

**CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE MEETING
THURSDAY, MAY 16, 2024 - 5:30 P.M.**

NOTICE IS HEREBY GIVEN THAT THE HOTEL OCCUPANCY TAX COMMITTEE OF THE CITY OF ALPINE, TEXAS, WILL HOLD A MEETING AT 5:30 P.M. ON THURSDAY, MAY 16, 2024, AT CITY COUNCIL CHAMBERS LOCATED AT 803 WEST HOLLAND AVENUE AND VIA ZOOM FOR THE PURPOSE OF CONSIDERING THE ATTACHED AGENDA. THIS NOTICE IS POSTED PURSUANT TO THE TEXAS OPEN MEETINGS ACT. ACTION ITEMS APPROVED AT THIS MEETING WILL BE CONSIDERED BY THE CITY COUNCIL FOR FINAL ACTION.

REGULAR MEETING AGENDA – 5:30 P.M.

- 1. Call to Order.**
 - 2. Public Comments.**
 - 3. Public Hearings – None.**
 - 4. Approval of minutes of previous Board Meeting –None.**
 - 5. Discussion Items –**
 - a) Review 2024 Hotel Occupancy Grant Guidelines.
 - b) Review Council Discussion on Committee policies.
 - c) Review market research reports.
 - d) Discuss possible areas of strategic action and procedures to evaluate project ideas for funding and implementation.
 - 6. Action Items – None.**
 - 7. Board Member Comments.**
 - 8. Adjourn.**
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NOTICE: This facility is wheelchair accessible and accessible parking space is available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Office of the City Secretary at (432) 837-3301, option 1, or email city.secretary@cityofalpine.com for further information.

CERTIFICATION

I, Geoffrey R. Calderon, hereby certify that this notice was posted at City Hall, a convenient and readily accessible place to the general public, and to the City website at www.cityofalpine.com pursuant to Section 551.043, Texas Government Code. The said notice was posted at 5:00 P.M. on May 10, 2024, and remained so posted for at least 72 hours preceding the scheduled time of the said meeting.


Geoffrey R. Calderon, TRMC
City Secretary & Chief Governance Officer



CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** 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:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** 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 presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** 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 municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted at the time the applications are due.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2024-2025 fiscal year, starting no earlier than October 1, 2024 and ending no later than September 30, 2025.

Reporting: Awardees must submit a final report following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals.

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If an event will not generate any meaningful overnight business for Alpine’s hotels, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel**

tax funds.

- c) **historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

Supplemental Information Required with Application: Along with the application, please submit the following:

- Total event budget including HOT funds (see sample budget)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Earliest Date That Applications May Be Submitted: Monday, May 6, 2024

Submit Complete Application to: City of Alpine
City Secretary
100 N. 13th St.
Alpine, Texas 79830

Submit Complete Application by: 5pm on Friday, June 14, 2024

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Email Address: _____

Contact Phone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: Non-Profit: _____ Private/For Profit: _____

Tax ID#: _____ Entity's Creation Date: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

How will the funds be used: _____

Brief Description of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs:

_____ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. Civic Center Rental: use of civic center facility; \$ _____

3. Advertising, Solicitations and Promotions: funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$ _____

4. Promotion of the Arts: 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ _____

5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and 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 municipality or its vicinity: \$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

7. Transportation: cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

Questions for All Funding Requests:

How many years have you held this Event or Project: _____

Expected Attendance: _____

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: _____

How many nights will they stay: _____

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

How will you measure the impact of your event on area hotel activity? _____

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: _____

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ _____
- Newspaper \$ _____ Radio \$ _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ _____ Other \$ _____

What cities/regions/demographics do you reach with your advertising and promotions?

What estimated number of individuals will your proposed marketing reach who are located in another city or county? _____

REQUIRED ATTACHMENTS (*applications cannot be considered without all of the following!*)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*