



HOTEL OCCUPANCY TAX USE FUNDING APPLICATION FORM

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Section I: Explanation

A. Hotel Occupancy Tax Use Guidelines

State Law: By law of the State of Texas, the City of Victoria collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, 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. Tex. Tax Code Ann. § 351.101 (Vernon)

Acceptable Use Categories:

1. **Convention Centers and Visitor Information Centers:** 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. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. **Advertising, Solicitations and Promotions:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. **Promotions of the Arts:** 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:** 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.
6. **Sporting Event Expenses:** expenses, including promotion 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.
7. **Directional Signs:** signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality
8. **Transportation of Tourists:** funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
 1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

B. City Policy

The City of Victoria accepts applications from groups and businesses whose program fits into one or more of the above categories. **All requests for funds should be submitted with this application by Thursday, July 31, 2025 by 11:59 p.m. CDT.** Applications are reviewed by the City's Convention and Visitors Bureau and evaluated by a HOT Funds subcommittee of the City of Victoria's Tourism Advisory Board. The subcommittee's evaluation will be based on a weighted mathematical formula using objective data submitted as part of this application. This evaluation process will be the basis for the subcommittee's recommendation to Council for HOT Funds awards. Applicants will have an opportunity to appeal the recommendation, in writing, prior to Council's consideration. City Council will make the final decision on all requests.

In recent years, the City of Victoria has seen an increase in applications for the annual HOT Funds Awards Program. Accordingly, the City has made changes to the program intending to limit the number of awardees in order to preserve healthy award amounts for eligible applicants. Applicants will be divided into two separate groups. Please see below:

- Group 1 - Events
 - Only the top 10 events, based on hotel room nights generated for the applicant's event most recent to the current awards application period, will be considered for the 2025-2026 HOT Funds Award program.
- Group 2 - Arts and Historic Preservation and Promotion Organizations
 - All organizations whose primary goal is to advance the arts and promote/preserve Victoria's history are eligible. Applicants must be a registered non-profit, have a minimum of two events/exhibits or operate on a continual basis, and must be able to prove hotel room nights generated for the event(s) or season most recent to the awards application period.
- **Explanation of Evaluation Criteria**

Objective Scoring Considerations:

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 submission of Post Event Reporting. Applicants will not lose points for events that were canceled 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.

Section II: Application Form

Organization Information

Name of Applying Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Website or Facebook Page URL: _____

(Check One) Non-Profit Entity For-Profit Entity FEIN #: _____

Event/Project Information & Request

Acceptable Use Category (select one)

Convention Center and Visitor Information Centers

Registration of Convention Delegates

Advertising, Solicitations & Promotions

Promotion of the Arts

Historical Restoration and Preservation

Sporting Events

Directional Signs

Transportation of Tourists

Based on the explanation in Section I. B. (City Policy), please select your organization's application Group below:

Group 1 - Events

Group 2 - Arts and Historic Preservation & Promotion

Name of event(s) or season: _____

Primary location of event(s)/season: _____

Date(s) of event(s)/season: _____

Amount of HOT Funds Request: \$ _____

What percentage of your overall event(s)/season budget does your request cover? _____ %

Describe your event(s) or season and how HOT Funds will be used:

Historical Information

How many times has you/your organization held this event(s)/season? _____

How many times has you/your organization's event(s)/season received a HOT Funds Award? _____

Hotel Room Night Information

Documentation for hotel room nights generated by your most recent event or season prior to this award application period **must be included** as an attachment to your application.

- Hotel room night figures may NOT include those room nights wherein the applying organization provided payment for those rooms. It may also not include room nights by any individual compensated in any way to attend your event(s) or season.

What method of documentation will you submit to prove hotel room nights for your most recent event(s) or season prior to the current application period? Please select one below:

Questionnaire or Survey

Registration or Check-In Report

Guest Book

Hotel Room Block or Special Rate Report

Other - Please describe: _____

As expressed in the documentation you provide, how many hotel room nights did your most recent event(s) or season prior to the current application period generate? _____

Describe how your event(s)/season will attract tourists and how you will market to tourists from outside the Victoria area:

If you're requesting funding for marketing activities, please describe:

Describe how your event(s)/season adheres to an Acceptable Use Category from Section I. A.?:

Describe how the community supports your event(s)/season:

Describe the economic impact of your event(s)/season:

Section III. Submission Checklist

Please provide the following with your application:

Proposed budget for the event to be funded in whole or in part with grants from this application, **with line items where HOT Funds will be used highlighted.** Include all items you expect the HOT funding to pay for, including salaries, marketing, and operating expenses, even if HOT Funds are only covering a portion of certain expenses.

Hotel room night documentation for your event(s) or season most prior to the current award application period.

A copy of your organization's IRS tax exempt certificate (Group 2 - Arts & Historic Preservation/Promotion only)

You must submit your application no later than July 31, 2025 at 11:59 p.m. CDT to:

jnovosad@victoriatx.gov.

Late applications will not be considered for the 2025-2026 annual HOT Funds Awards program.

To verify that your application was successfully received, please contact CVB Director Joel Novosad at 361-827-1873 after you submit your application and **before the application deadline.**