



**City of Snyder**



# Snyder Chamber of Commerce & City of Snyder

Hotel Occupancy Tax (HOT)  
Funding Request Application Packet

January 1-December 31, 2012



# Snyder Chamber of Commerce Hotel Occupancy Tax Funding Requests

## **TABLE OF CONTENTS**

|                                       |         |
|---------------------------------------|---------|
| Hotel Occupancy Tax Revenue Uses..... | Page 3  |
| Application Process.....              | Page 4  |
| Application Deadlines.....            | Page 5  |
| Funding Policy.....                   | Page 6  |
| Application Checklist.....            | Page 7  |
| Application.....                      | Page 8  |
| Post Event Forms.....                 | Page 11 |
| Hotel Directory.....                  | Page 12 |



## **HOTEL OCCUPANCY TAX REVENUE USES**

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel Occupancy Taxes; Chapter 351. Municipal Hotel Occupancy Taxes). The HOT funds are generated as a result of a person who pays for the use or possession, or for the right to the use or possession of a room in a hotel, motel, or bed and breakfast, with a cost of \$2 or more each day, and is ordinarily used for sleeping not on a permanent basis. **There is a two-part test that EVERY expenditure of local hotel occupancy tax must meet to be valid:**

**Part One:** Every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.

**Part Two:** Every expenditure of the hotel occupancy tax must clearly fit into one of the six statutorily provided categories for expenditure of local hotel occupancy tax revenues, which are defined below:

- **Convention Centers & 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.
- **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates of registrants.
- **Advertising and Conducting Solicitations and Promotional Programs to Attract Tourists and Convention Delegates:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates of registrants to the municipality or its vicinity.
- **Promotion of the Arts:** 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution and exhibition of these major art forms.
- **Historical Restoration and Preservation Projects or Activities:** historical restoration and preservation projects or activities of advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of convention center facilities of visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates.
- **Sporting Event Expenses Related to Sporting Events Which Substantially Increase Economic Activity at Hotels:** for a municipality located in a county with a population of 290,000 or less, expenses, including promotion 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 municipality or its vicinity.



## Snyder Chamber of Commerce Hotel Occupancy Tax Funding Requests

### APPLICATION PROCESS

1. Application Submission Deadline: Funding requests for HOT will be reviewed on a quarterly basis. All submission deadlines for each quarter are included in the application packet. Applications must be submitted to the Snyder Chamber of Commerce, 2302 Avenue R, Snyder, Texas 79550 by 4:00pm on the deadline date. **Late submissions will not be accepted.** The Snyder Chamber of Commerce will accept multiple applications from individuals or groups. However each project or event should be submitted on a separate application form, and during the appropriate funding period.
2. Applicant Presentation Deadline: All applications submitted by the deadline will be presented to the Snyder Chamber of Commerce Board of Directors. Dates of presentations for each quarter are included in the packet. Any and all applicants are **REQUIRED** to make a presentation to the Snyder Chamber of Commerce on behalf of their application, limited to a maximum of five minutes. Times are available strictly on a first-come/first-served basis by calling the Snyder Chamber of Commerce at 325-573-3558.
3. Notification by Snyder Chamber of Commerce: Notification will be sent to applicants informing them of the decision made by the Snyder Chamber of Commerce. Correspondence may include requirements of other materials due and deadlines for submission of the same. The decisions of the Snyder Chamber of Commerce Board of Directors will be final. Applicants receiving funding are entering into an agreement with the Snyder Chamber of Commerce and are required to execute all subsequent documentation as described.
4. Deadlines for Additional Documentation:
  - a. Invoicing: Applicant shall submit an invoice at least forty-five (45) days before event. Invoices should be mailed or delivered to the Snyder Chamber of Commerce, P.O. Box 840 or 2303 Avenue R, Snyder, Texas 79550.
  - b. Post-Funding Analysis and Proofs of Payment: must be submitted not later than sixty (60) days following the event. The Post-Funding Analysis should mirror the budget presented in applicant's original application, and include proofs of payment in the form of receipts or copies of receipts that reflect actual monies expended, and room rental surveys from the local hoteliers. **Unspent funds must be returned or repaid to the Snyder Chamber of Commerce.** *Lack of post-funding analysis information will affect future funding opportunities.*

Please submit one original application and twelve copies, and tax id certificate  
By the application deadline to the address below:

Snyder Chamber Commerce  
Attn: HOT Committee  
P.O. Box 840 or 2303 Avenue R  
Snyder, Texas 79550

If you have any questions about the application process please call (325) 573-3558 or email  
[snychcom@snydertex.com](mailto:snychcom@snydertex.com).



Snyder Chamber of Commerce  
Hotel Occupancy Tax Funding Requests

**APPLICATION DEADLINES**

First Quarter Requests

*Events occurring between January 1-March 31, 2012*

**Deadline for Application: November 4, 2011**

Proposal Presentations: November 21, 2011

Second Quarter Requests

*Events occurring between April 1-June 30, 2012*

**Deadline for Application: February 2, 2012**

Proposal Presentation: February 27, 2012

Third Quarter Requests:

*Events occurring between July 1-September 30, 2012*

**Deadline for Application: May 4, 2012**

Proposal Presentation: May 21, 2012

Fourth Quarter Requests:

*Events occurring between October 1-December 31, 2012*

**Deadline for Application: August 3, 2012**

Proposal Presentation: August 20, 2012

Please note:

Letters will be sent to notify applicants of dates and times of presentations, etc. Should there be any changes in dates, times, or locations of meetings each applicant will be notified by mail and/or phone call. Each applicant should make sure that they provide a good address and phone number so that no one misses important correspondence with any such notifications.



## Snyder Chamber of Commerce Hotel Occupancy Tax Funding Requests

### FUNDING POLICY

1. City of Snyder Hotel Occupancy Tax funding will support qualified events/activities/facilities, but is not intended to be the primary funder for events/facilities.
2. The **MAXIMUM** amount of funding per event or facilities application for the fiscal year is **\$10,000**. (Applicants who can't justify a request for the maximum amount stated above are advised to request only an amount for which they may qualify.)
3. The Snyder Chamber of Commerce will accept multiple applications from individuals or groups; however each event/request must be submitted on a separate application and during their designated funding period in which the event occurs.
4. It is critical that this application be filled out completely and accurately as it is the primary source by which funding determinations will be made. It is the responsibility of the applicant to specifically explain how the funds will be used in eligible ways.
5. The Snyder Chamber of Commerce Board of Directors will review all applications, as submitted quarterly. Priority will be given to applicants based on their documented ability to directly promote tourism AND the hotel industry in the City of Snyder by "being likely to cause increased hotel activity in Snyder lodging venues." Applicants must demonstrate the potential to generate increased hotel or convention activity by:
  - a. Providing historical information on the number of room nights used during previous years of the same event/facility;
  - b. Providing examples of marketing programs and activities likely to generate or encourage overnight visitors to the City of Snyder lodging properties.
6. No other outside events, projects, charities, or the like which are also sponsored by the host organization may profit from Hotel Occupancy Tax funding of the particular event/facility funded. Funds must be used to attract overnight visitors.
7. If applying for advertising:
  - a. All advertising must be accomplished in advance of the event; facilities must document a timeline for advertising their venue.
  - b. Must utilize legitimate media sources that target audiences at least **50 miles** outside of the City of Snyder, i.e. direct mail, newspapers, magazines, radio, television, billboards.
8. All advertisements are to include appropriate representation for the City of Snyder Hotel Occupancy Tax including **the current Snyder Chamber of Commerce** logo, (obtain from the Chamber), and/or a website listing for the City of Snyder Lodgers at [www.snyderchamber.org](http://www.snyderchamber.org). *Lack of recognition will affect future funding opportunities.*
9. **THE SNYDER CHAMBER OF COMMERCE RESERVES THE RIGHT TO INDEPENDENTLY SURVEY HOTELS, MOTELS, INNS, AND BED-AND-BREAKFAST ESTABLISHMENTS FOR EVENT/FACILITY THAT RECEIVE HOTEL OCCUPANCY TAX FUNDS. IF A MAJORITY OF THESE ESTABLISHMENTS REPORT LITTLE OR NO BENEFIT FROM THE APPLICANT'S EVENT/FACILITY IT SHALL BE NOTED FOR FUTURE FUNDING REQUESTS.**
10. Applicants are on notice that, while the Snyder Chamber of Commerce Board of Directors makes decisions based on estimated budgets and projections, documentation of how granted funds were spent must be actual costs supported by proofs of payments. Any monies not used or not used lawfully must be returned or **repaid to the Snyder Chamber of Commerce within sixty (60) days of the event**, along with the completed post-funding analysis.
11. The final accounting of funds must mirror the items outlined in the Applicant's original application and in the Fund Expenditure Report.

**PLEASE NOTE: All final funding decisions will be made by the Snyder Chamber of Commerce Board of Directors**



Snyder Chamber of Commerce  
Hotel Occupancy Tax Funding Requests

**APPLICATION CHECKLIST**

Name of Event/Activity/Facility/Supply: \_\_\_\_\_

If applicable, date of Event/Activity: \_\_\_\_\_

**Statutory Test:**

\_\_\_\_\_ Does your event/activity/facility/supply pass **Part One** of the statutory test, defined specifically as directly enhancing and promoting tourism in the City of Snyder AND directly enhancing and promoting the convention and hotel industry in the City of Snyder? (If yes, please proceed to next question)

\_\_\_\_\_ Does your event/activity/facility/supply pass **Part Two** of the statutory test, defined specifically as fitting into one or more of the following categories?

If yes, which statutory category do you intend to use the funding request, **AND** amount requested under each category:

\_\_\_\_\_ 1) the establishment, improvement or maintenance of a convention center or visitor information center. \$ \_\_\_\_\_

\_\_\_\_\_ 2) Paying the administrative cost of facilitating convention registration. \$ \_\_\_\_\_

\_\_\_\_\_ 3) Paying for tourism related advertising/promotion for the City of Snyder that targets an audience at least 50 miles outside of the City of Snyder. \$ \_\_\_\_\_

\_\_\_\_\_ 4) Programs that enhance the arts and are likely to attract overnight stays in the City of Snyder hotels. \$ \_\_\_\_\_

\_\_\_\_\_ 5) Historical preservation programs and is likely to attract overnight stays in the City of Snyder hotels. \$ \_\_\_\_\_

\_\_\_\_\_ 6) Event expenses related to sporting event which substantially increase economic activity in the City of Snyder hotels. \$ \_\_\_\_\_

**Please include the following items in your application:**

- Completed application checklist
- Completed application
- Itemized budget relevant to HOT fund used, including revenues and expenditures
- Detailed timeframe and locations for advertising and marketing campaign
- List of current Board of Directors and contact information

**Completed proposals (one original & twelve copies) should be sent by 4:00pm on the submission date to the address below:**

Snyder Chamber of Commerce  
C/O: Hotel Occupancy Tax Request  
P.O. Box 840  
Snyder, Texas 79550

Submission dates and deadlines are announced via mail, email, and online at [www.snyderchamber.org](http://www.snyderchamber.org). If you have any questions about the proposal process please call (325) 573-3558 or email [snychcom@snydertex.com](mailto:snychcom@snydertex.com)



Snyder Chamber of Commerce  
Hotel Occupancy Tax Funding Requests

**APPLICATION**

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

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

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

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Is your organization: Non-Profit \_\_\_\_\_ For Profit/Private \_\_\_\_\_

.....  
Name of the Event/Facility: \_\_\_\_\_

Date of the Event/Facility: \_\_\_\_\_

Start Time/End Time of the Event: \_\_\_\_\_

Location of the Event/Facility: \_\_\_\_\_

Has this Event/Facility been held before? If yes, please list the years \_\_\_\_\_

\_\_\_\_\_

Please list any additional Co-Sponsors of the Event: \_\_\_\_\_

\_\_\_\_\_

Please list any other organizations, government entities and grants that have offered financial support to your project: \_\_\_\_\_

\_\_\_\_\_

Please list any contributions that are made to the community of Snyder as a result of funds generated from the event (scholarships, donations, etc.): \_\_\_\_\_

\_\_\_\_\_

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes \_\_\_\_\_ No \_\_\_\_\_

HOT Amount Requested : \_\_\_\_\_ ( Request may be up to a maximum of \$10,000)

Has applicant received any hotel/motel funds in the past three years? If yes, please list the amount and years you received funds: \_\_\_\_\_

Which statutory category do you intend to use the funding request as described on page 3, AND amount requested under each category:

\_\_\_\_\_ 1) the establishment, improvement or maintenance of a convention center or visitor information center. \$ \_\_\_\_\_

\_\_\_\_\_ 2) Paying the administrative cost of facilitating convention registration. \$ \_\_\_\_\_

\_\_\_\_\_ 3) Paying for tourism related advertising/promotion for the City of Snyder that targets an audience at least 50 miles outside of the City of Snyder. \$ \_\_\_\_\_

\_\_\_\_\_ 4) Programs that enhance the arts and are likely to attract overnight stays in the City of Snyder hotels. \$ \_\_\_\_\_

\_\_\_\_\_ 5) Historical preservation programs and is likely to attract overnight stays in the City of Snyder hotels. \$ \_\_\_\_\_

\_\_\_\_\_ 6) Event expenses related to sporting event which substantially increase economic activity in the City of Snyder hotels. \$ \_\_\_\_\_

Is this a ticketed Event/Facility? If yes, please list price of ticket, admission, entry fee: \_\_\_\_\_

How many people are expected to attend the event/facility: \_\_\_\_\_

Do you have hotel/motel rooms blocked/reserved for the event/facility? If yes, please list the number of rooms blocked/reserved and the properties that they are reserved/blocked at:

\_\_\_\_\_

\_\_\_\_\_

How many rooms do you anticipate to be occupied during the event?

First Night \_\_\_\_\_ Second Night \_\_\_\_\_ Third Night \_\_\_\_\_ Fourth Night \_\_\_\_\_

If this is a recurring event, please list the number or room nights occupied during the event over the last three years:

Year: \_\_\_\_\_ # of room nights: \_\_\_\_\_

Year: \_\_\_\_\_ # of room nights: \_\_\_\_\_

Year: \_\_\_\_\_ # of room nights: \_\_\_\_\_

Answer the following three questions **ONLY** if the funding request is for a permanent facility such as a museum or visitor center:

Expected Attendance Monthly/Annually: \_\_\_\_\_

Please note percentage of those in attendance that are staying in the City of Snyder hotel or lodging facilities: \_\_\_\_\_%

How do you track these amounts? \_\_\_\_\_

\_\_\_\_\_

If applying for promotional dollars, please list the dollar amount committed to each media outlet that your organization will be coordinating (ALL advertising with HOT funds must be at least 50 miles outside of the City of Snyder. Receipts for this advertising will be required in the follow-up report).

Total Paid Advertising \$ \_\_\_\_\_ Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_

TV \$ \_\_\_\_\_ Other \_\_\_\_\_

Direct Mailing \$ \_\_\_\_\_ Press Releases \$ \_\_\_\_\_

What specific areas will your advertising materials and promotions reach? \_\_\_\_\_

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 the location of the advertising and the medium utilized. **ALL** advertisements are to include appropriate representation for the City of Snyder Hotel Occupancy Tax including **the current Snyder Chamber of Commerce** logo, (obtain from the Chamber), and/or a website listing for the City of Snyder Lodgers at [www.snyderchamber.org](http://www.snyderchamber.org).

#### REQUIRED ATTACHMENTS

- \_\_\_\_\_ Application Checklist
- \_\_\_\_\_ Itemized budget relevant to HOT funds used, including revenues and expenditures
- \_\_\_\_\_ Detailed timeframe and locations for advertising and marketing campaign
- \_\_\_\_\_ List of Current Board of Directors and Contact Information

#### Applicant Certification

I hereby certify and affirm: 1) That I have read the application information, and understand and will comply with all provisions therein; 2) That I will abide by all relevant local, state, and federal laws and regulations regarding use of Hotel Occupancy Tax.

Certified By (Signature): \_\_\_\_\_

Print Name: \_\_\_\_\_

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

Due Date for Post Funding Analysis and Proofs of Payment: \_\_\_\_\_  
(Due no more than 60 days after event or facility timeline is completed.)

**\*Please return the completed application and all required attachments to the Snyder Chamber of Commerce, by 4:00pm on the date of application deadline as designated in the HOT guidelines. Remember to contact the Chamber and schedule your presentation—first come, first serve\***



# Snyder Chamber of Commerce Hotel Occupancy Tax Funding Requests

## POST-ANALYSIS REPORT

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

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

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

Contact Person: \_\_\_\_\_

Phone #: \_\_\_\_\_

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

Name of funded Event/Facility: \_\_\_\_\_

Date of funded Event/Facility: \_\_\_\_\_

Deadline for this form to be returned: \_\_\_\_\_

(Due no more than 60 days after event or facility timeline is completed.)

Location of Event: \_\_\_\_\_

Primary Purpose of funded Event/Facility: \_\_\_\_\_

HOT Funds Received: \$ \_\_\_\_\_

Amount of HOT Spent: \$ \_\_\_\_\_

Amount unused/being returned: \$ \_\_\_\_\_

How were the HOT funds actually spent? \_\_\_\_\_

How many people do you estimate actually attended the Event/Facility? \_\_\_\_\_

How many room nights were generated at the City of Snyder hotels, motels, inns, and bed-and-breakfast establishments by attendees of this Event/Facility? \_\_\_\_\_

If the event was held in the previous three (3) years, how many room nights were generated by attendees of this event/facility? (Please list year, and amount) \_\_\_\_\_

What method did you use to determine the number of people who booked rooms in the City of Snyder hotels, motels, inns, and bed-and-breakfast

establishments by attendees of this event/facility? \_\_\_\_\_

What City of Snyder lodging venues did the event/facility fill? \_\_\_\_\_

Please note all efforts your organization used to promote the event/facility, and how much money was actually spent in each category:

Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_

TV \$ \_\_\_\_\_ Other \_\_\_\_\_

Direct Mailing \$ \_\_\_\_\_ Press Releases \$ \_\_\_\_\_

What new marketing initiatives did you utilize to promote hotel activity for this event/facility? \_\_\_\_\_

### REQUIRED ATTACHMENTS

- ❖ Profit/Loss Statement for the Event/Facility
- ❖ Actual documents showing all forms of advertising/promotion used in your campaign.
- ❖ Actual advertising demonstrating how the Snyder Chamber of Commerce was recognized in your advertising/promotional campaign.
- ❖ Actual invoices, receipts, and proofs of payment for ALL expenditures on which the HOT funds were used in whole or in part.
- ❖ Post Event Hotel/Motel Surveys (Each hotel/motel should be surveyed for the number of rooms rented post event, survey form and hotel directory attached)

I attest that this report and attached accounting of Hotel Occupancy Tax funds received from the Snyder Chamber of Commerce, and the explanation of how such funds were actually utilized, is true and accurate:

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

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



Snyder Chamber of Commerce  
Hotel Occupancy Tax Funding Requests

**POST-EVENT HOTEL/MOTEL SURVEY**

Name of the Event: \_\_\_\_\_

Dates of the Event: \_\_\_\_\_

Name of the Hotel: \_\_\_\_\_

Please list the number of rooms rented for the event mentioned above:

\_\_\_\_\_ First Night  
\_\_\_\_\_ Second Night  
\_\_\_\_\_ Third Night  
\_\_\_\_\_ Fourth Night  
\_\_\_\_\_ Fifth Night

Hotel Representative Signature: \_\_\_\_\_

**Hotel & Motel Directory**

American Motor Inn  
1307 E Coliseum Dr  
(325) 573-5432

Baymont Inn & Suites  
1005 East Hwy 180  
(325) 573-3700

Beacon Lodge  
1900 E Hwy 180  
(325) 573-8526

Best Western  
810 E Coliseum Drive  
(325) 574-2200

Budget Inn  
1006 25th Street  
(325) 573-0586

Days Inn  
800 E. Coliseum Drive  
(325) 573-1166

Holiday Inn Express  
1305 E Coliseum Dr  
(325) 574-0213

Ponderosa Motel  
3044 Hwy 180  
(325) 573-8887

Purple Sage  
1501 E Coliseum Drive  
(325) 573-5491

Travel Inn  
1001 25th Street  
(325) 573-2641

Willow Park Inn  
Hwy 84 & 180  
(325) 573-1961