

JEFFERSON TOURISM DEPARTMENT ADVERTISING APPLICATION COVER LETTER

Thank you for your interest in growing tourism in Jefferson.

This letter is to give you an overview of the Discretionary - Advertising Funding Application process.

Purpose of the Discretionary - Advertising Funding Application: The City of Jefferson encourages events and programs that will bring more visitors to Historic Jefferson and encourages overnight stays.

Application Guidelines: A Discretionary - Advertising Funding Application may be submitted for any event that fits within the guidelines of the **Eligibility and Priority for Hotel Tax Funds** according to the Jefferson Texas Tourism Department's Funding Application.

Submitting the Application: Promoters and or Organizations are eligible to submit an Advertising Funding Application by the below given deadline. Applicants may be asked to appear before the Jefferson Tourism Department. In such cases the promoter or organization contact person will be notified of the date and time of such meeting.

The applications should be delivered, emailed or mailed to the Jefferson Tourism Department no later than May 1st of the year.

Timetable: Projects must meet the guidelines and criteria outlined in this letter and the Advertising Funding Application. Completed applications must be submitted to the City of Jefferson Tourism Department no later than May 1st.

Events scheduled for January 1st – December 31st May 1st

All applications for events throughout the year will be due at the same time. This will include events that run into the next year. This will benefit the budgeting process for funding.

Make sure to apply for January through July events the previous year. (*ie. January thru July 2016 is due May 1st 2015*)

Awarded funding applicants will be notified by July 15th.

Amount of funding requests: The amount that you are requesting should not exceed \$1000.00

Mandatory Attachments:

1. Advertising Funding Application
2. Example of advertising, brochures and online advertising outlets, if available
3. Schedule of Activities or Events Relating to the Funded Project

Mandatory Post Event Survey Report: Due no later than 30 days after the event.

All future applications will not be eligible for funding if the previously funded event Post Event Survey Report is not submitted. This includes the events that use the Jefferson Tourism billboard.

If the event will close streets or will require a Special Event Application you must submit those applications with the City of Jefferson City Office by those required dates.

Please return Advertising Application to: City of Jefferson Tourism Department
305 E. Austin Street, Jefferson, Texas 75657 903-665-3733 visitjeffersontexas@gmail.com

CITY OF JEFFERSON TOURISM DEPARTMENT - DISCRETIONARY OR ADVERTISING FUNDING APPLICATION

State Law: By law of the State of Texas, the City of Jefferson collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- b) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- c) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- d) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- e) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

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- f) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Use of HOT funds: The Jefferson Texas Tourism Department will only fund above Tax Code items A, B and D for advertising purposes only and will only pay the advertising entity or agency and not the applicant.

If above Tax Code F is applicable, please provide all necessary costs and detail of signage.

City Policy: The City of Jefferson Tourism Department accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted using the official application by May 1. The application will be reviewed by the City of Jefferson Tourism Department at a scheduled meeting of the Tourism Board for review. The applicant may be asked to be present at a meeting to answer any questions regarding the application the tourism department may have. Applicants will be notified prior to the meeting of the time and place for the review.

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to Jefferson. The amount that you are requesting should not exceed \$1000.00. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. **Events can prove this potential to generate overnight visitors by:**

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or**
- d) **examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.**

Supplemental Information Required With Application: Along with the application, please submit the following:

1. Example of advertising, brochures and online advertising outlets, if available
2. Schedule of Activities or Events Relating to the Funded Project

Mandatory Post Event Survey Report: Due no later than 60 days after the event.

All future applications will not be eligible for funding if the previously funded event Post Event Survey Report is not submitted. This includes the events that use the Jefferson Tourism billboard.

Submit to: City of Jefferson Tourism Department

305 E. Austin Street, Jefferson, Texas 75657 903-665-3733 visitjeffersontexas@gmail.com

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Received Date: _____ Received By: _____

Presented Date: _____ Amount Approved: _____

Date of Jefferson Tourism Department Notification: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Email Address: _____

Web Site Address for Event or Sponsoring Entity _____

Entity's Creation Date: _____

Purpose of your organization: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____ Amount Received: \$ _____

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How will the funds be used, be specific about the advertising venues you plan to use:

Primary Purpose of Funded Activity/Facility:

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- a) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____

- b) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

- c) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

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d) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ _____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

e) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

f) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

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Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____

2. Expected Attendance: _____

3. How many people attending the Event or Project will use Jefferson Texas Lodging?

- How many nights will they stay: _____

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. How will you measure the impact of your event on area hotel activity? (e.g.; room block usage information, survey of hoteliers, etc.) A Post Event Form is required to be submitted to the Jefferson Tourism Department no later than 60 days after the event.

7. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet over and above this requested amount of funding.
Newspaper: \$ _____ Radio: \$ _____
TV: \$ _____ Other Paid Advertising: \$ _____
Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients' _____
Other Promotions _____

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8. Will you include a link to the Jefferson Tourism Department website or other source on your promotional handouts and on your website for booking hotel nights during this event? _____

9. Will you negotiate a special rate or hotel/event package to attract overnight stays?

10. What new marketing initiatives will you utilize to promote hotel and convention activity for this event?

11. What geographic areas does your advertising and promotion reach: _____

12. How many individuals will your proposed marketing reach that is located in another city or county? _____

Signature of applicant: _____

Please Submit no later than May 1st each year to:

City of Jefferson Tourism Department
305 E. Austin Street
Jefferson, Texas 75657
903-665-3733
visitjeffersontexas@gmail.com