

**NOTICE OF WORKSHOP**  
**CITY OF SOUTH PADRE ISLAND**  
**CONVENTION AND VISITORS ADVISORY BOARD**

NOTIICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A WORKSHOP ON:

**WEDNESDAY, JUNE 22, 2016**  
10:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

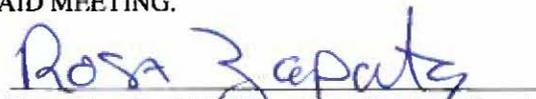
1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
4. Discussion and possible action concerning updating/revising the Special Events Funding application process.
5. Adjourn.

DATED THIS THE 17 DAY OF JUNE 2016.

  
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON June 17, 2016, AT/OR BEFORE 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



  
Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 22, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and possible action concerning updating/revising the Special Events Funding application process.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**HOTEL OCCUPANCY TAX USE GUIDELINES  
UNDER TEXAS STATE LAW  
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

**State Law:** By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

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

- a) **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;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- 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; or
  - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

**City Policy:** The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

**Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7<sup>th</sup>.**

**Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8<sup>th</sup>.**

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

**Eligibility and Priority for Hotel Tax Funds:**

**Impact:** Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

**Events can prove their potential to generate overnight visitors by:**

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

**Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event**

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

**Application to be an Anchor Event:** There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

**Non-Anchor Events**

**Application to be a Standard Hotel Tax Funded Event:** There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

**Seed Money Limitation:** Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

**Black Out Periods for Hotel Tax Funding**

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period (Insert blocked spring break period dates)

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Tourism Advisory Board Event may with a recommendation from the CVB staff and a two-third vote grant an event a variance from these blackout periods.

**Use of Revenues from Event:** A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

**Supplemental Information Required With Application:** Along with the application, please submit the following:

\_\_\_\_\_ Proposed Marketing Plan for Funded Event

\_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project

**Post Event Report:** Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre  
Island Convention and Visitor's Bureau  
7355 Padre Blvd.  
956-761-8199  
michael@sopadre.com

**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: \_\_\_\_\_

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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?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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?  
\_\_\_\_\_

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: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau  
7355 Padre Blvd.  
956-761-8199  
michael@sopadre.com**

**POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING**

**Post Event Report Form**

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

***Organization Information***

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

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

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

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

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

***Event Information***

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

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

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

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

Amount Received: \$ \_\_\_\_\_

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many years have you held this Event or Program: \_\_\_\_\_

***Event Funding Information***

1. Actual percentage of funded event costs covered by hotel occupancy tax: \_\_\_\_\_
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

***Event Attendance Information***

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): \_\_\_\_\_
2. What would you estimate as the actual attendance at the event? \_\_\_\_\_
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? \_\_\_\_\_
4. How many room nights do you estimate were actually generated by attendees of this event? \_\_\_\_\_
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year \_\_\_\_\_  
Last Year \_\_\_\_\_  
Two Years Ago \_\_\_\_\_  
Three Years Ago \_\_\_\_\_

6. What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)?

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7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

***Event Promotion Information***

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ \_\_\_\_\_  
Radio: \$ \_\_\_\_\_  
TV: \$ \_\_\_\_\_  
Other Paid Advertising: \$ \_\_\_\_\_

Number of Press Releases to Media \_\_\_\_\_  
Number Direct Mailings to out-of-town recipients \_\_\_\_\_

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

2. Did 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?
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

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5. Please attach samples of documents showing how \_\_\_\_\_ South Padre Island was recognized in your advertising/promotional campaign
  
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
  
7. Please note any other success indicators of your event:

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***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? \_\_\_\_\_
  
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
  
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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***Additional Event Information***

What \_\_\_\_\_ South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

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30 Days post event  
 Please Submit no later than (insert deadline) to:

\_\_\_\_\_  
 (fill in name, contact person, and address of your city or entity overseeing use of hotel tax)