

Deadline to submit complete application is Wednesday April 04, 2018  
No Later Than 4:45 PM to City Secretary's Office

## **INSTRUCTIONS**

Applications after the posted deadline **WILL NOT** be considered. All attachments **MUST** accompany the original application.

Submit application with copies to the **City Secretary's office located at 1110 Houston, 3<sup>rd</sup> floor**, Laredo, TX 78040 no later than **4:45 p.m.** on deadline date of **Wednesday, April 04, 2018**.

Organizations should submit an **Original** application with attachments **plus eleven (11) copies** to the City Secretary's office. **Copies do not require attachments.** (Please **DO NOT** staple or bind application and copies). No attachments will be considered after the deadline.

Applicant may be asked to be present at a meeting to answer any questions regarding submitted application. Applicants will be notified prior to meeting of the time and location.

Applicant Information for Hotel Motel Tax Revenues  
**Application Deadline, Wednesday, April 04, 2018 no later than 4:45 p.m.**

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**HOTEL OCCUPANCY TAX USE GUIDELINES  
UNDER TEXAS STATE LAW  
THIRD PARTY FUNDING APPLICATION FORM  
2018-2019**

The **City of Laredo** collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfasts and inns. Under state law, the revenue from the Hotel Occupancy Tax may be used only to directly promote tourism and the convention and hotel industry. Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- i) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- ii) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) **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;
- iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** that the encouragement, promotion, improvement, and application of the arts, including 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, and
- v) **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.
- vi) **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 who substantially increase economic activity at hotels and motels within the city or its vicinity.

**City Policy:** The **City of Laredo Nonprofit Management and Volunteer Center** accepts applications from groups (nonprofits) whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application No Later Than **4:45 p.m., Wednesday, April 04, 2018**. Nonprofits should submit an **Original** application with attachments **plus eleven (11)** copies to the City Secretary's office. **Copies do not require attachments.** (Please **DO NOT** staple or bind application and copies). No attachments will be considered after the deadline.

The application will be reviewed by the **Third Party Funding Advisory Committee** together with **City Staff** at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at a meeting to answer any questions regarding the application. Applicants will be notified prior to meeting of time and location.

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Based on the application, eligibility, and funding available, the **Third Party Funding Advisory Committee** will make a recommendation to the City Council. The **City Council** will make the final decision on the request.

**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 **Laredo**.

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 event requesting hotel tax funds;
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event;** and/or
- d) **examples of marketing of the programs and activities that are likely to generate and encourage overnight visitors** to local lodging properties.
- e) **post event report form will determine how well the entity met its goals and will be used in consideration of future hotel occupancy tax funding requests. Based on the availability of HOT funds, priority will be awarded those events that demonstrate an ability to generate overnight visitors to the City of Laredo.**

**Use of Local Vendors:** The Third Party Funding Advisory Committee encourages all event organizers to patronize the **City of Laredo** businesses for food, supplies, materials, printing, etc. (Please include a copy of your organizations' purchasing policies)

**Use of Revenues from Event:** A portion of the revenues from any event and/or project receiving any type of funding assistance from the Hotel Occupancy Tax funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the Third Party Funding Advisory Committee's funding of a particular event.

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

- \_\_\_\_\_ Marketing Plan for Proposed Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Proposed Project
- \_\_\_\_\_ Purchasing Policies

**Submit complete application:**  
and (11)copies

**NO LATER THAN 4:45 P.M. Wednesday, April 04, 2018 to**

**Jose A. Valdez Jr., City Secretary  
City of Laredo  
1110 Houston, Third Floor  
Laredo, TX 78040**

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**CITY OF LAREDO**

**AID TO OTHER AGENCY  
CORPORATE BODY RESOLUTION**

This Corporate Body Resolution is executed by \_\_\_\_\_, a nonprofit hereafter referred to as "Organization."

The undersigned certifies to be a duly appointed Corporate Secretary of the Organization which is a corporation duly organized and existing under the laws of the State of Texas, and that, as such, is authorized to execute this resolution on behalf of the Organization and further certifies that:

(A). At a meeting of the Organization's governing body held on \_\_\_\_\_, 2017, at which a quorum was present and acting throughout, the following resolution was duly adopted, has not been amended and is in full force and effect the date hereof:

RESOLVED, that the \_\_\_\_\_ of the Organization, now appointed or hereafter appointed, shall be, and is hereby, authorized to enter into and execute in the name of and on behalf of the Organization all agreements, contracts, applications for funding, instruments, documents and claims for reimbursement related to his or her work as a \_\_\_\_\_ and to delegate authority in writing to others.

(B). The office listed below is held by the person whose name is indicated opposite such office, such person has been duly elected to such office, and the signature opposite his or her name is his or her authentic signature.

**NAME**

**TITLE**

**SIGNATURE**

\_\_\_\_\_

(C). The person listed above has the requisite authority to execute the documents attached hereto which constitute the City of Laredo Fiscal Year 2018-2019. Application for Financial Assistance.

IN WITNESS WHEREOF, I have hereunto set my hand of this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

\_\_\_\_\_  
Corporate Secretary

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**CITY OF LAREDO  
AID TO OTHER AGENCY  
ORGANIZATIONAL STATUS CERTIFICATION**

In accordance with the City of Laredo Aid to Other Agency funding requirements the \_\_\_\_\_, hereafter referred to as "Organization," acting by and through its \_\_\_\_\_ certifies the following:

The Organization is tax exempt under Internal Revenue Service Section 501 (c)

1. The Organization is operating as a nonprofit corporation as described in the following documents:
  - A. Organization's Articles of Incorporation
  - B. Organization's By-laws
  - C. Organization's Charter from the Secretary of State
  - D. Organization's Proof of Tax Exempt Status under IRS Section 501 (c)

The Organization will notify the City of Laredo of any changes to the above documents within 30 days of such change and submit a revised Aid to Other Agency Organizational Status Certification.

All notices required to be given under this certification shall be mailed or personally delivered as follows:

**Jose A. Valdez Jr.  
City Secretary  
1110 Houston Street  
Laredo, Texas 78042-0579**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

ATTEST:

\_\_\_\_\_  
Jose A. Valdez Jr,  
City Secretary

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**Application for Third Party Funding 2018-2019**

***Organization Information***

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone Number/Fax \_\_\_\_\_

Contact E-Mail Address \_\_\_\_\_

Alternative Contact and Phone \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Is Your Organization: Non-Profit 501 C \_\_\_\_\_

Tax ID # \_\_\_\_\_ Entity's Creation Date \_\_\_\_\_

Purpose of Your Organization \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Event or Project \_\_\_\_\_

Date of Event or Project \_\_\_\_\_

Primary Location of Event or Project \_\_\_\_\_

Amount Requested \_\_\_\_\_

How Will The Funds Be Used?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Primary Purpose of Funded Activity/Facility  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Percentage of Hotel Tax Support of Related Costs**

\_\_\_\_\_ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities \_\_\_\_\_

**Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:**

1. \_\_\_\_\_ **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both.
2. \_\_\_\_\_ **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
3. \_\_\_\_\_ **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.
4. \_\_\_\_\_ **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including 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;
5. \_\_\_\_\_ **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.
6. \_\_\_\_\_ **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 who substantially increase economic activity at hotels and motels within the city or its vicinity.

**Sporting Related Event Funding:**

If the event is a sporting related function/facility, how many individuals are expected to participate?  
\_\_\_\_\_

If the event is a sporting related function/facility, how many of the participants are expected to be from another city or county? \_\_\_\_\_

If the event is a sporting related function/facility, quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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### Historical Narrative (20 points)

Please provide a brief description of your agency's history and background. (one page) Points are awarded on the basis of how established your program is, past successes, etc. More points will be awarded for entities that have a proven track record of stability and staying within budget.

#### **Mission Statement**

#### **Background**



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How many years have you held this Event or Project? \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event or Project will use Laredo hotels, motels or bed & breakfast?  
\_\_\_\_\_

How many nights will they stay?  
\_\_\_\_\_

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels? \_\_\_\_\_  
\_\_\_\_\_

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from Hotel Occupancy Tax and the number of hotel rooms used:

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

How will you measure the impact of your event on area hotel activity?  
\_\_\_\_\_  
\_\_\_\_\_

Please list other organizations or government entities and contracts/grants that have offered financial support to your project:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising \_\_\_\_\_ Newspaper \_\_\_\_\_ Radio \_\_\_\_\_ TV \_\_\_\_\_

Press Releases to Media \_\_\_\_\_ Direct Mailing to out of town recipients \_\_\_\_\_

Other \_\_\_\_\_  
\_\_\_\_\_

Specify who are you targeting in your advertising and promotion efforts?  
\_\_\_\_\_

If a permanent facility (e.g. museum, visitor center)  
Expected Attendance Monthly/Annually: \_\_\_\_\_ (Please note percentage of those in attendance that are staying at Area Hotels/Lodging Facilities)  
\_\_\_\_\_

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Needs Statement (20 Points)

(One page)

Explain why you are requesting funds from the City of Laredo Third Party Funding.  
How does your organization meet the needs of the community?

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Agency Budget Description (10 Points)

ALL Revenues

(Specific to the program/project for which funding is being requested.)

Source	2017/2018	2018/2019 (Estimated)
City of Laredo		
Webb County		
State		
Federal		
United Way		
Foundation Grants		
Donations		
Fundraisers		
Fees and Dues		
Sale of Merchandise		
Investment Income		
Other: (Include any and all other funding awarded & pending receipt)		
Total Revenues		

**CITY OF LAREDO FUNDING AS A  
 PERCENTAGE OF TOTAL AGENCY BUDGET** \_\_\_\_\_%

**AGENCY'S FISCAL YEAR** \_\_\_\_\_ **TO** \_\_\_\_\_



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### Goals, Objectives and Measures (40 points)

For each of your programs (only for services or programs that are the subject of the funding request), please list the goals that your agency has set for the funding period and how it plans to achieve them. The objectives must be specific and measurable. Please describe the workload measures. Are they verifiable and reliable?

<b>PROGRAM</b>	<b>GOAL</b>	<b>OBJECTIVE</b>	<b>PERFORMANCE MEASURES</b>
<i>Name of current or new program.</i>	<i>Definition: These describe generalized outcomes that you envision your organization will achieve.</i>	<i>Definition: These are specific tasks and activities that are set out to meet your goals.</i>	<i>Definition: The indicator that will be used to measure success. It could be a set rate (percentage) or an increase/decrease level from one period to another.</i>  <i>___% or ___#</i>

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### Attachment Checklist

All attachments must be submitted with application and in the order shown

- \_\_\_\_\_ Board of Directors Roster
- \_\_\_\_\_ Staff Roster
- \_\_\_\_\_ \$1 million in Liability Insurance
- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Current Purchasing Policies and Procedures
- \_\_\_\_\_ Articles of Incorporation
- \_\_\_\_\_ Constitutional By-laws
- \_\_\_\_\_ Charter from Secretary of State (Texas)
- \_\_\_\_\_ IRS 501 (c)
- \_\_\_\_\_ Annual Audit, Review, or Financial Statement
- \_\_\_\_\_ Annual Report
- \_\_\_\_\_ Approved minutes of the most recent board meeting
- \_\_\_\_\_ 2016 OR 2017 IRS Form 990
- \_\_\_\_\_ Attended Application Training Workshop

<b>FOR INTERNAL CITY USE ONLY</b>
_____ <b>Complete</b>
_____ <b>Incomplete (explain)</b>
_____
_____
_____
_____