

**Application**

Date: \_\_\_\_\_

***Organization Information***

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

***Event Information***

Name of Event or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

\_\_\_\_\_  
\_\_\_\_\_

How will the hotel tax funds be used: \_(please attach a list of the hotel tax funded expenditures)

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**Percentage of Hotel Tax Support of Related Costs**

\_\_\_\_\_ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities \_\_\_\_\_%

**Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:**

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***Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:***

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$\_\_\_\_\_
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$\_\_\_\_\_
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$\_\_\_\_\_
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ \_\_\_\_\_

**e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_

**f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

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**g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ \_\_\_\_\_

**What sites or attractions will tourists be taken to by this transportation?** \_\_\_\_\_

**Will members of the general public (non-tourists) be riding on this transportation?** \_\_\_\_\_

**What percentage of the ridership will be local citizens?** \_\_\_\_\_

**h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ \_\_\_\_\_

**What tourist attractions will be the subject of the signs?**

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***Questions for All Funding Request Categories:***

1. How many years have you held this Event or Project: \_\_\_\_\_
2. Expected Attendance: \_\_\_\_\_
3. How many people attending the Event or Project will use South Padre Island lodging establishments? \_\_\_\_\_

How many nights do you anticipate the majority of the tourists will stay: \_\_\_\_\_

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

<b>Month/Year Held</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? \_\_\_\_\_

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7. Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

8. Will the event charge admission? \_\_\_\_\_

9. Do you anticipate a net profit from the event? \_\_\_\_\_

10. If there is a net profit, what is the anticipated amount and how will it be used?

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

Newspaper: \$ \_\_\_\_\_  
Radio: \$ \_\_\_\_\_  
TV: \$ \_\_\_\_\_  
Website, Social Media: \$ \_\_\_\_\_  
Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients \_\_\_\_\_

Other Promotions \_\_\_\_\_

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? \_\_\_\_\_

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

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14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

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15. What geographic areas does your marketing, advertising and promotion reach:

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16. How many individuals will your proposed marketing reach who are located at least 50 miles away? \_\_\_\_\_ (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

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**a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be submitted with at least \_\_\_\_\_ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

**Submit to:** Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitor's Bureau  
7355 Padre Blvd., South Padre Island, Texas 78597  
(956) 761-3000 Phone (956) 761-3024 Fax