



MEMO

TO: HOT Funds Applicant
FROM: Joel Novosad, Convention & Visitors Bureau Director
DATE: July 1, 2025
RE: Dates and Deadlines for HOT Funds Application/Award Process 2025-2026

As a potential applicant for Hotel Occupancy Tax (HOT) Funds from the City of Victoria, these dates may be of interest to you if you are considering applying for the next funding period.

Date	Description
July 1, 2025	Advertisements for application dates and deadlines released through City news release, website, and social media
July 1 – July 31, 2025	Applications posted online and electronic submissions accepted at jnovosad@victoriatx.gov
Thursday, July 3, 2025	Applicant Workshop - Noon 700 N. Main St, Room 205
Tuesday, July 8, 2025	Applicant Workshop - 6:00 p.m. 700 N. Main St, Room 205
Monday, July 14, 2025	Applicant Workshop - Noon 700 N. Main St, Room 205
Thursday, July 17, 2025	Applicant Workshop 6:00 p.m. 700 N. Main St, Room 205
Mid-August, 2025	HOT Funds subcommittee of the Tourism Advisory Board will review applications and finalize recommendations to the City Council
September 16, 2025	City Council to consider a resolution awarding funds to outside agencies and authorizing the City Manager to execute agreements with outside agencies
October 1, 2025	Contracts become effective with the beginning of the new fiscal year

Victoria Convention & Visitors Bureau
 700 N. Main St, Ste. 101

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All applications must be submitted by email to Joel Novosad, Director of the Convention and Visitors Bureau, (jnovosad@victoriatx.gov) no later than 11:59 p.m. on July 31, 2025. Late submissions will not be considered by the HOT Funds subcommittee.

Explanation of Evaluation Criteria

Objective Data

Workshop Attendance: All applicants are highly encouraged to attend one (1) of the four (4) available applicant workshops sessions available during the open application period. Attendance at one of these workshops will factor into the calculation for your total requested award.

Document Compliance: Applications should be presented in their entirety. All application sections should be filled out completely, and all supporting documents requested in the application must be provided.

Credibility and Transparency: Supporting documentation must be clear and concise. All requested financial documents should be presented in a professional format, such as Microsoft Excel or another financial accounting program. All highlighted expenses in the applicant's submitted budget must be equal to the amount requested by the applicant on their application.

Utilization of Prior Award: Prior year compliance including complete and timely submission of Post Event Reporting. Applicants will not lose points for events that were cancelled as a result of the Coronavirus Pandemic.

Hotel Room Nights: Applicants must demonstrate the ability to generate overnight visitors to Victoria. Priority will be given to those events and entities based on their ability to generate overnight visitors to Victoria. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. All recipients of HOT funds will be required to submit a Post Event Report which documents the expenditure of the HOT funds **and which verifies the direct promotion of tourism and the hotel and convention industry**. Events will not receive HOT funds until the City receives documentation proving the ability to generate overnight visitors.

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