

**CITY OF PITTSBURG
HOTEL TAX
REIMBURSEMENT APPLICATION**

There is a **two-part test** for every expenditure of local Hotel Occupancy Taxes.

Criteria #1: Every expenditure must DIRECTLY put “heads in bed”. Every funded application must attract overnight guest outside of Pittsburg to the city’s hotels and lodging, thus promoting the city’s hotel industry. If the expenditure is not reasonably likely to accomplish this result, it will not be funded by hotel tax revenues.

Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditure of local hotel occupancy tax revenues.

Rules Governing your Application:

- The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Pittsburg that are consistent with the level of hotel tax revenues requested.
- Pittsburg hotels/lodging must be made aware of the event, have access to mailing lists, and have sufficient time to advertise for the event..
- Any promotional materials (brochures, website, advertisements, etc.) using hotel tax funds are required to promote the local hotel industry and include the pittsburgtexas.com website.

Submitting your application:

Application forms will be available at Pittsburg City Hall, 200 Rusk Street. Applicants must submit a completed application and provide required documentation. Multiple applications from a group will be accepted. Each event/program must have a separate application. Additional supporting materials must be submitted with the application. Applicants are responsible for providing correct contact information. **Any organization that owes tax dollars to the City of Pittsburg will not receive funds until their debt is paid.**

Application Contact Information:

Name of person making request: _____

Primary Contact information: _____
(address)

(city) (state) (zip) (phone number)

Legal Name of business/organization _____

Type of business/organization: _____

Location of business/organization: _____
(address)

(city) (state) (zip) (phone number)

Required information to be submitted along with application:

- Budget for the proposed event/program, including all revenue sources and expenditures.
- Organization financial statements from previous two years.
- Articles of Incorporation
- By-laws
- Board Members - names and titles

Event/Program Information

How many hotel rooms will this event or advertising promotion generate: _____

How do you plan to verify the number of hotel rooms generated:

Which category does this event or promotion/advertising expenditure fall in:

- 1. Establishment, improvement, or maintenance of a convention center or visitor information center.
- 2. Administrative cost for facilitating convention registration.
- 3. Advertising, solicitations, and promotions that attract tourists and convention delegates to the city.
- 4. Promote the arts.
- 5. Historical restoration or preservation programs.
- 6. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
- 7. Funding the enhancement or upgrading of existing sports facilities or sports fields for the city.
- 8. Funding transportation systems for tourists.
- 9. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the city

Purpose of the event/advertising promotion:

Description of event/advertising promotion:

What is the requested amount Hotel Funds for this event/advertising promotion:

Describe in detail how the requested Hotel Funds will be used:

Economic Impact:

Please describe how this event/advertising program will increase tourism or have an economic impact on the City of Pittsburg.

How will this event/advertising program generate overnight stays in Pittsburg lodging?

How much Hotel Occupancy Tax is projected to be generated in Pittsburg by this event/advertising program?

rooms _____ X # nights _____ X room rate _____ X tax \$ 0.07 = \$ _____

How is this information estimated/verified.

Post Event/Program Report

A Post Event/Advertising Program Report is required to be submitted within 30 days of completion of the event/advertising program. The completed form should be delivered to City Hall, 200 Rusk Street, Pittsburg, Texas 75686. The report must include evidence of hotel occupancy generated from the event or promotion and proof of paid receipts. Failure to submit a Post Event/Program report will result in denial of hotel funds and could affect future funding recommendations for HOT funds.

I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand the use of Hotel funds is subject to audit. I understand that hotel funds are only available based on fiscal year budgeted funds and completed applications will be reimbursed at the discretion of the Pittsburg City Council. I understand that just because my application is eligible for hotel funds does not mean that funds will be awarded.

Applicant

Date

Office Use:

Date Application Received: _____

Budget Year: _____