



## City of Tomball Application for Use of Hotel Occupancy Tax

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

Name of Organization/Business: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Organization/Business:       Private/For-Profit       Non-Profit

Purpose of organization/business: \_\_\_\_\_

Does your event/expenditure pass Part One of the statutory Hotel Occupancy Tax test listed below?

*Defined specifically as directly enhancing and promoting tourism in Tomball and directly promoting the overnight accommodation industry in Tomball by increasing overnight stays.*

Yes       No

Does your event/expenditure pass Part Two of the statutory Hotel Occupancy Tax test, defined specifically as limiting the use of Hotel Occupancy Tax funds to one of more of the following categories?

Select all categories that apply.

- Establishment, improvement or maintenance of a convention or visitor center
- Administrative cost for facilitating convention registration
- Advertising, solicitations, and promotions that attracts tourists and delegates
- Encouragement, promotion, improvement, and application of the arts
- Historical restoration or preservation programs
- Signage directing tourists to attractions visited by hotel guests
- None of the above

Is this a new event/expenditure?  Yes  No

Name of the event/expenditure: \_\_\_\_\_

Website address of event/expenditure: \_\_\_\_\_

Date(s) of event/expenditure: \_\_\_\_\_

Location of event/expenditure: \_\_\_\_\_

Description of event/expenditure: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated local attendees: \_\_\_\_\_ Estimated out of town attendees: \_\_\_\_\_

If approved, how will the grant funds be used? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will you measure the impact of your event on local overnight accommodations? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Amount of funding requested: \$ \_\_\_\_\_

Current operating budget for the event/expenditure: \$ \_\_\_\_\_

Total funding dedicated to advertising/promotion of event/expenditure: \$ \_\_\_\_\_

Organization's direct contribution to the operating and advertising budget: \$ \_\_\_\_\_

Please indicate all promotion efforts your organization will utilize to alert visitors of the event/expenditure:

Paid Advertising     Radio     Television     Brochures

Social Media     Newspaper     Online/Digital     Press Release

How do you intend to advertise or promote your event to gain overnight stays in Tomball? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1. I have read the entire information in this application packet and understand and will comply with all provisions therein; and that I intend to use the grant for the event/expenditure to directly enhance and promote the tourism and hotel industry by attracting visitors from outside of Tomball to stay overnight in one of Tomball's lodging facilities.
2. I will abide by all relevant local, state, and federal laws/regulations regarding the use of Hotel Occupancy Tax.
3. I understand that all grant funds are provided on a reimbursement basis and only proven eligible expenses will be reimbursed.
4. Applicant acknowledges that if grant funds are awarded, the event organizers agree to allow the financials of this event to be viewed at any time by the City of Tomball prior to receiving reimbursement for the event.

Applicant Signature: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

**Required Documents:**

- Itemized budget of expenditures for grant funds
- Organization's most recent annual budget
- Organization's most recent financial statements – must be audited for grants exceeding \$100,000
- List of Board of Directors/Event Committee with contact information
- IRS Form W-9 – required if not currently on file with the City of Tomball
- Any other information that supports the request for funding

Please submit applications by email to [finance@tomballtx.gov](mailto:finance@tomballtx.gov) or mail/deliver to:

City of Tomball  
Attn: Finance Dept.  
501 James Street  
Tomball, Texas 77375