

CITY OF JOHNSON CITY
HOTEL OCCUPANCY TAX (HOT) GRANT
Application Guidelines

The City of Johnson City collects hotel occupancy taxes (HOT) to be used only for events or projects which promote tourism and the hotel industry in the City. A HOT Grant is awarded by the City to an organization or group for a qualifying HOT activity described below. The funding period is from October 1 through September 30 of each year. A HOT Grant is issued after an event/project, and on a reimbursement basis.

Eligibility for HOT Grant

To be eligible for a HOT Grant, an organization or group must meet this two-part test set by law:

Part One: The event/project should generate meaningful hotel activity by bringing visitors to the City and increasing occupancy in hotels in the City and surrounding area.

Part Two: The event/project must fit into one of these qualifying HOT activities:

1. A visitor information center;
2. Advertising, solicitation, and promotions that attract tourists to the City or its vicinity;
Most HOT grant applications will fit into this category. Here, funding is limited strictly to paying for advertising and marketing expenses, for example: advertisements, billboards, radio and television promotions.
3. Promotion of the arts;
4. Historical restoration or preservation programs;
5. Signage in the City directing tourists to sights and attractions that are visited frequently by hotel guests; or
6. Promotion and preservation of "Dark Skies" programs to reduce light pollution and sky glow in the City.

NOTE: Issuance of a HOT Grant by the City is not sponsorship or patronage of the event/project.

Application Requirements and Funding

1. Application Process.

- A. An applicant must complete and submit an application form with the following information:
 - i. Reasonable data that the event/project will increase overnight hotel stays in the City consistent with the level of HOT funding requested. For example: the event is multiple days, 400 of the participants will travel more than 100 miles and 125 participants will stay in the City;
 - ii. A complete budget detailing HOT expenses;
 - iii. A plan documenting how the event/project will be marketed to attract visitors and overnight stays to the City, such as:
 - a. Placing advertisements outside a 100-mile radius of the City in addition to within the City;
 - b. Making lists of local lodging and current contact information on city and area hotels, motels, and bed and breakfasts available to the public; and

- c. Providing city hoteliers information on the event/project and permitting them to participate in a bidding process for bookings (if applicable);
- iv. For advertising, final advertising copy must be reviewed and approved by City staff for appropriate representation of the City and of local lodging;
- v. Promotional material (brochures, website, advertisements, etc.) and signage for which HOT funds are used shall include the City logo or appropriate City identification; and
- vi. Other relevant information requested by the City.

B. An application will be reviewed by City staff who will issue a recommendation to Council. At a designated council meeting, an applicant may make a presentation to Council. The City Council will issue a decision on an application. The decision by Council is final.

2. Post-Event Report.

A. To receive payment of a HOT Grant, an approved applicant must submit a Post-Event Report to the City no later than 60 days after the event/project with the following information:

- i. Tracking of overnight visitors for the event/project, such as:
 - a. registry numbers from hotels on the number of guests at hotels and other lodging facilities;
 - b. historic information on the number of room nights booked during previous years of the same event/project (if applicable);
 - c. information on the size of a room block that was reserved at area lodging to accommodate overnight guests;
 - d. a list of zip codes of event/project attendees; or
 - e. a survey distributed to attendees showing what hotel/lodging an attendee stayed at and the number of days;
- ii. One sample of each form of advertising/promotion used in marketing the event/project and where advertising was placed and its market reach; and
- iii. Budget expenses itemized and payment (receipts, invoices, etc.).

B. Failure to submit the Post-Event Report will disqualify an applicant of a HOT Grant for the event/project.

3. Award of HOT Grant.

A. A HOT Grant will be awarded upon review and approval of the Post-Event Report.

B. Deviation from the initial application and description of the event/project may result in the partial or total withdrawal of the HOT Grant.

C. A HOT Grant will be awarded only on a reimbursement basis.

D. The amount of a HOT Grant will be equal to the approved total of actual expenses incurred.

Note: Because of limited available revenues, it is strongly recommended that a portion of the surplus revenues generated from an event/project be redirected into the costs of operating that same event/project in the future.

**CITY OF JOHNSON CITY
HOTEL OCCUPANCY TAX (HOT) GRANT APPLICATION**

SECTION 1 – APPLICANT INFORMATION

Organization/Group: Pedernales Valley Heritage Foundation		Application Date: 03/07/2024
Mailing Address: P. O. Box 211, Fredericksburg, TX 78624	Physical Address: 2149 Hedgestone, Fredericksburg, TX 78624	
Organization/Group Website (if applicable): PVHF.ORG		
Name of Authorized Representative: JAMES M. McCrae		
Representative Phone Number: (830) 456-4068	Representative Email: drycreek1@hctc.net	
Type of Organization/Group (Ex: Nonprofit or Private/For Profit): Nonprofit	Tax ID No.: 99-0894055 Nonprofit	
Description of Organization/Group: Nonprofit education and heritage tourism supporting organization.		

SECTION 2 – EVENT/PROJECT DESCRIPTION AND EXPENDITURES

Name of Event/Project: Heritage FootStep	How is this event/project a qualifying HOT activity? By supporting and promoting heritage tourism.
Projected Expenditure Total of Event/Project: \$87,500.00	HOT Grant Amount Requested: \$1,750.00
Location: Blanco and Gillespie Counties	Event/Project Date(s): 09/01/2024
Estimated Number of Total Participants: 90,000 total 8,500 Blanco County	Estimated Number of Overnight Guests: 97,000 Total 2,500
Are rooms blocked for the event? Number? No	

Description of Event/Project Activities:

Placing Pedernales Valley Heritage Tourism Kiosks in the two visitor centers (plus three in Gillespie County) visitors will be made aware of all heritage venues in the Pedernales Valley. Additionally, "PV History" signs will be placed at sites throughout the valley where historic events took place. The signs will bear a unique QR code that will allow visitors to view a video story of the event on their n.

Will this event/project be ticketed? If yes, price of ticket or admission fee:
No

How many years has this event/project been held? Dates held:

Description of how the HOT Grant will be used for the event/project:

- 1] Designing, purchasing, programming and placing Pedernales Valley Heritage Tourism Kiosks in the four visitor centers (plus one) in the valley.
- 2] Building and programming visiror website
- 3] Designing and placing initial 20 Historic Site Signs.
- 4] Overseeing 3 months of social marketing campaign

Description of contributing funds from other sources and amounts:

HOT Fund Grants From:

Gillespie County: \$15,750.00
Fredericksburg: \$70,000.00.

Describe how the event/project will enhance/promote tourism and the hotel industry in the City (use additional sheets if necessary):

See last page of this document

Have HOT Grants been used previously for this event/project? If yes, please provide the following:

When?

How much?

Number of hotel rooms used?

SECTION 3 – REQUIRED DOCUMENTATION

An application will not be considered complete until all required documentation has been submitted and the application is signed.

Submit documents separately (City to check off receipt):

- Itemized, detailed list of expenditures for HOT Grant.
- Advertising/marketing plan, including target audience. Include description of how and to whom the campaign is marketed; promotions and costs (ads in newspaper, radio, tv); press releases; direct mail to out-of-town recipients; area of campaign; dates of promotion.
- Event/project timeline and schedule.

SECTION 4 – APPLICATION SUBMISSION

Please return completed application with required attachments to:

By Mail:

City of Johnson City
Attn: Chief Administrative Officer
P.O. Box 369
Johnson City, Texas 78636

Hand Delivery:

City of Johnson City City Hall
Attn: Chief Administrative Officer
303 E. Pecan Drive
Johnson City, Texas 78636

Electronic Submission: _____@johnsoncitytx.org

SECTION 5 – CERTIFICATION

By my signature below, I certify that I am the authorized representative of the above-named organization/group applicant and that the information provided on this application is complete and accurate. I represent that the organization/group understands the application, guidelines and requirements for a HOT Grant, and agrees to comply with and abide by them. Further, I certify that funds received will be used in accordance with state law to directly enhance and promote tourism and the hotel industry in the City and surrounding vicinity.

Applicant Signature: _____

Printed Name: **James M. McCrae** _____

Date: **March 4, 2024** _____

For City Use Only

Date Received and Staff Initials: _____

Date Approved and Staff Initials: _____

HOT Grant Amount Awarded: _____

CITY OF JOHNSON CITY HOT GRANT POST-EVENT REPORT

An organization/group approved for a HOT Grant must submit this Post-Event Report to the City Secretary within 60 days of the event/project. This report will be reviewed by the City to determine if and how the entity met its goals for reimbursement.¹

Date:			
Organization:			
Event/Project:			
Date(s) of Event/Project:			
Total expense amount for HOT Grant:			
List all expenses for reimbursement. Attach invoices and receipts. (Use separate sheets if necessary).			
What was the total attendance at the event? How was this determined?			
What was the total number of tourists who attended the event and stayed overnight? How was this determined (for example, room block usage information, survey of hoteliers, etc.)?			
Below, please list the following:			
1) promotions your organization used to promote the event; and			
2) how much was actually spent in each category.			
Television (Name of Station):	Market Area:	# of Days of ads	Amount Spent:
Newspaper(s) (Name of Newspaper)	Market Area:	# of Days of ads	Amount Spent:

¹ Note: The Post-Event Report will be used also in consideration of future HOT Grant requests. Priority will be given to those events/projects that demonstrate an ability to generate overnight visitors to the City.

Direct Mail	Market Area:	# of Days of ads	Amount Spent:
Radio (Name of Station(s))	Market Area:	# of Days of ads	Amount Spent:
Press Releases	Market Area:	# of Days of ads	Amount Spent:
Other	Market Area:	# of Days of ads	Amount Spent:
<p>For each promotion, please attach copies of final drafts of the advertisements, brochures, mailouts, radio or television copy.</p>			
<p>What other marketing initiatives did you utilize to promote hotel and tourism activity for this event?</p>			

Post-Event Report Submission:

By my signature below, I certify that I am the authorized representative of the above-named organization/group applicant and that the information provided on this Post-Event Report is complete and accurate.

Signature: _____

Printed Name: _____

Date: _____

<i>For City Use Only</i>	
Date Received and Staff Initials:	_____
Date Approved and Staff Initials:	_____
HOT Grant Amount Awarded:	_____

Page 4 Adendum

Describe how the event/project will enhance/promote tourism and the hotel industry in the City:

The Pedernales Valley Foundation feels that something needs to be done to 1) restore the meaning of being a Texan and 2) to restore a sensible balance to heritage tourism industry in our area.

Both of these traditions can be restored through the power of cooperation and collaborative effort within our heritage tourism community. After all, competition within market segments usually proves to be healthy for all concerned. In other words, offer a better product or service, in our case, a better heritage tourism experience for our visitors. An experience that exceeds their expectations. Simply stated we need to knock their socks off.

Improving the heritage experience can be accomplished by every one of our heritage sites, even though some will think not. Sometimes we are just too far away from our garden to see that it needs fertilizer and/or watering.

We suggest that our history venues consider using state-of-the-art electronics in their exhibits and interpretations, such as augmented reality along the lines of what is offered at the Pacific Combat Zone Compact. Using tools such as augmented reality, holography exhibition and multi sensory stimulation devices, resulting in exhibits and interpretations where the audience can truly immerse themselves into the history being presented. We also encourage utilizing emotional storytelling, dramatic sounds, scents and graphics to engage the audience's attention. Additionally, jointly planned heritage tourism promotions and advertising, coupled with top drawer presentations, whether in the classroom, museum, or outdoor event, will result in more exceptional and memorable multi-dimensional experiences. With these initiatives we believe that, over time, a balanced tourist industry will emerge.

A unique tool for all to consider, the brainchild of PVHF, is to place what we have tagged as "PV Historic FootSteps. This is the centerpiece of what PVHF plans to use promoted by social media platforms to attract visitors to various historic sites in the valley. Using signs with QR codes to "jump" stories to personal devices. Each PV Historic Footprint will present a video and/or audio of an event that took place at that very site. An example would be the large oak tree on Washington Street next to the Nimitz stables where former Texas Ranger Phillip Braubach and Haengerbande leader J. P. Waldrip engaged in a deadly gunfight.

Encourage valley towns to utilize entry point visitor centers that inform tourists about all of the heritage venues and heritage events within the Valley.

Encourage history and culture organizations within the Valley to adopt ongoing heritage venue-chained programming, such as Heritage FootSteps, as part of their exhibits and interpretations. FootSteps curriculum, consists of Texas history and Texas values education that is presented through the use of storytelling and song, which can be utilized in a number of offerings, such as historic venue interpretations, reenactments, historical plays, classroom learning, campfire stories and musical productions. Whether a small museum or large, the key to successful exhibits entails establishing an atmosphere that completely envelops the visitor.

PVHF is currently working with the Former Texas Rangers Foundation and Freedom Masonic Lodge in their productions to be held at the LoneStar Amphitheater at the Texas Rangers Heritage Center.

PVHF will contract for and utilize internet social media strategies that promote heritage tourism with the goal of restoring a balance therein.

Promote development of Valley wide seasonal themes such as "Ghosts of the Pedernales", "Gold Rush Days", "The Soldiers are Coming" "Texas Ranger Captain Chester Nimitz" "Kitty-Hawk of the Pedernales", "The Captured" etc.

Encourage the Texas Historical Commission to include Fort Martin Scott in their Fort Trail system.

PVHF supports the proposed construction of Freedom Lodge's LoneStar Legacy Center in Fredericksburg .

PVHF promotes construction of a multi-story parking facility and terminal at HCUC

Promote construction of a Visitor/Heritage center facility at the Hill Country University site containing multiple vignettes representing the various heritage organizations in the PV along with AI assisted itinerary building software.

Current PVHF projects:



PEDERNALES VALLEY
HERITAGE FOUNDATION

2024 Operating Budget

Money In	
Donations	\$4,500
Potential Grant	\$0
Total income	\$4,500

Money Out	
Corporate Start Up Costs	\$1,500
Logo & Branding Costs	\$500
Website Development	\$5,000
PVHF Historic Site Program App Development	\$37,500
PV History Site Signs (20)	\$4,000
Visitor Center Vinettes (5)	\$18,000
Video Stories Production (1 Master 20 Site)	\$23,000
Total expenses	\$89,500



PEDERNALES VALLEY
HERITAGE FOUNDATION

2024 Heritage FootSteps Porgam Budget

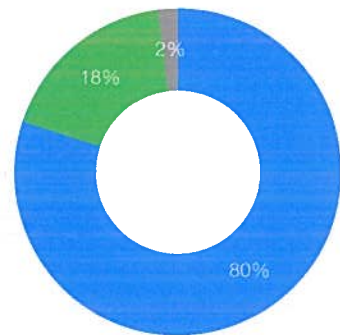
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Pedernales Valley Heritage Foundation

2024 HOT PVHF FUNDS GRANT REQUESTS

TAXING ENTITY	%	AMOUNT
FREDERICKSBURG	80%	\$6,000,000
GILLESPIE COUNTY	18%	\$1,400,000
JOHNSON CITY	2%	\$150,000
TOTAL HOT FUNDS		\$7,550,000

Grant Requests



- FREDERICKSBURG
- GILLESPIE COUNTY
- JOHNSON CITY

FREDERICKSBURG	80%	\$70,000
GILLESPIE COUNTY	18%	\$15,750
JOHNSON CITY	2%	\$1,750
TOTAL GRANT REQUESTS	100%	\$87,500