



2020-2021

## Application for Hotel Occupancy Tax Grant

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### Organization Information

Name of Organization:

Address:

City:  State:  Zip:

Non-Profit  For-Profit Tax ID Number:

Contact Name:  Contact Phone Number:

Web Site Address for Event:

Purpose of the organization:

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**Event Information**

Name of Event/Project:

Date of Event/Project:  Year Event Started:

Primary Location(s) of Event or Project:

Describe your activity or event:

Expected Attendance:  How many attendees will use Cedar Park hotels?

Number nights:

Do you reserve a room block for this event at an area hotel?  Yes  No OR  In Process

If yes, what hotel(s)?

How many rooms?

How will you measure the impact of your event on area hotel activity (*please reference application guidelines for acceptable reporting methods*)?

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**Funding**

**Please note:** All applicants are required to provide a budget showing the projected revenues and expenditures (excluding HOT funds) that are available to support the event. Budget document should be attached to application at time of submittal.

**Describe how the requested funding will be used:**

**Has this event/project received HOT Fund assistance in the past five years?**

<b>Year</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
	\$	
	\$	
	\$	
	\$	
	\$	

**Please list other organizations, government entities, and grants that have offered financial support to your event/project:**

Check all categories for which Hotel Occupancy Tax Grant funding will be used (*please reference guidelines for definitions of each category*):

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

Convention Center or Visitor Information Center.

Registration of Convention Delegates.

Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry.

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

Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. (Detailed marketing plan should be attached to application. See Guidelines for Hotel Occupancy Tax Grant Application Guidelines document for complete information.)

Please check all marketing/advertising mediums to be utilized:

Newspaper/Magazine     Radio     TV     Social Media     Paid Ads     Digital Ads

Press Releases to Media     Direct Mailings     Other:

What geographic areas are reached?

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.

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.

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**This section must be completed for applications to be accepted.**

**Please initial each statement and sign below to acknowledge your understanding and agreement to comply with the Hotel Occupancy Tax Guidelines.**

The information provided in this application is true and accurate to the best of my knowledge.

I acknowledge that I have been provided with a lodging directory of Cedar Park hotels.

I have read the "Application Guidelines For HOT Funds Requests" document and agree to adhere to all requirements set forth within the document.

This "Event" directly enhances and promotes tourism AND the convention and hotel industry per Texas Code Section 351.101 (outline in Hotel Occupancy Tax Guideline document).

I understand that submission of an application does not guarantee funding, in whole or in part. City of Cedar Park Tourism will review all applications for appropriate use of HOT Funds and funding levels. City of Cedar Park Tourism will make funding recommendations based upon the appropriateness of the request and funds available.

**Signature:**

**Date:**

**Printed name:**

**Title:**

**Please submit completed application and supporting documents to:**

**City of Cedar Park**  
Attn: Tourism Office  
450 Cypress Creek, Bldg. 1  
Cedar Park, Texas 78613

Or by email to [cedarparktourism@cedarparktexas.gov](mailto:cedarparktourism@cedarparktexas.gov)