



APPLICATION INSTRUCTIONS

HOTEL OCCUPANCY TAX (HOT) FUNDS

FISCAL YEAR 2011 (October 1, 2010-September 30, 2011)

Eligible applicants are invited to submit their requests for funds in the required form.

You may also find the form online at www.epcounty.com/famcom or by e-mail request to igvalenzuela@epcounty.com. **Please limit your submittal to this form only.** No other format will be accepted.

Please submit one (1) paper application and one (1) electronic application to the following address:

El Paso County
c/o Irene G. Valenzuela
800 E. Overland, Suite 208
El Paso, Texas 79901
igvalenzuela@epcounty.com

By statute, HOT funds may only be used for out-of-town advertising that promotes tourism or for authorized historic preservation efforts. Applicants will be required to substantiate the number of tourists their event attracted.

The County encourages applicants to block hotel rooms and solicit the services of the Convention and Visitors Bureau for this purpose.

This funding is available on a reimbursement basis. Applicants will be expected to submit invoices and proof of payment (i.e. canceled checks, bank statements, etc.) prior to receiving reimbursement.

Applications for funding will be accepted from July 1, 2010 through July 31, 2010. Applications received after July 31, 2009 will not be accepted.

Please attach to the application **two** budgets: 1) an organizational budget [labeled Exhibit A] **AND** 2) an event budget [labeled Exhibit B]. Your event budget should reflect how you will utilize the County's HOT award for out of town advertisement.



APPLICATION FOR HOTEL OCCUPANCY TAX FUNDS
FISCAL YEAR 2011 (October 1, 2010-September 30, 2011)

Name of Organization: _____

Name of President/CEO/Executive Director or Authorized Signator:

Address _____

Telephone _____

Facsimile Number _____

Email for President, CEO/ED/Authorized Signator or Point of Contact for Organization
(required): _____

Organization's Official Web Page: _____

Name of Activity or Event: _____

Date(s) of Activity or Event: _____

Location of Activity or Event: _____

Hotel Occupancy Tax Funds Request: _____

Organization's Mission Statement (50 words or less):

Description of activity, event or scope of work and how it promotes tourism (100 words or less):



Description of your regional or statewide advertising plan for activity or event (100 words or less):

Number of hotel nights activity or event will generate:

Number of estimated attendees activity or event will attract: _____

How will hotel bookings be measured? _____

List of activity or event partners: _____

What other cash or in-kind resources are committed to the activity or event?

Please attach to the application two budgets: 1) an organizational budget [labeled Exhibit A] and 2) an event budget [labeled Exhibit B].
