



FY 2020/2021 HOT Funding Request

COVID-19 PANDEMIC DISCLAIMER

The COVID-19 Pandemic has negatively impacted the overnight stays at Seabrook hotels and the trend is expected to continue into the next fiscal year. At this time, the City of Seabrook is operating under the assumption that hotel occupancy tax revenue for FY20/21 will be reduced by 60%. Therefore, Seabrook City Council will not be increasing any HOT sponsorships for any event or program held between October 1, 2020, through September 30, 2021. In addition, events and programs may have sponsorship reductions and some events and programs may be cut altogether. Please keep this in mind as you complete the FY20/21 HOT Sponsorship Application Form. We encourage events to reduce costs where necessary and seek additional sponsorships outside the City of Seabrook.

* 1. Have you read and understand the COVID-19 Pandemic Disclaimer?

- Yes
- No

* 2. Do you wish to continue?

- Yes
- No



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State of Texas Requirements for Hotel Occupancy Tax

By the law of the State of Texas, the City of Seabrook collects a Hotel Occupancy Tax (HOT) from all lodging facilities located within the city limits. According to the law, revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

- 1. Convention Centers and Visitor Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
- 2. Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
- 3. Advertising, Solicitation, and Promotions:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.
- 4. 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, graphics 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.
- 5. Historical Restoration and Preservation:** 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, museums or exhibits.
- 6. Sporting Event Expense:** funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million.
- 7. Sporting Facilities:** enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
- 8. Transportation of Tourists:** funding transportation systems for transporting tourists from hotels to

and near the city to any of the following destinations:

- a. the commercial center of the city
- b. a convention center in the city
- c. other hotels in or near the city
- d. tourist attractions in or near the city

9. Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.

Priority will be given to those entities and/or special events based on their ability to directly promote tourism and the hotel industry in Seabrook; in other words, the ability to generate overnight visitors to the city. If an event will not generate hotel activity, it is not eligible for receipt of HOT funds, in addition, all funding must be approved by Seabrook City Council. Entities must complete this application and provide documentation proving the ability to generate overnight visitors.

All recipients of HOT funds will be required to **GIVE A POST EVENT PRESENTATION TO COUNCIL WITHIN SIXTY (60) DAYS AFTER THEIR EVENT.** The presentation will highlight the success of the event, plus provide City Council with documents that give an overview of the event's marketing efforts and a detailed outline of how HOT funds were utilized verifying the direct promotion of Seabrook tourism and the hotel industry. *Recipients who do not give their POST EVENT PRESENTATION may not be eligible for future funding.*

* 1. Does your event/program qualify for funding?

- Yes, my event/program meets at least one of the criteria listed above.
- No, my event/program DOES NOT meet any of the criteria listed above.



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Organization/Group Information

Please complete the following information about your organization and/or group.

* 1. Organization/Group Contact Information

Primary Contact Name	<input type="text"/>
Organization/Group Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Email	<input type="text"/>
Phone Number	<input type="text"/>

* 2. Website Address for Event/Program

* 3. Does your organization/group operate as a non-profit?

Yes
 No

* 4. Organization's Incorporation/Creation Date

* 5. Purpose or Mission of Organization/Group



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Event/Program Information

Please complete the information regarding your event and/or program that you requesting funding for.

* 1. Name of event/program

* 2. Event Locations (select all that apply)

- | | |
|------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Within Seabrook City Limits | <input type="checkbox"/> City of La Porte |
| <input type="checkbox"/> City of Kemah | <input type="checkbox"/> City of League City |
| <input type="checkbox"/> City of Nassau Bay | <input type="checkbox"/> City of Houston |
| <input type="checkbox"/> City of Webster | |
| <input type="checkbox"/> Other (please specify) | |

* 3. Event/Program Date (date must fall between October 1, 2020 to September 30, 2021)

Date

Date

* 4. Expected Total Attendance

* 5. How many times has this event/program been held?

- 2-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- More than 20 years
- This is a new event/program

* 6. Please complete the following regarding previous events/programs. (Dates fall between October 1 to September 30 - if new event/program type n/a)

2018/19 Event/Program Attendance	<input type="text"/>
2017/16 Event/Program Attendance	<input type="text"/>
2016/17 Event/Program Attendance	<input type="text"/>

* 7. Which HOT funding category does this event/program fall? (select all the apply)

- Convention Centers and Visitor Centers: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information center or both.
- Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.
- Advertising, Solicitation, and Promotions: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or 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, graphics 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: 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, museums or exhibits.
- Sporting Event Expense: funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population under 1 million. (Please note that Harris County has a population of more than 1 million, therefore, your event/program will more than likely NOT qualify for this category).
- Transportation of Tourists: funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
 - a. the commercial center of the city
 - b. a convention center in the city
 - c. other hotels in or near the city
 - d. tourist attractions in or near the city
- Directional Signage: signage directing the public to sights and attractions that are frequently visited within the municipality.



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Funding Information

Please complete information regarding the amount of funds you are seeking.

* 1. Funds Requested for 2020/2021 Event

* 2. How will the funds be used?

* 3. Total Event/Program Budget

This number represents your event/program's entire budget including but not limited to advertising, promotional products, rentals, supplies, personnel, overhead, etc.

4. Event/Program Budget

Please upload your event/program budget. If you have problems uploading document you may email the document to lpetersen@seabrooktx.gov. Applicants are required to provided this information.

No file chosen

* 5. Previous Funds Received

If this is a new event/program or if you have not received funding in the past please type n/a.

2019/20 HOT Funds Received/Approved

2018/17 HOT Funds Received

2017/16 HOT Funds Received

* 6. Do you receive funding from other municipalities?

- Yes
- No

* 7. How much funding do you receive from the organizations listed below? (Type n/a if you do not receive funding from these municipalities):

City of Kemah

City of Nassau Bay

City of League City

City of La Porte

City of Houston

Other (specify organization(s) and amount funded from other sponsors)



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Marketing Information

Please let us know how you plan to market and advertise your event/program.

* 1. Do you have a Marketing/Advertising Plan?

- Yes
- No

2. Please upload your Marketing/Advertising Plan. You may also email it to lpetersen@seabrooktx.gov.

Choose File

Choose File

No file chosen

* 3. Where do you advertise and/or promote your event? (check all that apply)

- | | |
|-------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Local Newspaper(s) | <input type="checkbox"/> TV/Cable |
| <input type="checkbox"/> Regional Newspaper(s) | <input type="checkbox"/> Broadcast Radio |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Pandora/Internet Radio |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Email Distribution Lists |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Internet Calendars |
| <input type="checkbox"/> YouTube | |
| <input type="checkbox"/> Other (please specify) | |

* 4. Do you submit press releases to local/regional media?

- Yes
- No

5. Please upload a current or previous press release about your event. You may also email the press release to lpetersen@seabrooktx.gov.

Choose File

Choose File

No file chosen

* 6. Please identify where you advertise. (select all that apply)

Locally (Bay Area Houston)

Dallas/Fort Worth Market

Greater Houston Region

Nationally

Austin Market

Internationally

San Antonio Market

7. Please upload any examples of advertisements, press releases, promotions, signage, and any other materials. You may also email examples to lpetersen@seabrooktx.gov.

Choose File

Choose File

No file chosen



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Impact on Seabrook Hotels

Please identify how your event/program impacts overnight stays in Seabrook.

* 1. How many people attending this event are expected to stay in a hotel?

* 2. How many nights are they expected to stay?

* 3. Do you reserve a room block at Seabrook hotel for your event/program?

- Yes
- No
- Uncertain

* 4. Where do you block rooms and how many rooms do you block? (type n/a if not applicable)

Best Western Plus	<input type="text"/>
Captain Inn & Suites	<input type="text"/>
Hampton Inn	<input type="text"/>
La Quinta	<input type="text"/>
Quality Inn	<input type="text"/>
SpringHill Suites	<input type="text"/>

* 5. How many rooms were occupied as a direct result of your 2018/19 event/program? (type n/a if this is a new event/program)

We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus

Captain Inn & Suites

Hampton Inn

La Quinta

Quality Inn

SpringHill Suites

* 6. How many rooms were occupied as a direct result of your 2017/18 event/program? (type n/a if this is a new event/program)

We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus

Captain Inn & Suites

Hampton Inn

La Quinta

Quality Inn

SpringHill Suites

* 7. How do you measure the impact your event/program has on Seabrook hotels? (select all that apply)

Hotelier Survey/Email/Phone Calls

Attendee Survey

Room Blocks

I do not gather this information



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Acknowledgement

Prior to submitting this form please acknowledge and confirm the following:

* 1. Is the information provided in this application is true and correct?

Yes

No

* 2. Do you understand that funds received from the City of Seabrook's Hotel Occupancy Tax Fund must used in compliance with Texas State Law as outlined on Page 2 of this application and also made available online at www.seabrooktx.gov?

Yes

No

Your application will be sent to the City of Seabrook's Communication Department for review and placement on a Seabrook City Council Agenda. Approval for funds is determined by the Seabrook City Council.

Submission Timeline

- Application Deadline - Friday, June 12, 2020
- Review of Application by City Staff - June 12 to June 26, 2020
- City Council Review - Tuesday, July 7, 2020 (may be subject to change)
- Notification of Council's Decision - Wednesday, July 8, 2020
- Decision Appeals must be submitted in writing within sixty (60) days after Council's decision. (September 7, 2020)
- Disbursement of Funds - Approved funds will be made available AFTER October 1, 2020. Prior to distributing the funds, the City of Seabrook must receive an invoice from the approved organization.
- Post Event Presentation must be given within sixty (60) days after your event/program.

Please remember if your event is held within Seabrook city limits that you must apply for a **Special Event Permit** at least 45 days prior to your event. In addition, if you wish to hang a banner advertising your event over NASA Parkway, then you must also submit for a TxDOT permit by January 8, 2021 for placement during the 2021 year. Please visit our webpage, <http://www.seabrooktx.gov/event-planning>, for all the necessary applications to acquire these permits.

If you have any questions you may call or email LeaAnn Dearman Petersen at (281) 291.5777 or lpetersen@seabrooktx.gov.