

A large collage of 48 small images arranged in a 6x8 grid. The images are of various sizes and are interspersed with social media icons like Instagram, Facebook, and Twitter. The subjects include food (pizza, nachos, sushi, etc.), nature (turtles, birds, landscapes), art (mosaics, murals, sculptures), and social media content (people on bridges, a car, a crowd). The collage is a mix of personal photos and public content.

CONTACT



BEAUMONT

CITY OF BEAUMONT

HOTEL OCCUPANCY TAX GRANT APPLICATION

2023 Hotel Occupancy Tax Funds Grant

By ordinance, the City of Beaumont approves a local hotel occupancy tax, hereinafter abbreviated as HOT, with portions of the fund to be dedicated to support convention and tourism centers, promotional and tourist advertising of the City, promotion of the arts, historical preservation and program support for events and activities that attract tourists to the City of Beaumont.

Use of HOT Funds

Municipal hotel occupancy taxes are primarily governed by Chapter 351 of the Texas Tax Code. The HOT funds are generated as a result of a person paying for the use or possession, or for the right to the use or possession, of a room in a hotel, motel or bed and breakfast, with a cost of \$2 or more each day, that is ordinarily used for sleeping, not on a permanent basis.

There is a **two-part test** for every expenditure of local HOT.

Criteria # 1 Every expenditure must DIRECTLY enhance and promote tourism, AND the convention and hotel industry.

Criteria # 2 Every expenditure MUST clearly fit into one of nine statutorily provided categories.

The nine categories for expenditure of the hotel occupancy tax are as follows:

1. Funding the establishment, improvement or maintenance of a convention center or visitor information center.
2. Paying the administrative costs for facilitating convention registration.
3. Paying for advertising, solicitations and promotions that attract tourists and convention delegates to the city or its vicinity. (1/7 of total funds must be spent on advertising and promoting the city and its vicinity to attract tourist and hotel/convention activity)
4. Expenditures that promote 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.
5. Funding historical restoration or preservation programs.
Funding may be used to enhance 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 that are likely to attract tourists and hotel guests (limited to 15% of total funds).
6. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
7. Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
8. Funding transportation systems for tourists.
9. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

CITY OF BEAUMONT

HOTEL OCCUPANCY TAX GRANT APPLICATION

Policies and Procedures

The purpose of this document is to outline certain policies and procedures associated with the allocation and use of HOT revenues by the City of Beaumont.

Municipal hotel occupancy taxes are governed by Chapter 351 of the Texas Tax Code, and by the City of Beaumont Code of Ordinances. The City of Beaumont wishes to make HOT funds available to entities other than the City in accordance with the Tax Code to encourage expenditures that enhance the Beaumont tourism, convention, and hotel industry, and that help stimulate the continued growth and development thereof.

Guidelines and Goals:

The Beaumont City Council will consider requests for allocation of revenues derived from the Hotel Occupancy Tax in the same way it considers other budgetary requests. The only difference in this allocation process will be that when making funding decisions, the City Council will consider both the statutory requirements found in Chapter 351 of the Texas Tax Code, and the policy requirements outlined in this document.

1. Eligible activities of the following types of individuals, businesses, organizations, or agencies may be funded using revenues from the Hotel Occupancy Tax:
 - A. Activities of other public agencies
 - B. Activities of non-profit organizations
 - C. Activities of for-profit businesses
 - D. Activities of individuals
2. Activities will only be funded if they take place within the City of Beaumont, the activity must promote tourism and the convention and hotel industry inside the City of Beaumont.
3. The funding of ongoing operating costs of otherwise eligible activities under this policy will not be approved. This policy can only be waived by the City Council if the Council determines that the proposed activity provides a particularly significant benefit to the City of Beaumont, the Beaumont community and/or the Beaumont hotel, convention, and tourism industry.
4. If applicant is seeking the grant to make physical improvements, the improvements shall:
 - A. Be made in accordance with project drawings, specifications, and/or information provided by the applicant and having been previously approved by the City.
 - B. Receive the written approval of the City for any modifications to previously approved project drawings/specifications.
 - C. Obtain all applicable permits and inspections related to the improvement project.

Failure to adhere to these physical improvement conditions will render Applicant ineligible for grant funding.
5. The applicant must demonstrate that they are in good financial standing and that financial safeguards are in place to protect public funds.

CITY OF BEAUMONT

HOTEL OCCUPANCY TAX GRANT APPLICATION

6. Applicants that have outstanding financial obligations to the City of Beaumont, including but not limited to liens, court fines, delinquent City utility bills, or delinquent taxes are not eligible.
7. Applicants that have an ongoing lawsuit or are in any way parties to litigation against the City of Beaumont are not eligible.
8. Final determination of whether or not a proposed activity meets the requirements to be funded from HOT revenues will be made solely by the Beaumont City Council.

2023 Application Process (2024 Funding)

July 15, 2023	Applications Available Online
August 2, 2023	Application Orientation hosted by CVB (recorded and posted on website with application)
August 18, 2023	Deadline for Applications to be submitted
August 22, 2023*	Formal Presentation to City Council
August 24, 2023*	Applications reviewed by CVB Review Committee
August 29, 2023*	City Council Decision
October 2, 2023	City of Beaumont Finance Department sends formal agreement to successful applicants

***Tentative dates may be subject to change.**

Review Process

The Beaumont Convention and Visitors Bureau Review Committee is comprised of seven (7) members total, and shall include:

- A. CVB Advisory Board Chair, Vice Chair, and Past Chair
- B. Assistant City Manager
- C. Finance Director
- D. CVB Executive Director
- E. City Legal Representative

The Beaumont City Council approved the Beaumont Convention and Visitors Bureau Review Committee to include the Chairman, Vice Chairman, Past Chair of the Advisory Board, the Assistant City Manager, Finance Director, city legal representative, and the CVB Executive Director. The main purpose of the CVB Review Committee will be to provide HOT fund recommendations to the City Council.

CITY OF BEAUMONT

HOTEL OCCUPANCY TAX GRANT APPLICATION

The CVB Review Committee reviews all acceptable applications from individuals, groups and organizations applying for HOT funding. An acceptable application is one that is complete and meets the deadline requirements. Once reviewed, the review committee will present initial recommendations to City Council before presentations.

Each applicant, with an acceptable application, will be scheduled with a time to present to the City Council at a scheduled Tuesday meeting. At the presentation they will have 2 minutes to present their request, after which they may be asked questions or provide further clarification. This presentation is encouraged for any requests over \$5,000; however, it is not required. If unable to attend the presentation meeting, you are encouraged to send any materials to support the application.

After the presentations are made, the City Council will make funding recommendations. Notification of funding recommendations will be emailed to all applicants. **Funding recommendations may be less than the amount requested.**

The Finance Department will send out formal agreements to successful applicants. After (1) the contracts are signed and returned to the City and (2) an invoice is provided to the City, the organization may receive funds as outlined below:

Administration of Funding

The City of Beaumont has an obligation to ensure that funds allocated through its budgeting process are used in a manner that is consistent with City policy and consistent with all City, state and federal laws. To assure that the City has sufficient influence over such funds after they are allocated, the following administrative procedures will be followed:

1. When HOT funding is provided for activities that are administered by outside individuals, businesses, organizations or agencies, such funding will be distributed, and the funding and activities will be regulated using a funding agreement.
2. The maximum funding for the entire program is capped at \$300,000. When the City Council allocates HOT funding for outside individuals, businesses, organizations or agencies, the City Council resolution authorizing said allocation of funds will include language directing the City of Beaumont City Manager and his or her designee to negotiate and sign a Funding Agreement with said funding recipient(s) to assure that the funds are used in the manner intended by the City Council, consistent with City policy, and consistent with all City, state and federal laws.
3. Each Funding Agreement will include different provisions based upon the different circumstances of each funded activity. But in each case, the Funding Agreement will dictate that the grant will be in the form of a reimbursable grant. Funding Agreements will also include provisions that will influence the funded party to the extent necessary to protect the City's interest, to assure that the funds are used in the manner intended by the City Council, consistent with City policy, and consistent with all City, state and federal laws.
4. Funding will be received quarterly, and after bimonthly reporting has been approved. This process will be explained in detail with the funding agreement.

CITY OF BEAUMONT

HOTEL OCCUPANCY TAX GRANT APPLICATION

ORGANIZATION INFORMATION

Name of Organization:	
Address:	
City, State, Zip:	
Contact Name:	Contact Phone Number:
Website Address for Event or Sponsoring Entity:	
Non-Profit or For-Profit Status:	Tax ID #:
Entity's Creation Date:	
Purpose of Organization:	

EVENT/PROJECT INFORMATION

Name of Event or Project:	Date of Event or Project:
Primary Location of Event or Project:	
Total Event or Project Budget: \$ _____	Total Event or Project Funding Requested from HOT Funds: \$ _____
Percentage of Total Event or Project Funding Requested from HOT Funds: _____ %	

1. Primary Purpose of Funded Activity/Facility:

CITY OF BEAUMONT

HOTEL OCCUPANCY TAX GRANT APPLICATION

2. How will your proposed activity directly promote tourism and the convention and hotel industry? If you can estimate the anticipated number of hotel rooms utilized for the activity, please do so.

3. How will your proposed activity meet one of the other required criteria described in Chapter 351.101 of the Texas Tax Code and listed in this Policy under "Authority & Purpose" (pages 1 and 2)?

4. How else will your proposed activity be beneficial to the City of Beaumont, the Beaumont community and/or the Beaumont hotel, convention, and tourism industry?

5. How many years have you held this Event or Project?

6. Expected Attendance:

7. Please list any other organizations, government entities, and grants that have offered financial support to your project:

8. Please list the promotion efforts your organization is coordinating, and the amount financially committed to each avenue:

- Newspaper: \$ _____
- Radio: \$ _____
- Social Media: \$ _____
- TV: \$ _____
- Other Paid Advertising: \$ _____
- Number of Media Releases to out-of-town outlets: _____
- Number of Direct Mailings to out-of-town recipients: _____

9. What geographic areas does your advertising and promotion reach?
10. If the funding requested is related to a permanent facility (e.g. museum), what is the expected attendance: Monthly: _____ Annually: _____
11. What percentage of visitors stay at area hotels/lodging facilities? _____ %
12. Please include a copy of your organization's most recent financial statement.

Program and Post Event Reports

A Program Report is required to be submitted bimonthly, in order to continue receiving quarterly payments. The completed form may be emailed to HOTgrants@beaumonttexas.gov or delivered to the Beaumont Convention & Visitors Center AT 505 Willow Street. Failure to submit a Program report could affect future funding recommendations for HOT funds.

A Post Event Report is required to be submitted within 60 days of completion of the event/program. The completed form may be emailed to HOTgrants@beaumonttexas.gov or delivered to the Beaumont Convention & Visitors Center AT 505 Willow Street. Failure to submit a Post Event report could affect future funding recommendations for HOT funds.

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

Name Click here to enter text.

Title Click here to enter text.

Date Click here to enter text.