

# Hotel Occupancy Tax Grant Orientation



City of Alpine  
October 18, 2021

# The Two-Part Test

Every HQT expense must:

1. Attract Tourists to Alpine
2. Fit in an allowed Expense Category

# Expense Categories

Every payment to or for an event MUST fall under one of these:

- Advertising
- Promotion of the Arts
- Historical Restoration & Preservation
- Sporting Events
- Transportation

# Advertising

- Must be promoting to people **OUTSIDE** of the tri-county area!
- Production / Design is allowed, but capped at 15% of your advertising reimbursement
- Local publications **NOT** allowed! (within tri-county: Avalanche, Sentinel, Gazette, etc)
- Alpine must spend a minimum of 50% of annual HOT collections on advertising

# Advertising *(continued)*

- HOT-funded ads must acknowledge City support
- HOT-funded ads must be approved by Chris prior to run

# Promotion of the Arts

- Usually pays for Live Music
- HOT-funded murals must be on City Property
- Cannot spend more than 15% of annual HOT collections on arts

# Historical Restoration/Preservation

- If spent on infrastructure, must be of tourism interest
- Can include historical education and/or interpretation
- Cannot spend more than 15% of annual HOT collections on historical

# Sporting Events

- Event must have strong tourist attendance

# Transportation

- Shuttles for event attendees:  
the route **MUST** begin or end at a hotel



# Reimbursement Procedure

- **INVOICE for Service**
- **PROOF of SERVICE**  
(ad tear sheet, etc)
- **PROOF of PAYMENT**  
(cc receipt, cancelled check)
- Send materials to [chris@visitalpinetx.com](mailto:chris@visitalpinetx.com)

# Direct Payment Procedure

- Invoice for service billed to City of Alpine
- Proof of service  
(ad tear sheet, etc)
- Invoices go to [chris@visitalpinetx.com](mailto:chris@visitalpinetx.com)

# Fiscal Year Considerations

Services provided and invoiced in a given fiscal year **MUST** be paid out of the budget for that fiscal year.

- On or before **September 30** is the old fiscal year!
- On or after **October 1** is the new fiscal year!

# Receipts & Event Report

- Send your reimbursement request as soon as possible after the event!  
DO NOT WAIT until the end of the year!
- Include a brief report:  
How did it go?  
Compared to last year?  
What was new?  
What did you learn?