



**Baytown Tourism Partnership Grant Program:
Funding for the Arts, Historical Preservation, and Special Events
Promoting Tourism and the Convention and Hotel Industry**

Application Packet

Fiscal Year 2020 – 2021

Events, programs and projects falling between

October 1, 2020 – September 30, 2021

All organizations applying for annual funding must submit an official application by 4:00 PM on August 21, 2020 to be considered for the 2020 – 2021 fiscal year. Please retain pages 1-5 and pages 15-21 for your records. **Application due Friday, August 21, 2020.**

City of Baytown Tourism Office
Baytown Tourism Partnership Grant Program

Explanation of the Baytown Tourism Partnership Grant Program

By the law of the State of Texas, the City of Baytown (the City) is permitted to levy a Municipal Hotel Occupancy Tax (the HOT) from all lodging facilities located within the Baytown city limits. The laws governing the hotel tax expenditures also permit the City, if the City so chooses, to delegate expenditures of the HOT to another entity; as long as that entity spends the money on projects that otherwise meet the requirements put forth in Texas Tax Code 351. Thus, the City of Baytown provides annual funding from a portion of the revenue from the HOT fund to non-profit corporations and organizations whose programs or special events qualify, and the organization turns in a complete application packet including **all** required attachments and documentation demonstrating some level of direct impact on tourism and the convention and hotel industry.

There are stringent requirements concerning the use of Hotel Occupancy Tax funds. Each non-profit corporation or organization who applies for funding from the HOT may only use the funds **to promote tourism AND the hotel industry in the City of Baytown**; in other words, every funded program or event must attract visitors to stay overnight in the City. In addition, an organization's programs or special events **must** fit into one or more of the categories as outlined in Section 351.101 of the Texas Tax Code to qualify for a portion of the annual HOT funding. For more information regarding Section 351.101 of the Texas Tax Code or the qualifying categories, please review the summary of Qualifying Categories applicable to this application found on page 3 and/or find Section 351.101 of the Texas Tax Code in its entirety online.

All applicants are strongly encouraged to review several helpful articles that address the uses of Hotel Occupancy Tax monies on our Baytown HOT Grant webpage. This information will be helpful in assigning funds to the appropriate expenditures. Please visit www.visitbaytown.org/hot-grant-info to find the following articles:

- *What Cities Need to Know to Administer the Hotel Occupancy Tax v2019*, by Scott Joslove, Texas Hotel and Lodging Association
- *The Hotel Tax "Two Step"* by Bill Longley published March 2018 in *Texas Town and City* (Volume CVI, No. 3, pages 26-28)

If you are applying under Category 2, Promotion of the Arts, please review the following:

- *Municipal Funding for the Arts Using Hotel Occupancy Tax Revenues*, by Texans for the Arts and the Texas Hotel and Lodging Association

Qualifying Categories

- 1) **Advertising / Promotions:** allows expenditures be used for advertising and conducting promotional programs directly related to attracting tourists, overnight hotel guests, and convention delegates to the City of Baytown. Such expenditures are traditionally in the form of the internet, mail, television, and radio ads that directly promote the tourism, hotel and convention industries.
- 2) **Promotion of the Arts:** allows expenditures to be used for the promotion of the arts, provided the expenditure also promotes tourism and the convention and hotel industry. The arts includes the encouragement, promotion, 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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. **Texas law also requires that the arts related expenditure directly promotes tourism, hotel and convention industries and be used only for festivals or shows that attract tourists to the City.**
- 3) **Historical Restoration and Preservation:** allows expenditures that will enhance historical restoration and preservation projects or activities advertising such programs, and promotional programs to encourage tourists and convention delegates to visit the City's preserved historic sites or museums. The law states that each expenditure must be allocated for projects and programs that directly promote and enhance the tourism, hotel and convention industries.
- 4) **Registration of Convention Delegates:** allows for expenditures to be used for costs incurred associated with providing personnel and materials for the registration of convention delegates and attendees;

The City now accepts applications from all non-profit corporations and organizations whose programs, activities, or events: 1) **directly** promote the tourism, hotel and convention industry, and 2) fit into at least one the *four* categories listed above. Each application will be reviewed by the Hotel Occupancy Grant Committee and the City Manager's Office to determine eligibility, and make recommendations to the City Council for approval. The City Council will make the final decision on the requests. Those organizations approved will be required to sign an agreement with the City, which terms will include, but not be limited to, the use of the HOT revenues, insurance requirements (reference page 15), quarterly reporting requirements, post event report requirements and refunding provisions. ***Organizations that do not meet the terms of the Agreement as agreed upon by the City and the Organization will not qualify for future HOT grants.*** All organizations must be in good standing, having turned in all paperwork from the previous HOT funding cycles, including post event reports.

Priority for Hotel Occupancy Tax Funds

Priority will be given to those organizations or events based on their ability to promote tourism and the hotel and convention industry in the City Baytown and its vicinity; in other words, the ability to generate overnight visitors to the City is key. **If an entity's event or program will not generate any meaningful hotel night activity, it is not eligible for receipt of HOT funds.** With the application, each organization must indicate how they will market the event or program to attract tourists, hotel guests or convention delegates; as well as, provide documentation proving the ability to generate overnight visitors (i.e. the required marketing plan, in addition to other means suggested below). If an entity does not adequately market its event or program to tourists and hotel guests, or find the need to reserve a hotel room block or negotiate a special hotel rate, then the event or program is most likely not effectively promoting tourism and impacting local hotel activity.

Organizations can show the ability to generate overnight visitors by attaching a combination of records;

- Providing historic information and other records on the number of room nights used during previous years of the same event.
- Providing the number of guests at the lodging facilities that attended the funded event(s) (through guest registries, other sources).
- Providing examples of the planned marketing of the programs and activities that will likely generate overnight visitors at City lodging establishments (this can include special advertised hotel rates, locations of ads, etc).
- Providing documentation that shows the size of a room block that has been reserved at a City lodging facility to accommodate anticipated overnight guests attending the funded event.
- Providing information gathered through ticket sales or survey information from the event (or past events).

After an event or program is offered for multiple years, the applicant will have a reasonable idea as to whether the event or program's attendance includes a certain number of tourists and hotel guests. All recipients of HOT funds will be required to submit a post-event report and analysis within **60** days after an event or program cycle documenting the expenditure of the HOT funds and attaching copies of receipts verifying the direct promotion of the City of Baytown Tourism opportunities, the hotel and convention industry, as well as local hotel impact. The Baytown tourism office will provide the form. At this time an invoice can be submitted for the remaining funds or reimbursements of expenditures.

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Supplemental Information Required with Application

Along with each HOT Grant application, submit the following supplemental information:

1. *Proposed* budget for the event or program for which funds are being requested identifying all revenue monies from all known sources, and expenditures you expect the HOT funding to pay for (see Attachment 1 Sample Budget);
2. *Proposed* marketing plan for the event or program,
3. Schedule of activities or events relating to the program, if applicable, and
4. Documentation demonstrating the potential to generate overnight guests (for examples, see discussion above).
5. If applicable, details of historical restoration project (reference page 9, IV. Tourism Benefits).

Other Requirements to Consider

1. Prior to receiving funds of any kind, the recipient is required to present a certificate of liability insurance with the City of Baytown as additional insured, including a Waiver of Subrogation. This ACORD 25 form is provided by the organization's insurance representative. *The liability insurance form, along with the Legal Agreement, **must be submitted to the City at least 31 days prior to the commencement of the event or program.***
2. Provide quarterly reports to the Tourism Manager detailing expenditures made pertaining to the disbursed HOT monies, and copies of receipts for those expenditures, if applicable.
3. Submit a Post Event Report due 60 days after conclusion of the event/project or end of funding cycle, including copies of all receipts, records, survey's, crowd counts, etc. Include the final invoice with report.
4. Grants issued under category 3 are on a reimbursable basis only. Grants issued under Categories 1,2 and 4 are eligible to receive up to 50% of the funds prior to the event and the remaining 50% after the conclusion of the event, when the Post Event Report is received by the Tourism Office.

Please submit applications by mail or email on or before 4:00 p.m., Friday, August 21, 2020 to anna.yowell@baytown.org / (281) 420-5343

Mailing Address:

City of Baytown Tourism Division
Attn: Anna Yowell
P.O. Box 424
Baytown, TX 77522

Thank you for taking an interest in the promotion of tourism in our great City!

Application for Fiscal Year 2020-2021

I. Organization Information - Please attach additional pages as necessary.

Organization Name: _____

DBA (if different from above): _____

Street Address or P.O. Box: _____

City: _____ State: _____ Zip: _____

Organization Phone Number: _____

Organization Website Address: _____

Incorporation/Creation Date: _____ EIN #: _____

Person responsible for filling out this application:

Name: _____

Board Member Title: _____

Mobile Phone: _____ Email: _____

Secondary Contact (will also be added to email correspondence):

Name: _____

Board Member Title: _____

Mobile Phone: _____ Email: _____

Official mission of the organization: _____

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II. **General Information** – this section applies to all events, programs and projects.

Name of event(s) / project for which this application applies, stating the purpose of the request:

State the primary purpose of the event(s) / project for which funding is being requested?

Date(s) of events/programs: _____

If the event(s) / project includes a series of events or programs, how many are to be funded under this single request?* _____

How many years has the event(s) or project been held? _____

Expected attendance: _____

Name of venue: _____

Street: _____ City: _____ Zip: _____

* See **Section V. Projects** in this application if applying for *project* funding (i.e. **historic restoration**) that does not include funded events, to supply alternate information for projects that span a portion or the entirety of a fiscal year.

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III. Funding Request - How to determine funding amount.

Funding request should **not**:

- 1) exceed the expected gross income generated by overnight stays at hotels and motels within the City of Baytown, and
- 2) not exceed more than 25% of the total event or program budget. I.e. Total number of overnight stays (number of rooms blocked x number of nights per room) x avg. base price of room.

Check the applicable categories that apply to your funding request. For an explanation of each category, please see page 3 of this application packet.

Total Amount Requested: \$ _____

Category	Amount
<input type="checkbox"/> 1. Advertising and promoting the City. Amount requested under this category:	\$ _____
<input type="checkbox"/> 2. Promotion of the Arts. Amount requested under this category:	\$ _____
<input type="checkbox"/> 3. Historical restoration and preservation. Amount requested under this category:	\$ _____
<input type="checkbox"/> 4. Registration of Convention Delegates. Amount requested under this category:	\$ _____

Total event, program, project budget: \$ _____

Specifically, how will the requested funds be used to support the event/program/project?

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Please list dollar amount other organizations, including grants and sponsorships, have offered in the way of financial support for this event or program for which funding is being requested.

Include this information, itemized, in the attached budget. Attach additional pages if needed.

Organization Name: _____ Funding Amount \$ _____

Organization Name: _____ Funding Amount \$ _____

If your organization received HOT funding within the past three years for this named event or program, please note amount received, approximate number of attendees at the event and the number of hotel rooms utilized during the event:

	HOT Funding Amount	Total Attendance	Hotel Rooms Utilized
FY 2019 – 2020	\$ _____	_____	_____
FY 2018 – 2019	\$ _____	_____	_____
FY 2017 – 2018	\$ _____	_____	_____

If this is not a first time event, please list total dollar amount other organizations offered in the way of financial support for this event, program or project (excluding HOT grant monies) for the following fiscal years. **Include this information, itemized on an attached sheet.**

FY 2019 - 2020 \$ _____ FY 2018 – 2020 \$ _____

☐ First time event, not applicable

IV. Tourism Benefits*

If you are applying under the single category 3, **Historical Restoration and Preservation, please attach a document, in place of the questions in **Section IV. Tourism Benefits**, detailing: 1) how the specific project will enhance Baytown's historical or cultural resources, 2) how the project will attract tourists to visit historical locations in Baytown, and 3) how the project will contribute to the local economy and support the tourism and hotel industry. Then, answer questions in Section V. Projects.*

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What is the expected total attendance of the event or program (combined for all events or programs if there is more than one)? _____

What percentage of the attendees are expected to stay overnight in order to attend the event or program activities? _____

How many hotel / motel rooms are expected to be utilized in the City for the event or program?

Does the event or program span two or more consecutive days? _____

Will you negotiate a special rate or hotel/event package at a local hotel/motel to attract tourists to City lodging establishments during the event or program? _____

Please describe the special rate (or discount / discount code), or hotel/event package in detail.

Please include names of hotels/motels that will potentially be utilized: _____

Room Block Information

Please list which lodging establishments you plan to reserve a room block for and list how many rooms will be blocked at each hotel. See attachment 2 for a list of hotels/motels in the City.

Name of Lodging Establishment	# of rooms to be blocked
1. _____	_____
2. _____	_____
3. _____	_____

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V. Projects. Category 3, Historical Preservation and Restoration Applicants Only – if you are applying under Categories 1, 2 or 4, please skip Section V and continue with Section VI.

What is the projected annual attendance at the facility for the following calendar years? From that number, please extrapolate the number of individuals that participated in group tours as well as any educational, fundraising, or holiday events.

Year	Total attendance	Group tours	Events
2021 (estimate):	_____	_____	_____
2020 (projected):	_____	_____	_____
2019 (actual):	_____	_____	_____

What events are to be held at the facility that might attract overnight guests during the fiscal year (October 1 – September 30) and promote the facility? _____

What percentage of the attendees or visitors are expected to stay overnight in area hotels in order to attend an event or program (include how many hotel/motel rooms are expected to be used if possible)? _____

Will you negotiate a special rate or hotel/event package at a local hotel/motel to attract tourists to City lodging establishments for any of the events or programs? _____

Please describe the special rate, discount, or hotel/event package in detail. Please mention which hotels/motels might be utilized: _____

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VI. Projected Promotions

Please check all promotional efforts your organization is coordinating for the event(s), or project(s). Include the amount financially committed and/or proposed to be committed to each media outlet. These amounts should also be reflected in the attached proposed budget:

Media/Advertising Outlet	\$ Amount	Quantity/Length
<input type="checkbox"/> Regional newspapers	\$ _____	# _____
<input type="checkbox"/> Radio spots	\$ _____	# _____
<input type="checkbox"/> TV commercials	\$ _____	# _____
<input type="checkbox"/> Print ads	\$ _____	# _____
<input type="checkbox"/> Other print _____	\$ _____	# _____
<input type="checkbox"/> Direct mailings (Out of town)	\$ _____	# _____
<input type="checkbox"/> Web (webpages/micro-sites)	\$ _____	# _____
<input type="checkbox"/> Social media post boosts	\$ _____	# _____
<input type="checkbox"/> Social media ads	\$ _____	# _____
<input type="checkbox"/> Digital banner ads	\$ _____	# _____
<input type="checkbox"/> Other digital _____	\$ _____	# _____
<input type="checkbox"/> Digital/Comprehensive campaign	\$ _____	

*Note: All promotional materials (including event sponsor signage) using HOT fund monies are **required** to include the appropriate Baytown Tourism logo (See Attachment 3). Please visit www.visitbaytown.com/hot-grant-info to find logos for download, or contact the Tourism Marketing Specialist at (281) 420-6510 / sheree.cardwell@baytown.org.*

Marketing events, projects, and the facility is of utmost importance to attracting visitors. Please attach the organization's **proposed marketing plan** for the event(s) or program for which this funding request applies with this application. If you are applying under Category 3 (Historical) please attach the annual marketing plan for the facility where the project is taking place.

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When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner clicks, etc.). For the print advertising, include number of subscriptions, impressions or exposures. More information can be found below.

Approximately how many individuals (or impressions) will your proposed marketing plan reach who are located in another area (not including Baytown)? _____

Explain: _____

How many of these are at least 70 miles from Baytown? _____

What geographic areas do your advertising, marketing and promotions target?

What demographics do your advertising, marketing and promotions target?

Digital Advertising – attach additional pages if necessary

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e. total reach, Click-Thru-Rates, bounce rates, length of page sessions, etc. Google Analytics is often a great tool to use.

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VII. Acknowledgements

Please sign below acknowledging that the information provided in this application is true and correct:

Authorized Signature

Date

Print Name

Title

Submit Applications by mail or email on or before 4:00 p.m., Friday, August 21, 2020 to:

City of Baytown Tourism Office
Attn: Anna Yowell
P.O. Box 424
Baytown, TX 77522

Email and Phone:
Anna.Yowell@baytown.org
(281) 420-5343

Please keep a copy of this application for your records.

Keep this page for your records.

Checklist for HOT Grant Application Process

Thank you for your application! We would like to fund all requests; however, funding is selective and based on the applications submitted. Thus, it is critical that the application is completed in its entirety and all supplemental information that has been requested is submitted by the due date. **Remember, the application must present reasonable evidence that the event or program will increase overnight stays in the local lodging establishments within the City of Baytown. In addition, any promotional materials using HOT funds are required to include the appropriate Baytown Tourism logo.**

Here is a helpful checklist to help ensure the application is complete:

- ☐ Complete application with appropriate signature.
- ☐ Proposed marketing plan attached for the event or program for which funds are being requested.
- ☐ Schedule of activities or events relating to the program, if applicable.
- ☐ If applicable, details of historical restoration project.
- ☐ Current proposed budget for the event or program for which funds are being requested identifying all revenue monies from all known sources, and listing all expected expenditures. Denote all expenditures for which the HOT Fund monies will be used (please see Attachment 1 Sample Budget).
- ☐ Documentation demonstrating the potential to generate overnight guests and any other necessary documentation to support the organization's HOT Grant funding request.

Timeline for Funding Requests and Notes

- HOT Grant Application Deadline – 4:00 PM, Friday, August 21, 2020.
- Review and Selection of Qualified Organizations – September 2020.
- City Council to discuss and approve HOT Grant allocations – September 2020.
- Agreement packets issued –October 2020.
- Disbursement of Funds – Prior to receiving funds, a contract agreement must be filed and executed in the City's Legal Department and the City Clerk's office, a certificate of liability insurance with additional insured and Waiver of Subrogation reviewed and accepted, no later than 31 days prior to the event or project. Once the agreement is executed, organizations applying under **Categories 1,2 and 4 may invoice for up to 50% of the approved grant amount.** Applicants applying under Category 3 may begin receiving reimbursements as soon as expenses are cleared, this can be done all at once or in increments throughout the fiscal year.
- Post Event Report and Analysis due 60 days after event or end of funding cycle, including copies of receipts of all expenditures, surveys, records, etc.
- Final invoice should be turned in along with the Post Event Report to receive a final reimbursement of approved funds.

Please keep this checklist for your records.

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Attachment 1

SAMPLE BUDGET

Event or Program Name: _____

*Denote expenses to be covered using Hotel Occupancy Tax

						Projected	Actual
Income							
				Event Fund Account Balance		\$ 75,000.00	
	Grants						
		Tourism Office			\$	3,000.00	
		Bluebonnet Art Council			\$	1,000.00	
	Sponsorships						
		A+ Junior College			\$	250.00	
	Registrations / Tickets				\$	5,000.00	
	Donations						
		Silent Auction			\$	750.00	
				Total Income:	\$	85,000.00	
Expenses							
	Direct Expenses						
		Advertising					
				<i>*Texas Events Calendar (Example)</i>	\$	2,000.00	
				<i>*AAA Southern Traveler (Example)</i>	\$	3,000.00	
				<i>*Email blast (Example)</i>	\$	500.00	
				<i>*Radio</i>	\$	10,000.00	
		Printing					
				Handouts	\$	500.00	
		Shirts			\$	1,000.00	
		Billboards			\$	50,000.00	
		Security			\$	2,000.00	
		Transportation				3,000	
		Speakers and Entertainment				7,400	
				Subtotal Direct Expenses:	\$	79,400.00	
	Indirect Expenses						
		General Overhead					
				Office Supplies	\$	600.00	
		Support Staff			\$	5,000.00	
				Subtotal Indirect Expenses:	\$	5,600.00	
				Total Expenses:	\$	85,000.00	
				Profit / (Loss):	\$	-	
				*Total HOT expenses	\$	15,500.00	

Attachment 2

Baytown Area Lodging Establishments

with over 40 rooms

Baymont by Wyndham*^{PC}
7212 Eastpoint Blvd.
(281) 839-1400
Rooms: 80

Hampton Inn*^{NC}
7211 Garth Rd.
(281) 421-1234
Rooms: 70

Red Roof Inn Baytown*^{PN}
8833 N. Hwy 146
(409) 218-1195
Rooms: 45

Candlewood Suites^{NP}
6126 Garth Rd.
(281) 421-2300
Rooms: 81

Hilton Garden Inn*^{NR}
4910 E. Chase.
(832) 274-0869
Rooms: 125

Scottish Inn and Suites*^C
6802 Garth Rd.
(281) 421-9977
Rooms: 42

Comfort Suites*^{PC}
7209 Garth Rd.
(281) 421-9764
Rooms: 60

Holiday Inn Express*^{NC}
7515 Garth Rd.
(281) 421-9988
Rooms: 91

SpringHill Suites by
Marriott*^{NCR}
5169 East Freeway
(281) 421-1200
Rooms: 101

Days Inn by Wyndham
Baytown*^C
5021 East Freeway
(281) 421-2233
Rooms: 50

La Quinta Inn – East*^{NPC}
5215 East Freeway
(281) 421-5566
Rooms: 103

Super 8 Motel*^C
1931 East Freeway
(281) 843-6200
Rooms: 56

Days Inn by Wyndham
Baytown East*^C
8115 Hwy 146
(281) 573-1400
Rooms: 42

Motel 6*^P
4911 East Freeway
(281) 421-7300
Rooms: 120

TownePlace Suites*^{PC}
7238 Garth Rd.
(281) 421-0020
Rooms: 85

EconoLodge by Choice
Hotels*^C
300 S. Alexander Dr.
(281) 427-7481
Rooms: 109

Palace Inn Decker
3810 Decker Dr.
(281) 424-2222
Rooms: 40

Wood Spring Suites*
4624 East Freeway
(281) 421-4544
Rooms: 121

Executive Residency by
Best Western*^{NC}
4602 East Freeway
(281) 572-7800
Rooms: 86

Quality Inn*^C
5222 East Freeway
(281) 421-7200
Rooms: 60

* Located in the I-10 corridor
^N 100% Non-Smoking
^P Pet Friendly
^C Continental Breakfast
^R Restaurant or Room Service

For a complete listing, call
(281) 691-6710

Attachment 3

Examples of Tourism Division Approved Logos

Please do not use the City of Baytown Logo, different from the tourism logo, without prior approval from the Tourism Manager.

Please visit www.visitbaytown.com/hot-grant-info to download a zip file containing various versions of the logo.



Knock-out / White Version also available