



May 6, 2026

Tourism Grant Funds – Applications Being Accepted for 2026-2027
DEADLINE TO FILE GRANT APPLICATION
June 3, 2026

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 JTTB to consider grant funding again for your event or a new event please complete an application and submit it by 3pm, June 3, 2026.

Funding for these requests are for events from October 2026 – September 2027.

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 3rd to:

Email: cherylzherring@gmail.com

If you have any questions email, call or 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 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 following. Initial each line indicating you have read, understand and agree to the terms of this application. Your event must "directly" enhance and promote tourism and the convention and lodging industry. (Tax Code, Section 351.101)

- 1) _____ the construction, maintenance and operation of a convention or visitor center;
- 2) _____ facilities and personnel for the registration of convention delegates;
- 3) _____ advertising and promotional programs to attract tourists;
- 4) _____ encouragement and promotion of the arts; Must be a viable art form (examples include instrumental and vocal music, dance drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording)
- 5) _____ historical restoration and preservation projects;
- 6) _____ advertising to encourage tourists to visit historic sites and museums; Advertising, solicitation and promotions that attract tourist and convention delegates to Junction. *NOTE: Legitimate media must be used in advance of the event.(examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, social media, brochures and other collateral material)*
- 7) _____ signage directing the public to sights and attractions frequently visited by tourists;
- 8) _____ certain transportation systems serving tourists and hotel guests;
- 9) _____ 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.

Please initial the following indicating that you acknowledge JTTB grant requirements:

- _____ *The event qualifies under at least one of the above categories: (Please check all that apply)*
- _____ *This application has been filled out thoroughly and completely with all requested documentations attached.*
- _____ *It has been determined how the event/organization will track out of town guests, demonstrating that the event will attract tourists that will support the lodging industry.*
- _____ *A Post report is required to be submitted within sixty days of the completion of the event/program. Failure to submit the acceptable, complete post event report may prevent your event from funding considerations in the future.* Send to reports, information and questions to: cherylzherring@gmail.com,

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.

Privacy Policy Statement and Application Certification

Your privacy is important to the City. That is why we request that all applicants read the following privacy policy statement carefully. Information about program applicants and current and past participants consists of data contained in their applications, information derived from interviews and information gathered during past experiences. The City stores this information in written and electronic form for a period of time. Information, which is described above, may be: Used by selection Board members, City Staff and City Council, committees and interviewers to review applicants; Supplied to the program's funding organization; Used for the evaluation of an individual's participation in the program and in the collection of data for general program evaluation by the City, funding representative (Motel/Hotel Owners) or other organizations that may request the information from the City, a Public Agency. The City does not sell applicant current or past participant information.

I certify that the information given in this application is complete and accurate and that I have carefully read and understand all notes and disclaimers provided therein. I understand that the City reserves the right to verify all the information listed in the application. I understand that giving false or misleading information in the application will result in exclusion from the competition for funding under the City of Junction, Junction Texas Tourism Board Grants program.

THE FOLLOWING MUST BE COMPLETED IN FULL - FILL IN EVERY LINE ITEM

How many ANTICIPATED TO ATTEND YOUR EVENT:	
Previous Year's Attendance:	
Estimate of how many WILL STAY IN HOTELS:	
Number of Hotel Rooms Blocked For Event	
Previous Year's # of Hotel Stays:	
Estimated number of spectators if applicable:	
Previous Year's Number of Spectators:	
Previous Year's Net Profit/Loss:	
Amount of Money For Start Up From Prior Year's Event:	
Event Organizer/Sponsor:	
Date Form Submitted to JTB	

Junction Texas Tourism Grant Application Event Request for Funds 2026-2027

Name of Organization: _____

Name of Event: _____

Name of Contact Person: _____

Contact Person Phone Number: _____

Contact Person Mailing Address: _____

Contact Person Email Address: _____

Website address: _____ Facebook: _____

Date of Event: _____ Number of Years Held _____

Description of Event: _____

Non-Profit: _____ For Profit: _____ Tax ID # _____ 501c(x) _____

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: _____

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Comptroller

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- 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;
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