

**APPLICATION FOR USE OF JEFFERSON COUNTY  
HOTEL OCCUPANCY TAX FUNDS  
(FOR ADVERTISING AND PROMOTION FUNDING)**

Thank you for your interest in promoting tourism and the hotel industry in Jefferson County through the utilization of county Hotel Occupancy Tax (HOT funds. The use is HOT funds is regulated by law (Tax code 352-1033, which limits the use of those funds for the direct enhancement and promotion of tourism AND the convention and hotel industry. **To determine eligibility, the following section of this tax code which pertains to advertising/promotion must apply to your application. “Advertise and conduct solicitations and promotional programs to attract tourists and conventions delegates or registrants to the county or its vicinity, any of which may be conducted by the county or through contracts with persons or organizations selected by the county.** In addition, a county that borders the Gulf of Mexico and that is authorized to impose the tax by Section 352.002(a) may use 50% or less of the revenue from the tax for the promotion of tourism.

**I. CRITERIA**

A. General Information

1. Name of Organization

\_\_\_\_\_

2. What specifically is being marketed or promoted? I.e. facility, event, etc.

3. Total Amount of Funds Requested by this Grant? \_\_\_\_\_

4. What is the organization’s financial contribution for this project/event?

5. What other funding sources are being pursued or sought?
  
  
  
  
  
  
  
  
  
  
6. Date of Event if applicable. Please ensure that you are requesting funds far enough in advance to be able to accomplish the goals for which you are requesting funds.
  
  
  
  
  
  
  
  
  
  
7. Which hotel/s have you negotiated a special rate if this funding request is being used for an event? Please list hotel/s (do not list rates).
  
  
  
  
  
  
  
  
  
  
8. Completion date of project \_\_\_\_\_

**II. VISITOR IMPACT**

- A. Provide numbers for the following:
  1. Total visitors/participants: previous year \_\_\_\_\_  
expected this year \_\_\_\_\_
  2. Visitors/participants who indicated they stayed or will stay in a Jefferson County hotel:  
previous year \_\_\_\_\_  
expected this year \_\_\_\_\_

### III. FUNDING RECAP

- Provide a **specific line item description and amount** of exact use of funds being requested. Total should match amount being requested.  
(If more space is needed, please use attachments.)

<u>Amount</u>	<u>Line Item</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____ TOTAL	(Should match request on front page)

### IV. MARKETING PLANS

A. How will your organization enhance the promotion of tourism AND the convention /hotel industry in Jefferson County?

- B. What media will be used in your advertising and promotion? Please provide a detailed list of the media to be used, i.e. Houston Chronicle, KHOU, Southern Living, etc. **(Must be outside 75-mile radius of Jefferson County)**

**By signing this application**, I, individually and on behalf of my organization, represent and agree that:

1. I have full authority to execute this application on behalf of myself, group, and organization;
2. Any funds allocated out of Hotel Occupancy Tax monies will be used solely in the manner set forth in the award letter;
3. I as a representative and my organization will, within 60 days following the date of my/our project/event, provide a complete and detailed accounting to the Jefferson County Tourism Commission, c/o Kathi Hughes, in such form as may be provided/requested;
4. Failure to provide the report within 60 days and/or to use the allocated monies solely for the purposes for which such funds were awarded shall render me and my group/organization liable for reimbursement to Jefferson County of all such funds, plus reasonable court costs and attorney fees.
5. Please submit a W-9 Form with application.

Date \_\_\_\_\_  
Name of Organization Representative Completing Form \_\_\_\_\_  
Signature \_\_\_\_\_  
Title \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Federal Tax ID \_\_\_\_\_  
Address \_\_\_\_\_  
E-mail \_\_\_\_\_  
W-9 Attached \_\_\_\_\_

Name of Second Organization Representative Completing Form

Signature \_\_\_\_\_  
Title \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
E-mail \_\_\_\_\_

Return Form to: Ben J. Rogers Regional Visitors Center  
Attn: Kathi Weathington Hughes  
5055 IH-10 South  
Beaumont, Texas 77705

Questions in regard to the application should be forwarded to Mrs. Kathi Hughes at 409-842-0500 or 866-432-8951.

**SPECIAL NOTE:** Grants of hotel occupancy tax revenues may statutorily be used only for the promotion of tourism. Expenditure of funds for unauthorized purposes may result in recapture and/or enter into funding decisions in future funding cycles.