



106 N. 3rd
Alpine, Texas 79830
(432) 837-2326
www.alpinetexas.com
visitalpine@alpinetexas.com

Guidelines Under Texas Law For the Use of Hotel Occupancy Tax Revenue

State Law: By law of the State of Texas, the City of Alpine collects a Hotel Occupancy Tax (HOT) from hotels, motels, bed and 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.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

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.

Registration of Convention Delegates: The furnishing of facilities, personnel, and materials for the registration of convention delegates of registrants.

Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates: Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates of registrants to the municipality or its vicinity.

Promotion 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.

Historical restoration and preservation projects or activities: Historical restoration and preservation projects or activities of advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of convention center facilities of visitor information centers; or (b)

located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates.

Sporting event expenses related to sporting events which substantially increase economic activity at hotels: For a municipality located in a county with a population of 290,000 or less, 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

Application Procedure

The Alpine Convention and Visitors Bureau is accepting applications from groups who request HOT funds for events, activities and /or facilities which fit into one of the categories listed above. The Alpine Convention and Visitors Bureau/ Chamber of Commerce Board of Directors will review the applications and will make the final decision for approval or denial..

Approved applicants will be included in cooperative advertising with the Alpine CVB. All advertising will promote Alpine in conjunction with your event. Please be sure to specify your advertisement placing preferences on the application form

Applicants must apply on or before **August 16th** , no application will be accepted after five pm (5:00) at the close of the business day. For events taking place during the 2007/08 October- September fiscal year.

After applications are received, applicants may be required to present their request at a regularly scheduled CVB/COC Board meeting.

Applicants must provide the following to be considered for funding:

- Completed application form
- Event overview
- Completed publicity information sheet

Applicants will be notified of the Board's decision on or before September 30th.

If your organization is approved for HOT cooperative advertising, you will be provided with a copy of all the co-op advertising for your records, our visitors' survey, a zip code survey and a follow-up questionnaire, which you will be required to return to the Alpine CVB not more that two weeks after your event. It will be your responsibility to make sure that your ad is turned into the CVB/CoC four weeks prior to the first run date of any co-op advertising for your event. You will be given a chance to approve your ad before it runs.

Application

Date: _____

Name of Event: _____

Proposed date(s) of
Event: _____

Primary Location of
Event: _____

Primary Purpose of
Event: _____

Name of Organization: _____

Contact Person: _____

Title: _____

Address: _____

Phone Number: _____

alternate: _____

Is your organization: Non-Profit Private/For Profit

Federal Tax ID Number: _____

How many years has this event been held in Alpine? _____

What is the projected attendance? _____

What percentage of attendees will use Hotels and/or Motels in Alpine? _____

On average, how many nights will they stay? _____

How many hotel/motel rooms have been blocked for this event? _____

At which hotels/motels?

Please list any other organization, government entities, or grants that have offered financial support to your project.

Have you received private sponsorship? Yes No

Please list other years that you have hosted your event including the amount of assistance given from HOT and the number of hotel rooms used.

Year	HOT Funding	Number of Hotel Rooms
------	-------------	-----------------------

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

__Newspaper \$_____

Please name specific publications you will use.

__Radio \$_____

Please name specific stations with locations that you will use.

__Television \$_____

Please name specific stations with locations that you will use.

__Direct Mail out of town \$_____

__Out of town poster placement \$_____

__Other \$_____

__Press Releases \$_____

Please name specific publications you will use.

In what areas will you be advertising?

Signatures of authorized representatives of your organization:

(1) _____

(2) _____

Date _____

Date _____