



**VERNON TX**  
WHERE THE REAL WEST BEGINS

**HOTEL OCCUPANCY TAX USE  
GUIDELINES UNDER TEXAS STATE LAW  
AND FUNDING APPLICATION FORM**

**State Law:** By law of the State of Texas, the City of Vernon & Wilbarger County collect a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. **The use of HOT funds must generate additional room nights for local lodging establishments and is limited by Chapter 351 of the Tax Code to certain items including the below list.**

✓ **Please Check the Applicable Category that your organization will use funding:**

- Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 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;
- Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** that the encouragement, promotion, improvement, and application of the arts, including 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, and
- Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** 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.
- 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 who substantially increase economic activity at hotels and motels within the city or its vicinity.

**City/County Policy:** The Vernon Tourism Advisory Board(TAB) accepts applications from groups and businesses whose events fit into one or more of the above categories. All requests for funds should be submitted by a completed and signed application form by **May 28, 2021**. The application will be reviewed and acted on in a timely manner. Applicants may be required to present the proposal at a meeting and answer questions regarding the application on **June 15, 2021**. If necessary, applicants will be notified of their meeting time by email/phone by **June 9, 2021**.

**Eligibility and Priority for Hotel Tax Funds:** Priority will be given to those events based on their ability to generate overnight visitors in Vernon. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) Historic information on the number of room nights used during previous years of the same events;

- b) Current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds;
- c) Examples of marketing of the event that will likely generate and encourage overnight visitors to Vernon lodging properties;
- d) Examples and historic information on the number of room nights generated by similar events in other similarly situated cities.

**Recognition of Sponsorship:** All events receiving HOT funds must recognize Vernon as a sponsor. A Vernon logo is available for this use upon request.

**PLEASE INITIAL EACH REQUIREMENT BELOW.**

	<b>1. Must agree to recognize Vernon as a funding source in all materials; radio, TV and website, and social media.</b>
	<b>2. Must provide a visual link to the Vernon website on the event/organization website.</b>
	<b>3. Must allow Vernon the option to have a Welcome Booth at the Entrance or Registration of your event.</b>

**Use of Local Vendors:** We encourage all event organizers to patronize Vernon businesses for food, supplies, materials, printing, etc. to the extent feasible. Applicants may be asked to explain why items that are available locally were purchased elsewhere.

**Payment of HOT Funds:** Approved HOT funds will be paid upon submission of a HOT Funds Request Form. A Post Event Report is due within 30 days of the event completion or future requests will not be considered.

**Use of Revenues from Event:** No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the Vernon TAB funding of a particular event unless it has been outlined in the original HOT application. **No funding approved may be used for the operating budget of any organization.**

**Post Event Report:** All entities that are approved for HOT funds must submit a Post Event Report within 30 days of each funded event in order to receive future funds. The report will be reviewed by the TAB to determine how well the entity met its goals and will be used in consideration of future HOT funding requests. Priority in the future will be given to those events that demonstrate an ability to generate overnight visitors as applicable in Vernon.

By signing this form, you are agreeing that Vernon may use pictures and/or video from your event for promotional purposes.

**I have read the above rules mandating the HOT and agree to the terms:**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***Reminder: Attach or include a copy of your proposed budget, marketing plan & schedule for the event.***

***Please sign and return the above copy with your application for funding. Retain a copy for your records.***

Please submit to: Amanda Lehman  
 City of Vernon Tourism  
 1614 Main Street  
 Vernon, TX 76384  
 Phone: 940-552-2564 ext. 301  
 tourism@vernontx.gov

