:** All events receiving HOT funds must recognize Vernon TAB as a sponsor. A Vernon logo is available for this use upon request.

**PLEASE INITIAL EACH REQUIREMENT BELOW.**

	<b>1. Must agree to recognize Vernon TAB as a funding source in all materials; radio, TV and website, and social media.</b>
	<b>2. Must provide a visual link to the Vernon website on the event/organization website.</b>
	<b>3. Must allow Vernon TAB the option to have a Welcome Booth at the Entrance or Registration of your event.</b>

**Use of Local Vendors:** We encourage all event organizers 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.

**Payment of HOT Funds:** Approved HOT funds will be paid upon submission of a HOT Funds Request Form. A Post Event Report is due within 30 days of the event completion or future requests will not be considered.

**Use of Revenues from Event:** No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the Vernon TAB funding of a particular event unless it has been outlined in the original HOT application. **No funding approved may be used for the operating budget of any organization.**

**Post Event Report:** All entities that are approved for HOT funds must submit a Post Event Report within 30 days of each funded event in order to receive future funds. 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. Priority in the future will be given to those events that demonstrate an ability to generate overnight visitors as applicable in Vernon.

By signing this form, you are agreeing that Vernon may use pictures and/or video from your event for promotional purposes.

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

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

***Reminder: Attach or include a copy of your proposed budget, marketing plan & schedule for the event.***

***Please sign and return the above copy with your application for funding. Retain a copy for your records.***

Please submit to:

Haley Bounds  
City of Vernon Tourism  
1725 Wilbarger  
Vernon, TX 76384  
Phone: 940-552-2564 ext. 301  
tourism@vernontx.gov





## Post Event Report Form

### Event Information

Event Name:	Date of Event:	
Address:	City, State, Zip:	
Contact Name:	Phone:	E-mail:

### Attendance

What would you estimate was the actual attendance at the event?
How did you obtain this number?

How many hotel rooms were booked during this event? \_\_\_\_\_ (ex. 16 rooms reserved)

How many nights were booked? x \_\_\_\_\_ (ex. 3 nights each)

Total bookings: \_\_\_\_\_ (ex. 48 total bookings)

### Funds

Amount Approved: _____ Used: _____
How were the funds actually used? Receipts indicating funds spent as noted on application are required. Please include receipts and proof of payment.

### Promotion

Please attach samples of documents showing how the Vernon logo was recognized in your advertising and promotional campaign. Advertising the Vernon logo is required.

Will your event be held in Vernon next year (please list future event dates)? If not, where?
--

Please sign below and complete evaluation on reverse side.

Signature of Event Representative: \_\_\_\_\_

Date: \_\_\_\_\_



## Post Event Report Form

### Evaluation

Please rate your experience in Vernon:
<div><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></div> <div>PoorAverageExcellent</div>
How can we help improve your experience?

Please rate your experience with application and record keeping for funding:
<div><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></div> <div>PoorAverageExcellent</div>
How can we help better your experience?

<del>Please rate your experience with your event's facility.</del>
<div><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></div> <div>PoorAverageExcellent</div>

How can we help better your experience with the facility?
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Please rate your experience with Vernon lodging:
<div><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></div> <div>PoorAverageExcellent</div>
How can we help better your experience with Vernon lodging?

Do you know of other events that could be hosted in Vernon?

Other Comments: \_\_\_\_\_

Please submit to: Haley Bounds  
City of Vernon Tourism  
1725 Wilbarger Street  
Vernon, TX 76384

Phone: 940-552-2581  
[tourism@vernontx.gov](mailto:tourism@vernontx.gov)



## HOT Reimbursement Checklist

### ✓ To Do Before Event

- Complete HOT Funding Application (*due June 2, 2025*)
  - Sign & Date HOT Guidelines (*due with application*)
  - Complete W-9 (*due with application*)
  - Submit budget & flyer for event (*due with application*)
  - Request funding up to one month prior to event with Haley Bounds
  - Submit ads and/or flyers for the event 30 days prior to event if any changes have occurred since your application submission. (*Vernon Tourism Logo must be on ads*)
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### ✓ To Do After Event

- Completed Post Event Report with specific requirements (*due within 30 days of Event*)
- Receipts showing how the funds provided were used (*due with Post Event Report*)

Thank you for bringing your event to Vernon! If you have any questions or concerns, we will be happy to assist you.

*Thank You!*