



Guidelines and Procedures

The City of Bee Cave accepts applications from organizations wishing to receive financial support through the Local Hotel Occupancy Tax (HOT) revenue collected.

- 1) The City Council serves as the Hotel Occupancy Tax (HOT) Committee and convenes on an as-need basis but no less than quarterly intervals. The HOT Committee will typically convene prior to regular City Council meetings which are generally scheduled on the 2nd and 4th Tuesdays of each month.
- 2) To be considered for funding, applicants must complete an application including all required attachments. Digital applications may be submitted to the City Manager via e-mail; contact information is made available on the City's website www.beecavetexas.gov.
- 3) If your application is included on the HOT Committee agenda as posted, you will have the opportunity to provide a presentation to the Committee during their public meeting.
- 4) The City Manager or designee of the City of Bee Cave will review the application for completeness.
- 5) Each applicant will be notified of an award following approval by the HOT Committee at which time one-half of the approved funding may then be requested by the organizer.
- 6) A post-event report is required in order to receive final payment. Once the event is complete, receipts that reflect actual expenditures must be submitted. City Manager or designee of the City of Bee Cave will review the post-event report for completeness.
- 7) The remaining one-half of approved funding amount may then be distributed to the applicant. Unspent funds or unapproved expenditures will not be paid. The applicant may be asked to provide additional documentation prior to receiving a final funding payment. Failure to request funds prior to the end of the fiscal year (September 30th) for which they were granted may result in forfeiture.

Rules Governing the Hotel Occupancy Tax Application

The applicant must present evidence the event will increase overnight stays in the City of Bee Cave that are consistent with the amount of HOT revenues requested.

An example: the event takes place over several days; a portion of the participants travel more than 100 miles and stay in lodging located in the City of Bee Cave.

- 1) Funding requests of hotel occupancy tax revenues may statutorily be used only for the promotion of tourism. Expenditure of funds for unauthorized purposes may result in recapture and/or adversely impact future requests.
- 2) The applicant must ensure that www.beecavetexas.gov is listed as a source for the City of Bee Cave on any and all promotional information you provide to registrant and/or vendor/event attendees, including event websites. Also all Bee Cave hotels must be advised of the event in advance, have access to mailing lists including sufficient time to participate in the bidding for both primary bookings and overflow.
- 3) Future applications should include information collected from the post event report to facilitate requests for new funding.



Application for Use of Hotel Occupancy Tax

Organization Information

Organization Name: _____

Contact Name: _____ Date: _____
MM/DD/YYYY

Address: _____
Street

City State Zip Code

Phone: _____ Email: _____

Is your organization: Non-profit Private/For-Profit Tax ID# _____

Purpose of Organization:

Statutory Test: Part One

Does your Event/Expenditure pass the statutory test, defined specifically as directly enhancing and promoting tourism in Bee Cave AND directly promoting the overnight accommodation industry in Bee Cave by increasing overnight stays? **Yes No**

Statutory Test : Part Two

Does your Event/Expenditure pass the statutory test defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories? **Yes No**

1. Funding the establishment, improvement, or maintenance of a convention or visitor information center;
2. Paying the administrative costs for facilitating convention registration;
3. Paying for advertising, solicitations, and promotion that attract tourists and convention delegates to the city or its vicinity;
4. Expenditures that promote the arts;
5. Funding historical restoration or preservation programs;
6. Certain sporting event related expenses;
7. Certain tourist shuttles;
8. Signage directing tourists to attractions frequently visited by hotel guests.

If the answer to one of the two statutory tests is **NO**, you are **NOT** eligible for Hotel Occupancy Tax (HOT) funds.

Event and/or Expenditure Description

Name of event/expenditure: _____

Website address: _____

Date(s): _____

Will there be an admission charge? Yes No

List any additional charges (i.e. parking, entry fees for contests, etc...)

Activity: _____ Cost: \$ _____

Activity: _____ Cost: \$ _____

Activity: _____ Cost: \$ _____

Primary location: _____

What is specifically being marketed or promoted (i.e. facility, event, etc...)

Purpose and goal of your organization and who benefits from your success:

Impact

Number of people attending this event/expenditure from previous year:

Local: _____ Out of Town: _____

Number of people expected to attend this event/expenditure this year:

Local: _____ Out of Town: _____

Approximate number of people attending stay overnight in Bee Cave: _____

Do you reserve a room block for this event/expenditure? Yes No

List hotels you negotiated a special rate if this reimbursement request is being used for an event.
DO NOT LIST RATES.

Funding Request

Total Amount Requested: \$_____

Does the proposed event plan to become self-supporting in the future? Yes No

Total advertising/promotion budget: \$_____

- a) What is your organization's direct contribution to the above? \$_____
- b) What other sources of funding are being applied for or have been received for the advertising/promotion of your organization?

- c) How will the funds be used?

- d) Please indicate all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising	\$_____
Radio	\$_____
Newspaper	\$_____
Press Releases to Media	\$_____
Television	\$_____
Direct Mailing	\$_____
Distribution of Brochures	\$_____
Other (describe)	\$_____

Along with the application, submit the following as attachments (**required**):

1. Itemized list of relevant expenditures;
2. Marketing plan including target audience and detailed media list;
3. Board of Directors and/or Event Committee with contact information;
4. Event planning timeline;
5. Schedule of all activities.

Please return completed application with attachments and signature to:

City of Bee Cave
4000 Galleria Parkway
Bee Cave, TX 78738
Attn: City Manager re: HOT Application

For additional questions, please contact the Bee Cave City Manager (512) 767-6600.

With my signature below, I understand the Hotel Occupancy Tax (HOT) Application, Process, Reimbursement, and all associated Rules Governing the Application established by the City of Bee Cave. I intend to use this funding for the event as described herein to promote the efforts of the City of Bee Cave in enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside Bee Cave.

I have read the Hotel Occupancy Tax (HOT) Application guidelines including the Rules Governing the Application and the Reimbursement Process.

I understand that if awarded, my request for Hotel Occupancy Tax (HOT) funding by the City of Bee Cave, any deviation from the approved event or the Rules Governing the Application may result in a partial or total withdrawal of the Local Hotel Occupancy Tax (HOT) funding.

Organization Name

Applicant Signature

Date



Post Event Required Reporting

Thank you for promoting tourism and the hotel industry in Bee Cave through the utilization of Hotel Occupancy Tax (HOT) funds. The Texas Tax Code provides a set of rules that state how the revenue from the Hotel Occupancy Tax may be used only to directly enhance and promote tourism and the hotel and convention industry.

All entities that are approved for the utilization of Hotel Occupancy Tax (HOT) funds must submit a Post Event Form for each event. This report, as submitted, will be reviewed by the City of Bee Cave to determine compliance and will be used in consideration of future hotel occupancy tax funding requests.

Please return completed Post Event Report with attachments to:

City of Bee Cave
4000 Galleria Parkway
Bee Cave, TX 78738
Attn: City Manager re: HOT Application

For additional questions, please contact the Bee Cave City Manager (512) 767-6600.

**PLEASE NOTE: FAILURE TO SUBMIT THE POST EVENT REPORT MAY RESULT IN
INELIGIBILITY FOR FUTURE FUNDING FROM CITY OF BEE CAVE HOTEL OCCUPANCY
TAX**



Organization Information

Organization Name: _____

Contact Name: _____ Date: _____
MM/DD/YYYY

Address: _____
Street

_____ *City* _____ *State* _____ *Zip Code*

Phone: _____ Email: _____

Event Information

Name of Event/Expenditure: _____

Date of Event/ Expenditure: _____

Primary Location: _____

Primary Purpose: _____

Amount of HOT Funds Received: \$ _____

Amount of HOT Funds Used: \$ _____

1. Estimated Attendance: _____
2. Room nights generated: _____
3. Total Promotional Cost: _____
4. Did you receive City services for your event? Yes No
5. If so, have the services been paid for? Yes No

Along with the Post Event Report, submit the following attachments (**required**):

1. Samples of documents showing how venues in Bee Cave were recognized in your advertising and/or promotional campaign(s).
2. Copies of all invoices.