



CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE WORKSHOP
MEETING

February 13, 2025 – 5:30 PM

City Council Chambers, 803 W. Holland Avenue, Alpine, Texas 79830

1. WORKSHOP MEETING - 5:30 P.M.

- A. Call to order.
- B. Review and discuss 2025-2026 Hotel Occupancy Tax (HOT) grant guidelines and application form.
- C. Discuss 2025-2026 HOT grant application timeline including application opening, application deadline, and HOT Committee meeting dates to review and recommend grant applications for funding by Alpine City Council.
- D. Adjourn.

CERTIFICATION

I, Geoffrey R. Calderon, do hereby certify that this notice was posted at City Hall, in a convenient and readily accessible place to the general public, and on the City website at www.cityofalpine.com/agenda pursuant to Section 551.043, Texas Government Code. The said notice was posted by 5:00 P.M. on February 7, 2025, and remained so posted for at least 72 hours preceding the scheduled time of the said meeting.

WITNESS MY HAND AND SEAL
this 7th day of February, 2025.



Geoffrey R. Calderon, TRMC
City Secretary & Chief Governance Officer



**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

February 13, 2025

Agenda Item No. 1B

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: None



AGENDA ITEM

Review and discuss 2025-2026 Hotel Occupancy Tax (HOT) grant guidelines and application form.

EXECUTIVE SUMMARY

None

SUPPORTING MATERIALS

1. HOT Grant Application & Guidelines 2025-2026

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY 2024-2025: N/A
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, 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 and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **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 utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** 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 presentation, performance, execution, and exhibition of these major art forms;
- 5) **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 solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application *with all required attachments*, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2025-2026 fiscal year, starting no earlier than October 1, 2025 and ending no later than September 30, 2026.

Reporting: Awardees must submit a final report following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals.

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be 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) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors** to local lodging properties.

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Receipt of final report from previous year's event
- Encouraging new events or activities
- Innovative programs

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

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Surveys and tabulations from prior event – *if available*
6. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-4 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, ***TBD***, 2025

Submit Complete Application to: City of Alpine
City Secretary
100 N. 13th St.
Alpine, Texas 79830

Submit Complete Application by: 5pm on Friday, ***TBD***, 2025

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Email Address: _____

Contact Phone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: Non-Profit: _____ Private/For Profit: _____

Tax ID#: _____ Entity's Creation Date: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

How will the funds be used: _____

Brief Description of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs:

_____ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

1. Civic Center Rental: use of civic center facility; \$_____

3. Advertising, Solicitations and Promotions: funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$_____

4. Promotion of the Arts: 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 presentation, performance, execution, and exhibition of these major art forms; \$_____

5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$_____

6. Sporting Event Expenses: 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: \$_____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

7. Transportation: cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$_____

Questions for All Funding Requests:

How many years have you held this Event or Project: _____

Expected Attendance: _____

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: _____

How many nights will they stay: _____

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

How will you measure the impact of your event on area hotel activity? _____

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: _____

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ _____
- Newspaper \$ _____ Radio \$ _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ _____ Other \$ _____

What cities/regions/demographics do you reach with your advertising and promotions?

What estimated number of individuals will your proposed marketing reach who are located in another city or county? _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

February 13, 2025

Agenda Item No. 1C

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: None



AGENDA ITEM

Discuss 2025-2026 HOT grant application timeline including application opening, application deadline, and HOT Committee meeting dates to review and recommend grant applications for funding by Alpine City Council.

EXECUTIVE SUMMARY

None

SUPPORTING MATERIALS

1. 2025 HOT Grant Schedule

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY 2024-2025: N/A
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

2025 City of Alpine Hotel Occupancy Tax Grant Schedule

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HOT Grants Workshop at 5:30pm in City Council Chambers

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Grant applications open

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Grant applications deadline at 5:00pm

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Application review period ends

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HOT Committee 1st meeting at 5:30pm in City Council Chambers
Initial review of applications, identify pending questions, begin draft Council recommendation

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HOT Committee 2nd meeting at 5:30pm in City Council Chambers
Final consideration of applications
Complete recommendation for City Council

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City Council meeting at 5:30pm in City Council Chambers
Consideration of HOT Committee recommendation