

HOTEL OCCUPANCY TAX

Application Process for Arts Funding

HOT Fund: Application & Process Overview

- Committee established to develop recommendation
 - Comprised of Budget, Parks & Recreation, & Legal
- Formal application & review process recommended:
 - Calendar
 - Application eligibility & restrictions
 - Eligibility Team evaluation criteria
 - Application
 - *Arts & Cultural Commission* scoring sheet
- Application & process recommendations reviewed by *Arts & Cultural Commission* for feedback
- Final recommendation to City Council

HOT Fund: 2012 Funding Process Calendar

Date	Step in Process
Mar 30	City staff determines funding available & recommends in proposed budget
Apr 1	Letters sent to past applicants & marketing begins to inform interested applicants of HOT tax availability
Jul 31	Council approves/amends funding recommendation
Aug 1	Applications are available
Aug 16	Arts groups submit application for HOT tax funding
Aug 17-31	Eligibility Team determines applicants eligible for funding (Greater CC Hospitality Assoc., Parks & Recreation, Legal, & Budget)
Sept	Arts & Cultural Commission determines recipients & funding amounts
Oct	Recipients informed of funding amounts
Oct	City staff approves & issues contracts to recipients
Nov 1 – Oct 31	Funding year for art group recipients

HOT Fund: Eligibility Team Evaluation Criteria

- **Eligibility Questions**

- Is the applicant a non-profit, tax-exempt organization holding letters of confirmation from the IRS?
- Does the project/program:
 - directly promote tourism in the City?
 - directly promote the convention & hotel industry in the city?
 - include marketing efforts which can reasonably be expected to draw area & out-of-town participation?
 - generate hotel room nights with the City?
 - begin within 12 months of issuance of any portion of grant funding awarded?
 - have sources of funding other than the HOT funds?

HOT Fund: Application Eligibility & Restrictions

- **Restrictions:** grant funds may not be used for the following:
 - Elimination of accumulated debt
 - Any travel
 - Personnel expenses normally associated with general operations
 - Operating/overhead expenses associated with general operations
 - Fundraising events or activities
 - Projects/programs already funded or completed
 - Receptions, social functions, or parties
 - Alcoholic beverages of any kind
 - Fireworks