



**CITY OF MANSFIELD**  
**APPLICATION**  
**HOTEL/MOTEL OCCUPANCY TAX FUNDS**

**Application Year: October 1, \_\_\_\_\_ thru September 30, \_\_\_\_\_**

Return Application To: City Secretary's Office  
City of Mansfield  
1200 E. Broad Street  
Mansfield, TX 76063  
Phone 817-276-4203; Fax 817-473-2925

Thank you for your interest in promoting tourism and the hotel industry in Mansfield through the use of Hotel/Motel Occupancy Tax funds. The use of funds is regulated by law (Chapter 351 of the Tax Code) which includes the use of funds for the direct enhancement and promotion of tourism AND the convention and hotel industry. To determine eligibility, the following section of this tax code which pertains to advertising and promotion must apply to your application: "Advertise and conduct solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity, any of which may be conducted by the municipality or through contracts with persons or organizations selected by the city."

**A. CONTACT INFORMATION**

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

501c3 or c6 non-profit organization?      Yes      No      (circle one)

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

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

**B. TELL US ABOUT YOUR EVENT (Use separate page if not enough room)**

1. What specific event or activity is being promoted or marketed? \_\_\_\_\_

\_\_\_\_\_

2. What is your primary purpose of this event? \_\_\_\_\_
3. How will your event help promote the hotel industry in Mansfield? \_\_\_\_\_  
\_\_\_\_\_
4. Total amount of funds requested to promote this event or activity: \_\_\_\_\_
5. Date(s), Time, Location of Event: \_\_\_\_\_
6. Total number of days of the event: \_\_\_\_\_ Consecutive: Yes No (circle one)
7. Has the organization applied for funds for this event before? Yes No (circle one)
8. Is this a *one-time-only* event or a *recurring* event? (circle one)
9. Is one of the goals of this event to raise funds for charity/scholarship? Yes No (circle one)  
If so, what percentage of the funds raised will be donated or given away? \_\_\_\_\_

Choose the category(ies) that applies to your event or activity:

- Visitor Information Center
- Furnishing of Facilities and Registration of Visitors
- Advertising and Promotional Programs and Activities
- Arts Promotion
- Historical Restoration and Preservation
- Tourist Transportation Systems

### C. VISITOR IMPACT

1. Projected Use of Overnight Rooms: \_\_\_\_\_  
Will the Applicant be paying for these hotel room expenses? Yes No (circle one)  
If yes, what percentage? \_\_\_\_\_
2. Projected Attendance: \_\_\_\_\_
3. Previous Year's Attendance: \_\_\_\_\_ (put N/A if not applicable)
4. Describe your **attendance goals** for this event and identify steps used to achieve these goals on a separate sheet.
5. Registration/Entrance fee per visitor: \_\_\_\_\_ (if any)
6. Estimated amount to be spent with local Mansfield area merchants or rental or transportation facility(ies): \_\_\_\_\_

**D. FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out of area visitors:

1. Describe your **marketing plan**. Please provide a detailed list of the media used, amount spent, type of product used (brochure, website, print ads, etc.):

*The City of Mansfield acknowledges that some tourists may read local newspapers and listen to local radio station; however, as these media outlets generally provide PSA opportunities for local events, we prefer that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to our community. Local and regional newspapers and magazines are not specifically excluded from reimbursement.*

<b>Media/Product Type Site/Location</b>	<b>Target Audience</b>	<b>\$ Amount</b>
<i>ie 3,000 brochures bicycle shops in Denton</i>	<i>Cycling Pros</i>	<i>\$2,000</i>

2. a. Total advertising/promotion budget for the specific activity/event for which you are applying
 

\_\_\_\_\_
- b. What is your organization’s direct contribution to the advertising/promotion budget?
 

\_\_\_\_\_
- c. What are other sources of funding used for the advertising/promotion of this activity/event?
 

\_\_\_\_\_
- d. Provide a specific line item accounting description use of funds being requested. Total should match amount being requested. If more space is needed, use attachments.

<b>Payee/Vendor</b>	<b>Description of Expense</b>	<b>\$ Amount</b>
<i>ie. Austin Statesman News</i>	<i>¼ page ad week of Sep 14</i>	<i>\$540</i>

3. a. Describe your **financial goals** for this event and identify steps used to achieve these goals:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b. What impact will the funds have on the viability of this event:\_\_\_\_\_

\_\_\_\_\_

**SPECIAL NOTE:** Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

**APPLICANT:**

\_\_\_\_\_  
**Organization Name**

\_\_\_\_\_  
**Signature of Authorized Representative**

\_\_\_\_\_  
**Printed Name of Authorized Representative**

**Date** \_\_\_\_\_

**ATTEST:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

**FOR CITY SECRETARY’S OFFICE USE ONLY**

Original Received in City Secretary’s Office \_\_\_\_\_

Copy Sent to Business Services Department \_\_\_\_\_

Copy Sent to Applicant \_\_\_\_\_

Copy Sent to Legal Department \_\_\_\_\_

Copy to Tourism Department \_\_\_\_\_