



City of Seabrook
Hotel/Motel Occupancy Tax Fund
Event Sponsorship Application

Each year the City of Seabrook receives funds from the room tax imposed upon hotels and motels located within the City. These funds can be retained by the City or can be expended for a narrow range of projects and activities established by State law.

Proposals for use of a portion of these funds are now being solicited by the City. To be considered for funding, proposals must meet one of the following criteria as established in the Tax Code, Subtitle D- Local Hotel Occupancy Taxes. For more information on the use of Hotel Tax Funds and the tax law, log on to

<http://tlo2.tlc.state.tx.us/statutes/docs/TX/content/htm/tx.003.00.000351.00.htm>

“Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry.”

Tourism promotion is defined as "...activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism-promotion agencies; and funding marketing of special events and festivals designed to attract tourists.”

In addition, City Council policy requires that proposals comply with the following criteria:

1. Broad tourism promotion efforts will be given higher priority over the financing of individual festivals, concerts, or shows.
2. Hotel/motel sponsorships should be directed to those events which generate maximum economic benefit. Large events requiring overnight hotel stays should therefore be favored over smaller and/or single day events.
3. Given the City Council's desire to establish Seabrook as a center of athletic and cultural excellence, grants should be focused toward sporting, cultural, and leisure events.

All applications will be reviewed by the Hotel/Motel Occupancy Tax Advisory Committee (HOT) which will then make recommendations to the City Council as to which applications should receive funding. The City Council places an emphasis on the following when evaluating each application:

1. How many room nights will the project generate?
2. How reliable is the information provided. Does the project promote Seabrook outside of the Bay Area? The Committee also favors providing seed money to new events.

The Committee encourages all events and organizations to work toward total self-sufficiency. All recipients will be required to use the Seabrook logo in accordance with the logo specifications provided by the City if the award is for co-sponsorship of an event. If the award is not a co-sponsored event the recipient will note on any advertising material that "Tourism support provided by the City of Seabrook" or "Hotel/Motel funds provided by the City of Seabrook" whichever is preferred by the recipient.

Please complete the attached application, using separate applications for each individual project/event. Applications must be submitted to Hotel Occupancy Tax Committee (HOT). Any questions concerning the application process may be directed to:

Peggy "Domino" Taylor
Hotel Occupancy Tax Committee Administrator
Marketing Manager/Seabrook Visitor Center
913 N. Meyer
Seabrook, Texas 77586
281-474-2425 / 1-866-611-HOTT (4688)
dtaylor@ci.seabrook.tx.us

Projected Tourism Benefits:

Expected number of participants / spectators: _____

Expected number of out-of-town (50 miles distant) participants / spectators: _____

Number of room-nights expected to be generated: _____

If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? _____ How many increased room nights are expected to be generated? _____

Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)

Explain how this project meets the guidelines and criteria for Hotel/Motel Tax funding.

Provide on an outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service.

You may include other information if necessary to complete the application. You may also attach any additional information about your organization or project you think is relevant to this application.

I understand the State of Texas limitations placed on use of Hotel/Motel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City Council. I understand use of funds is subject to audit by the State of Texas.

Signature: _____ Date: _____

Printed Name: _____ Title: _____