



## City of Mansfield Guidelines for Requesting Hotel/Motel Occupancy Funds

### **PURPOSE**

The City of Mansfield is calling for proposals for tourism-related projects that are specifically designed to *attract overnight visitors* to the area. The City will provide grants from the hotel/motel occupancy tax revenue generated within the Mansfield city limits. The City accepts applications from organizations seeking funds to be used in the development and promotion of tourism-related activities that are designed to attract overnight visitors to the City of Mansfield.

### **ELIGIBILITY**

As required by state statute all projects must encourage and promote use of Mansfield hotels and motels through the enhancement and promotion of tourism, convention and the hotel industry. (Tax Code 351.1033).

### **SELECTION GUIDELINES**

The guidelines below will be considered when making award determinations. The weight given to each of these guidelines will be determined by the selection committee which consists of three (3) current council members as appointed by the Mayor. The selection committee will decide whether the proposed request and its associated event or activity:

- are of high quality
- attract overnight visitors to Mansfield
- meet the standards of the law
- promotes tourism

The selection committee will make a recommendation to City Council for final approval.

### **HOW TO FILE**

To be considered by the selection committee, each application must follow the filing requirements below:

1. The deadline for the grant applications is 5:00 pm on the 15<sup>th</sup> day of July. Applications should be submitted to the City Secretary's Office at 1200 East Broad Street, Mansfield, Texas 76063. Deadline must be met; no exceptions will be made.
2. A point of contact for each application must be clearly identified.
3. Organizations will receive official notification of awards by mail or E-mail.
4. Organizations must submit one (1) original grant application.

5. Each organization must submit one copy of the following documents in their grant application:
  - list of current board of directors and officers (if applicable)
  - a statement of long range goals (for the organization and the activity to be funded)
  - a current budget for the organization

## **REQUIREMENTS FOR GRANT RECIPIENTS**

### **1. Limitations**

Each organization is required to show a cash/in-kind contribution for the amount awarded. Each applicant may apply for no more than three (3) projects. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are ***promoted, marketed and/or perceived by the selection committee*** to be a single, integrated event, performance or activity.

All grant monies must go directly to the activities associated with the project. Projects must be completed and all funds expended within the fiscal year ending September 30. Organizations may be allowed to request the award in advance of the event when funds are to be used for marketing and promotion. In this instance, an invoice for payment must be submitted to the City of Mansfield, who will make the payment to the payee/vendor on behalf of the organization.

**3 year fade out program – After three years grant recipients are expected to be self sufficient and not require funding even if it produces room nights. This allows for the City to look for opportunities to allow growth.**

### **2. Reporting & Records**

Grant recipients must provide the City of Mansfield with a full written Financial Accounting and Evaluation Report. The Report will describe the project and will include copies of programs, brochures, flyers, original press releases, news clippings and related documents. If the funds are being requested retroactively, this information should be included in the initial request for funds. If the funds are being requested in advance of the event, this report is due 45 days after completion of the project. Remaining award funds will automatically be forfeited by any organization that fails to submit a final report. Failure to submit the final report will be noted and will be taken into consideration by the selection committee during the next granting cycle. If extenuating circumstances occur, it is the responsibility of the organization to contact the City of Mansfield to request a 30-day grace extension.

*Pursuant to Tax Code § 351.108.*

#### *RECORDS.*

*(a) A municipality shall maintain a record that accurately identifies the receipt and expenditure of all revenue derived from the tax imposed under this chapter.*

*(b) A municipality or entity that spends revenue derived from the tax imposed under this chapter shall, before making an expenditure, specify in a list each scheduled activity, program, or event that:*

*(1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and*  
*(2) is directly enhancing and promoting tourism and the convention and hotel industry.*

### **3. Modification of Projects**

Any modifications or alterations in the projects must be submitted in writing to the City of Mansfield.

### **4. Acknowledgements**

The Hotel/Motel Funds are administered by the City of Mansfield.

**If your project is selected, the City of Mansfield may require to be listed as an EVENT SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:**

1. Include the line “This project was made possible, in part, by a grant from the City of Mansfield” in press releases and other literature.
2. All use of city logos should be submitted in writing to the City of Mansfield.
3. Promotional pieces submitted to media outlets should be submitted simultaneously to the City of Mansfield. The City of Mansfield may be reached at [tim.roberts@mansfieldtexas.gov](mailto:tim.roberts@mansfieldtexas.gov) and/or 817-728-3382.
4. Each promotional piece must have an organization telephone number that can be called for more information.
5. Provide a website address for those seeking more information.
6. Follow other/additional requirements as put forth in the award notification letter.

Note: If an event/activity is being funded retroactively, acknowledgement should be included on any follow up press releases, websites or e-mails.

### **5. Liability**

Award recipients agree to indemnify and hold harmless the City of Mansfield staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient’s use of the funds provided by the City of Mansfield pursuant to this contract.

### **6. Penalty**

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications. If you have any questions regarding any aspect of the City of Mansfield Hotel/Motel Funds Program, call 817-276-4203.