

# SONORA TOURISM STEERING COMMITTEE

## Application for Hotel/Motel Occupancy Tax Funds

Please read carefully the HOT guidelines before completing this application. The guidelines provide an explanation of the “two-part” test, as well as the nine (9) categories of activities, that govern how revenue from the HOT tax may be used. The document also describes the criteria on which applications will be evaluated and the required documentation. As a condition of accepting grant funds, the applicant agrees to provide the City of Sonora with a full financial accounting of the event within sixty (60) days of the event’s conclusion.

### Submitting an Application

Application forms are available online at [www.sonoratexas.org](http://www.sonoratexas.org) or may be picked up at City of Sonora offices.

Applicants must submit a completed application and provide the required documentation.

Completed applications will be accepted online at [sidcorp@sonoratx.net](mailto:sidcorp@sonoratx.net) or may be delivered to the City of Sonora offices.

Multiple applications from a group will be accepted. However, each event/program must have a separate application and budget.

### Contact Information

Name of organization requesting funds:

E-mail:

Phone:

Name of Primary Contact:

E-Mail:

Phone:

Cell Phone:

**Event/Program**

**Date of the event/program:**

**Name of the event/program:**

**Description of the event/program:**

**Describe the category (or categories) of activities that qualifies this event/program for HOT funds (see application guidelines):**

**HOT Fund Amount Requested**

**Amount requested for the event/program:**

**Purpose for which funds will be used:**

**Budget to Be Submitted with Application**

**A budget for the proposed event/program is required to be submitted, including all revenue sources and expenditures. Schedules may be attached to the application. A sample budget worksheet is available and can be modified to suit the applicant's event.**

**Management of the Organization and Subject Event/Program**

**Describe how the applicant will successfully plan, organize, and implement the subject event.**

<b>Community and Economic Impact</b>
--------------------------------------

**Describe how this event/program will directly promote tourism and encourage support for Sonora attractions, businesses, restaurants, lodging, and retail:**

**Who will attend the event and how many visitors are expected?**

**How will this event/program generate overnight stays in Sonora lodging facilities?**

**Describe how the applicant will determine that the event attracts tourists/travelers who stay overnight in local motels:**

**How much Hotel Occupancy Tax is projected to be generated in Sonora by this event/program?  
(# rooms X # nights X room rate X tax rate)**

**A good faith estimate of the amount of all tourism/traveler spending to result from this event and basis for the estimate:**

**What local businesses are being used to accomplish this project?**

**Please list any additional resources for the project/event (corporate sponsors, donations, other fund raising activities) and volunteer labor that will be utilized. Please include dollar amounts of sponsorships, donations, or other fund raisers:**

The number of years the event has been held and the total amount of HOT funds received by applicant during the past five (5) years:

### Marketing & Media Coverage

What date will promotion and marketing of this event/program begin?

Please describe the marketing plan for this project. Include information on print ads; radio; distribution of posters, brochures, flyers; social media, etc.

### Post Event/Program Report

A report is required to be submitted within sixty (60) days of completion of the event/program. The completed information may be emailed to *(to be determined)* or delivered to City of Sonora offices. Failure to submit a post event/program report could affect reimbursement and impact future recommendations for HOT funds.

### Certification

I understand the State of Texas limitations placed on use of HOT funds and certify that the requested funds will be used only for purposed described in the Sonora Tourism Steering Committee guidelines.

Name:

Date:

### Review

Request approved:

Request denied:

Amount approved:

Date of approval/denial