



April 21, 2023

Tourism Grant Fuds – Applications Being Accepted for 2023-2024
DEADLINE TO FILE GRANT APPLICATION
June 15, 2023

Your event was a success the past year and now it is time to begin the Junction Tourism Grant Funding Application Process for the upcoming year. If you would like for JTTB to consider grant funding again for your event or a new event please complete an application and submit it by June 15, 2023.

Funding for these requests are for events from October 2023 – September 2024.

The primary objective of the Junction Texas Tourism Board (JTTB) is to entice travelers to the area, with a focus on maximizing hotel occupancy and promoting local businesses.

An application is attached or you may access it online at www.junctiontexas.com

Submit completed applications by June 15th to:

Email: cherylzherring@gmail.com

If you have any questions email me or call/text: 210-289-2982.

Thank you,
Cheryl Herring

Texas Hotel Occupancy Tax Rules

Junction Texas Tourism

Under Texas law, local HOT revenue can be used only to directly promote tourism and the convention/hotel industry. This means the proceeds should be spent on projects or events that result in visitors or attendees staying overnight in the community, generating more hotel occupancy tax. The Texas Municipal League describes this as the first part of a two-part test it calls the [hotel tax "two-step."](#) 1) Heads in Beds, 2) Nine possible categories to qualify.

Provided the first test of directly promoting tourism and hotel activity is met, the expenditure then must fit into one of the categories authorized by statute. According to the Comptroller's Data Analysis & Transparency Division, these categories include:

- the construction, maintenance and operation of a convention or visitor center;
- facilities and personnel for the registration of convention delegates;
- advertising and promotional programs to attract tourists;
- encouragement and promotion of the arts;
- historical restoration and preservation projects;
- advertising to encourage tourists to visit historic sites and museums;
- signage directing the public to sights and attractions frequently visited by tourists;
- certain transportation systems serving tourists and hotel guests;
- and, for certain cities,
- sporting events for which the majority of participants come from out of town;
- qualifying sports facilities that routinely host regional or national tournaments; and
- Coliseums or multiuse facilities

A Report is required to be submitted within sixty days of the completion of the event/program. Send to cherylherring@gmail.com, drop by the City Office, or attend the JTTB meeting following the event.

Specify if funds to hold this event are needed prior to the event for purchases:
Yes _____ No _____

Date advance money is needed: _____

If funds are needed prior to the event – documentation/quotes/receipts will be required before funds will be released. It is preferable that funds needed in advance are made out and mailed to specific vendors for the specific event.

Junction Texas Tourism Grant Application Event Request for Funds 2024-2025

Name of Organization: _____

Name of Event: _____

Name of Contact Person: _____

Contact Person Phone Number: _____

Contact Person Mailing Address: _____

Contact Person Email Address: _____

Date of Event: _____ Number of Years Held _____

Description of Event: _____

The following page must be completed showing your budget in detail. REVENUES AND EXPENSES.
Anticipated use of funds (advertising, prizes, incentives, etc.)

Certification: I understand the State of Texas limitation placed on use of HOT funds and certify that the requested funds will be used only for purposes described in the JTTB guidelines.

I fully understand the grant application process, rules governing the application and the process established by the board. I intend to use this grant for the event to forward the efforts of the city of Junction in directly enhancing and promoting the quality of life and/or tourism and the convention/hotel industry by attracting visitors from outside Junction into the city.

I have read the grant application process including the rules governing the application and the reimbursement process.

I understand that if I am awarded funds by the city, any deviation from the approved project or from the rules governing the application may result in the partial or total withdrawal or total reimbursement of the funds. Grant funds used for equipment purchases must be included in this application. Other equipment purchases not included in your Grant Application or unforeseen, must be approved by JTTB prior to the purchase.

Signature: _____

Date: _____

Junction Texas Tourism Grant Recipients

The form below must be completed to receive grant funds.

This form needs to be submitted with your application and one **after** your event. Grant application is to show what you anticipate in revenues and expenses. This same form may be used for your post event submission. The purpose of the post event report is to report back to JTTB **actual** revenues, expenses, attendance, hotel stays, etc. Failure to submit a post event report to JTTB Administrator may prevent your event from funding considerations in the future.

JTTB Hotel Occupancy Tax Grant Report			
Name of event:			
Date of Event:			
Amount of JTTB Grant Approved:			
Did you receive Grant Money in Advance:			
Revenue Sources	Revenue	Expense	Vendor/Reason
JTTB Grant			
Entry Fees			
Donations			
Other			
	\$ -	0.00	

How many participated in your event:

Estimate of how many stayed in hotels:

Estimate of number of spectators if applicable:

Event Organizer/Sponsor:

Date Form Submitted to JTTB

Comments/Explanations/Needs/Suggestions: