



Grant Application
Fiscal Year 2021-22

**2821 Washington Street
Greenville, TX 75401
903-457-3138**

Table of Contents

Welcome Letter	1
Overview of Application Process	2
Checklist – Hotel Occupancy Tax Request	3
Grant Application	4-5
Application Signature Page	6
Project Worksheet	7
Texas Two Step	8-9



Dear Applicant:

Thank you for your interest in bringing quality events to Greenville to promote tourism. Included is the application for Grant funding for 2021-22 events. It is with immense pride that the City of Greenville offers and enters into agreements with perspective applicants to provide the community with rich, cultural, and exciting events.

The application process consists of the following stages:

- Application Deadline – The completed applications are due to the Main Street Manager no later than September 13, 2021. Please provide the original and seven (7) complete copies which will be distributed to the board members for review and discussion.
- Tourism and Convention Advisory Board Meeting (tentative Thursday, September 30, 2021 - 4:00 p.m.)
- Review & selection of funding by the City Council – (tentative October 26, 2021)
- Disbursement of funds – 60 days before event

The City Council would like to fund all applications; however, funding is selective and is based on the application you submit that falls within the parameters of tourism funding. It is critical that you complete the application in its entirety, especially the worksheet and the support consideration checklist. You must submit any requested items listed in the application.

Completed applications (7 copies) and backup information can be dropped off or mailed to:

Doyle Dick, Main Street Manager
2821 Washington Street
Greenville, TX 75401

You will be provided the opportunity to provide a short presentation to the Tourism and Advisory Committee.

Thank you for your application and we wish you much success with your upcoming events.

Doyle Dick

Doyle Dick, Main Street Manager

Overview of the Application Process

This packet was designed to establish guidelines to apply universally for all events and activities requesting support from the City of Greenville. The Tourism and Convention Board will listen to presentations and make recommendations to the City Council for the distribution of funds.

If the application is deemed eligible for Hotel Occupancy Tax (HOT) funding, there are stringent requirements in the Tax Code regulation for the use of these funds resulting in increased visitors and/or overnight stay activity in Greenville. The Tax Code, Section 351.101 may be reviewed online. A simplified “Texas Two Step” is included in this packet.

The sponsoring organization will be required to provide their tax filing status and ID number as part of the application.

Rules Governing the Application:

1. For any applicant applying for funds to advertise an event, it is recommended the advertising focus on targeting audiences outside of Greenville to ensure “heads in beds.”
2. Any promotional materials including brochures, website and advertisement using funds awarded by the City are required to include the appropriate Greenville logo with the www.ci.greenville.tx.us website below the logo. Also, any event sponsor signage is required to include the appropriate Greenville logo.
3. For funding requests outside of those stated herein, specific information on how the funding will be allocated is required i.e. purchase of music, rental for facility for production.

If HOT funds are recommended as the funding source, it will be the responsibility of the organization hosting the event to monitor the number of out-of-town guests who stay in Greenville’s hotels. We strongly recommend working closely with the hotels to ensure proper credit and tracking. Some suggestions for tracking out of town guests would be to use a zip code tracking system or a survey distributed to event attendees. Please note that stated room nights generated could be subject to an audit by the City of Greenville. Please also note that the room nights generated in other surrounding communities do not fulfill the requirements of the state law.

Checklist – Hotel Occupancy Tax Request

Fiscal Year 2021-21

Name of Event: _____ Amount Requested

Read and initial each blank:

_____ The event “directly” enhances and promotes tourism and the convention and lodging industry. (Tax Code, Section 351.101)

_____ The event qualifies under at least one of the following categories:

(Please circle all that apply)

1. The establishment, improvement, or maintenance of a convention center or visitor information center
2. The facilitation of convention registration
3. Advertising, solicitation and promotions that attract tourist and convention delegates to Greenville. NOTE: IF APPLYING UNDER THIS CATEGORY, LEGITIMATE MEDIA MUST BE UTILIZED IN ADVANCE of the event (examples include direct mail, postage, newspapers, magazines, radio, television, billboards, newsletters, social media, brochures and other collateral material).
4. The encouragement, promotion, improvement and application of the arts. NOTE: 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)

_____ The application is 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



Tourism & Convention Hotel Occupancy Tax Grants Program Fiscal Year 2021-2022 Application

Organization Name: _____	Amount Requested: \$ _____
Organization Mailing Address: _____	
Contact Name: _____	
Telephone: _____	
Email: _____	

Status of Organization: Non-Profit _____ Private/For Profit _____ Government Agency _____

Name of Your Event(s):

Date of your Event(s):

Website address of your event(s): _____

List other government entities, organizations or grants that offer financial support for your project and amounts:

_____ Amount: _____

_____ Amount: _____

_____ Amount: _____

Net Profit if event was held last year: \$ _____

How much of the profit was retained for seed money for this year's event? \$ _____

Hotel/Motel Information

1. How many hotel/motel room nights do you expect to generate from your event? _____
2. If you held a similar event last year, how many verified room nights were generated? _____
3. Expected attendance for your event: _____
4. List hotels/motels that you have spoken with about reserving a block of rooms:

Name	# of Rooms Blocked	Room Rate
1. _____		
2. _____		
3. _____		

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 Greenville, Tourism and Convention Advisory Board - Grants Program.

Signed Name: _____ Date: _____

Required Attachments:

Check all documents that are attached along with the application

- _____ Brief narrative of event
- _____ Projected budget for entire program
- _____ Itemized, detailed list of expenditures relevant for HOT fund use
- _____ Advertising/Marketing Plan, including target audience
- _____ Event planning timeline, if applicable
- _____ Schedule of activities relating to your event/expenditure
- _____ Copy of the first page of previous year audit or tax return



Grant Agreement Process Form

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 aforementioned event to forward the efforts of the City of Greenville in directly enhancing and promoting the quality of life and/or tourism and the convention and hotel industry by attracting visitors from outside Greenville 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.

Business/Organization Name: _____

Signed Name: _____ Date: _____

