



Lake Worth, Texas

Hotel Occupancy Tax Funds Application

Stacey Almond
City Manager
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1.	APPLICANT INFORMATION		
A	<u>Primary Contact:</u>	<u>Title:</u>	
B	<u>Business Name:</u>		
C	<u>Business Address:</u>		
D	<u>Wk Phone:</u>	<u>Cell:</u>	<u>Fax:</u>
E	<u>Email:</u>		
F	<u>Secondary Contact:</u>	<u>Title:</u>	
G	<u>Business Name:</u>		
H	<u>Business Address:</u>		
I	<u>Wk Phone:</u>	<u>Cell:</u>	<u>Fax:</u>
J	<u>Email:</u>		
K	<u>Property Owner Acknowledgement:</u> I acknowledge that I have granted permission to the above Applicant to host the Project described herein on property that I own. <div style="display: flex; justify-content: space-between;"> <div> <u>Company:</u> <u>Signed:</u> _____ <u>Name:</u> <u>Title:</u> </div> <div> <u>Work:</u> <u>EM:</u> <u>Address:</u> </div> <div> <u>Cell:</u> </div> </div>		
2.	SPONSORING ENTITY (If any)		
A	<u>Business Name:</u>	<u>Website:</u>	
B	<u>Business Address:</u>		
C	<u>Year Business Established:</u>		
D	<u>Type of Entity (e.g. For-Profit, Not-for-Profit):</u>		
E	<u>Tax Classification if NFP:</u>		
F	<u>Business Description:</u>		
G	<u>Describe extent of Community Involvement:</u>		
H	<u>Describe relevant experience:</u>		
I	<u>Describe capabilities (e.g. resources, people) to execute:</u>		
3.	PROJECT INFORMATION (Policy Section 5)		
A	<u>Threshold #1:</u> Describe how the Project promotes tourism and the convention and hotel industry:		
B	<u>Threshold #2:</u> Describe the extent to which the Project meets the requirements of one or more of the following categories (Described in detail in Section 5.2.2 of the HOT Policy).		
C	- <u>Convention Centers:</u>		
D	- <u>Convention Registrants:</u>		
E	- <u>Promotional Programs:</u>		

F	- <u>Arts</u> :
G	- <u>Historical Uses</u> :
H	- <u>Sports Facility</u> :
I	- <u>Signage</u> :
J	- <u>Transportation Systems</u> :
K	_____Yes / _____No - Marketing Plan meeting the requirements of Section 5.2.3 attached?
L	_____Yes / _____No - Schedule of Activities meeting the requirements of Section 5.2.4 attached?
M	_____Yes / _____No - Site Layout meeting the requirements of Section 5.2.5 attached?
N	<u>Historical Information</u> : Has this Project been held Previously? Provide details on the times held and any pertinent information related to that specific project.
O	<u>Retail Vendors</u> : Describe the extent to which Retail Vendors shall be used to supplement the activities of the Project.

4.	ESTIMATED SCHEDULE		
A	Provide an estimate of milestones to be accomplished prior to the Project.		
B	DD-MM	Item / Task / Milestone	Notes
C	2-09		
D			
E			
F			
G			
H			
5.	IMPACTS		
A	<u>Anticipated Attendance:</u>		
B	<u>Anticipated Over-night Stays:</u>		
C	<u>Room Blocks:</u> Describe the extent that you have arranged for Room Blocks to accommodate the Project:		
D	<u>HOT Generated:</u> Describe anticipated HOT generated:		
E	<u>Sales Tax Generated:</u>		
F	<u>Surveys:</u> To what extent will Surveys be used to determine or verify anticipated impacts of the Project?		
6.	PROJECT REVENUES & PROCEEDS		
A	____ Yes / ____ No - <i>Financial Pro-Forma</i> Attached?		
B	Revenues	Item	Notes
C			
D			
E			
F			
G			
H	Costs	Item	Notes
I			
J			
K			
L		ESTIMATED NET PROCEEDS	
M	Disposition of proceeds: Please describe the planned disposition of any net proceeds from the Project.		
N	Amount	Recipient	Notes
O			

P			
Q			
R			
7.	HOT FUNDS REQUESTED (Policy Section 5.3)		
A	HOT Funds Requested		
B	Amount	Intended Use	Notes / Justification
C			
D			
E			
F		TOTAL AMOUNT REQUESTED	
G	In-Kind Participation Requested (See Section 5.3.3 of the Policy for examples) Costs shall be estimated by Staff.		
H	Cost	Facilities	Notes / Justification
I			
J			
K	Cost	Equipment	Notes / Justification
L			
M			
N	Cost	Staff	Notes / Justification
O			
P			
Q	Cost	Services	Notes / Justification
R			
S			
T	Cost	Misc.	Notes / Justification
U			
V			
8.	APPLICANT CERTIFICATIONS In accordance with the Hotel Occupancy Tax Policy, the undersigned do hereby certify the following:		
A	Application Accuracy: The information provided in this Application, and all that may have been affixed hereto, is true and correct, and that the City may rely on all of the information herein contained, and all that may have been affixed hereto, as being true and correct.		
B	Discretionary Rights: The City has the absolute right of discretion in deciding whether or not to approve an incentive relative to this application, whether or not such discretion is deemed arbitrary or without basis in fact.		
C	Performance Agreement: A Performance Agreement (PA) meeting the provisions of Section 6.5 must be executed prior to the beginning of the Project in order to receive any HOT Funds.		

D	<u>Post-Project Analysis:</u> Our team shall meet with City representatives upon completion of the Project and participate in a formal Post-Project Analysis.
E	<u>Compliance with Regulations:</u> The Project shall be implemented in compliance with all City, County and State regulations, including, though not exclusively: Sign Ordinance, Mass-Gathering Ordinance, Noise Ordinance, Solicitation Ordinance, Texas Alcohol and Beverage Commission (TABC) and City and County Health Regulations.
F	<u>In-Kind Participation:</u> Any In-Kind Participation provided by the City is subject to a 50/50 matching grant and that the Applicant must match the cost of the In-Kind Participation, e.g. if Staff hours for an Event was equal to \$5,000, the Applicant would be required to make a payment of \$2,500 to the City immediately after the Project.
G	<u>Sales Tax Collections:</u> The undersigned will distribute the City's Sales Tax Forms to all Vendors generating taxable sales and demand compliance from each Vendor.
H	<u>Representations:</u> The undersigned must appear before the Council to represent their Application and that failing to appear may be grounds for denial of the Application.
I	<u>Neutrality:</u> The Project is non-partisan politically and makes no effort to promote or facilitate the promotion of a particular position or political candidate. Further, all religions and ethnical backgrounds are allowed to attend and participate.
J	<u>Non-Transferability:</u> Rights granted through this Application are exclusive to the parties named herein and are not assignable or transferable.
K	<u>Authorized Representative(s):</u> The undersigned are duly authorized to represent this Project before the City and individually have the capacity and authority to sign this Application for HOT Funds.
9.	I (we) hereby affirm the Certifications noted above and approve the submittal of the Application for HOT Funds as identified herein.

Company:		Company:	
Signed:		Signed:	
Name:		Name:	
Title:		Title:	
W:	C:	W:	C:
EM:		EM:	
Address:		Address:	