

Burnet County 2019-2020 Event Funding Procedures and Schedule

SCHEDULE

Press Release _____

Application process begins _____

Advisory Committee reviews applications monthly and presents to Commissioners Court

Applications will be accepted during the fiscal year.

Applicants will receive funding upon approval by Burnet County Commissioners Court

GUIDELINES UNDER TEXAS LAW FOR USE OF HOTEL OCCUPANCY TAX REVENUE:

Texas State Law: Burnet County collects a 5% Hotel Occupancy Tax from hotels, motels, inns, and bed and breakfast establishments. Chapter 352 of the Tax Code states that Hotel Occupancy Tax funds may be used only if **both parts** of the following two part test are met.

Part One requires that usage of Hotel Occupancy Tax funds must directly enhance and promote the tourism, convention and hotel industry by being expended to attract out-of-town visitors who will likely spend the night in a Burnet County lodging venue.

Part Two limits the use of Hotel Occupancy Tax funds to the following:

1. Convention center facilities or visitor information centers;
2. Registration of convention delegates;
3. Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates to the county;
4. Promotion of the arts;
5. Historical restoration and preservation projects or activities.

For more details on the Hotel Occupancy Tax Code please go to the Texas State Comptrollers website and click on the link [Chapter 352. Tax Code \(County\)](#).

Please note that venues offering only camping and/or RV sites do not collect a Hotel Occupancy Tax. While attracting campers and RV'ers has a positive economic impact on our community, they do not contribute to the fund from which you are requesting money.

FUNDING POLICIES:

1. The Burnet County Tourism Committee, which includes a representative from Burnet County Lodging, will review all applications. Priority will be given to applicants based on their documented ability to directly promote tourism and the lodging industry in Burnet County by being likely to cause increased lodging activity in Burnet County lodging venues during the event.
2. Burnet County Hotel Occupancy Tax funding may participate in a sponsorship funding level with the Event Applicant. Funding level to be determined by the Tourism Committee.
3. Event must be open to the public
4. Event should be at least two (2) days in length.
5. All event advertising must include appropriate representation for Burnet County Lodgings and include the Burnet County tourism logo and the website listing for Burnet County Lodging.
6. Sponsorship in the event must include advertising in a combination of the following examples of acceptable marketing: social media, direct mail, newspapers, magazines, radio, television, etc. to attract overnight visitors by means of media sources that target audiences at least 50 miles outside of Burnet County. All advertising must be executed in advance of the event.
7. Event applications must be submitted no later than 30 days prior to event.
8. Event application should include the following information on the applicant group:
 - A. Organizer information, including Board of Directors
 - B. Event date, location, anticipated attendance numbers
 - C. Listing of other Sponsoring organizations
 - D. Advertising plan
9. Event Applicants will provide a Post Event Report due no later than sixty (60) days following event. Failure to execute as per agreement could result in no future funding.