

# Application for Hotel Occupancy Tax (HOT) Funds – 2027

NOTE: Complete all blanks as applicable, including NA when the question does not pertain to you.

## Organization Information

Date of Application: \_\_\_\_\_

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

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

City/State/Zip: \_\_\_\_\_

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

Contact Phone:

Home: \_\_\_\_\_ Cell: \_\_\_\_\_ Work: \_\_\_\_\_

Email/Website: \_\_\_\_\_

Non-Profit: \_\_\_\_\_ Yes \_\_\_\_\_ No

Federal Tax ID Number:

Current Operating Budget for Proposed Event/Program/Project: \$ \_\_\_\_\_  
(Attach Copy)

Current Annual Operating Budget for Applying Entity: \$ \_\_\_\_\_  
(Attach copy)

Previous Year's Operating Budget for Applying Entity: \$ \_\_\_\_\_  
(Attach copy)

Next Year's Projected Annual Operating budget for Applying Entity: \$ \_\_\_\_\_  
(Attach copy)

Fiscal Year of Organization: \_\_\_\_\_ Date Established: \_\_\_\_\_

## Proposal Information

1. Does your Event/ Project/Program pass **Part One** of the statutory test, defined specifically as **directly** enhancing and promoting tourism in Cooke County **AND directly** promoting the overnight accommodation industry in Cooke County by increasing overnight stays?  
\_\_\_\_\_ Yes \_\_\_\_\_ No
2. Does your Event/Project/Program pass Part Two of the statutory test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one or more of the following categories: (1) Facilities that serve the purpose of attracting visitors and tourist to the county; (2) Registration of convention delegates; (3) Advertising and conducting solicitations/promotional programs to attract tourists and



Purpose and Goal of your Organization and Who Benefits from Your Success:

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Detailed breakdown and purpose of what the requested funds will be used for:

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List current board members, officers, administrative staff, and numbers of members and/or volunteers in organization (provide attachment if necessary):

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**Events/Programs** (if applicable):

How many years have you held this event/program: \_\_\_\_\_

How many people attending this event/program will use Cooke County hotels, motels, or bed & breakfasts (estimate): \_\_\_\_\_

How many nights will they stay: \_\_\_\_\_

Do you reserve a room block for his event/program: \_\_\_\_\_Yes \_\_\_\_\_No

If so, how many rooms: \_\_\_\_\_

How do you measure the impact of your event/program on area overnight facilities:

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Indicate all promotion efforts your organization is coordinating by placing the amount of funding in the blank committed to each media outlet:

\$ \_\_\_\_\_ Paid Advertisement    \$ \_\_\_\_\_ Newspaper    \$ \_\_\_\_\_ Radio  
\$ \_\_\_\_\_ TV    \$ \_\_\_\_\_ Press Releases to Media    \$ \_\_\_\_\_ Direct Mailings  
\$ \_\_\_\_\_ Distribution of Brochures    \$ \_\_\_\_\_ Other (describe) \_\_\_\_\_

How do you intend to advertise or promote your event/project/program in another city or county:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Historic Preservation (if applicable):**

Please describe how your historical restoration and preservation activities directly promote tourism and the overnight accommodations industry (add attachments if necessary):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Promotion of the Arts (if applicable):**

Please describe how your activities related to this subject directly promote tourism and the overnight accommodations industry (add attachments if necessary):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Enhancement of Tourism (if applicable):**

Please describe how your activities related to this subject directly promote tourism and the overnight accommodations industry (add attachments if necessary):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Signature Event or Activity Promoting Overnight Stays (if applicable):**

Please describe how our activities related to this subject directly promote tourism and the overnight accommodations industry (add attachments if necessary):

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**Facility That Attracts Visitors or Tourist (if applicable):**

Please describe how our activities related to this subject directly promote tourism and the overnight accommodations industry (add attachments if necessary):

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Anticipated increase in number of visitors as a result of this funding: \_\_\_\_\_

Reason for increase (what will this funding help you accomplish: \_\_\_\_\_

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Do you have an itemized budget on how you plan to use the requested Hotel Occupancy Tax?:

\_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please provide information as an attachment.

Do you have a marketing/advertising plan, including target audience?:

\_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please provide information as an attachment.

Do you have a profit/loss statement or expenditure budget for the event/project/program?

\_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please provide information as an attachment.

If you are applying under the request for advertising funds, will you be utilizing various advertising media to promote your event at least 50 miles outside of Cooke County?

\_\_\_\_\_ Yes \_\_\_\_\_ No

Is the event/project/program at least two days in length to encourage overnight stays?

\_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ N/A

Your request for Cooke County Hotel Tax funds represents \_\_\_\_\_% of your total budget for your event/project/program.

Will there be an admission charge for this activity?: \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, what is the admission fee: \$ \_\_\_\_\_

Does the proposed event/project/program plan to become self-supporting in the future?:

\_\_\_\_\_ Yes          \_\_\_\_\_ No

What type of tracking process do you use to determine and justify the number of overnight visitors you are attracting?

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**Answer the following questions only if the funding request is for or part of a permanent facility:**

Name of event/project/program for which you are requesting funds. If your request is for multiple events/projects/ programs, please list each separately and funding requested for each.

_____	_____
_____	_____
_____	_____
_____	_____

Expected annual attendance: \_\_\_\_\_

An estimated percentage of the number of annual visitors that are staying in Cooke County overnight accommodations: \_\_\_\_\_%

**APPLICANT CERTIFICATION**

**I hereby certify and affirm that (1) I have read the entire information in this application packet and understand and will comply with all provisions therein; that (2) I will abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.**

**Certified by: (signature)** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

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