

SPECIAL EVENTS FUNDING GUIDELINES BIG SPRING CONVENTION & VISITORS BUREAU

The Big Spring Convention & Visitors Bureau (CVB) actively promotes and advertises all special events in the Big Spring area through a variety of methods, including a general brochure, quarterly calendar of events, various magazines, newspapers, mail and phone inquiries and billboards.

Targeted areas for this advertising are the Midland/Odessa area, Abilene, San Angelo, and Lubbock. Specifically, brochures are made available at tourism centers in these major markets, billboard advertising is done along the I-20 and Highway 87 corridors, and extensive brochure distribution is conducted across the State of Texas at tourism centers.

Based on this information and facts presented about the amount of money already being spent promoting special events, the Big Spring Convention & Visitors Bureau Board makes the following recommendations for SPECIAL EVENT FUNDING from the hotel/motel tax revenues collected by the City of Big Spring.

SPECIAL NOTE: All events and requests will be considered on a case-by-case basis and special extenuating circumstances (weather, natural disasters, etc.) will be taken into consideration each year as requests are made. Emphasis on funding will be based on overnight stays at local motels.

Events:

- **Must provide complete disclosure of all financial resources, in-kind services, proposed budgets, etc., for complete evaluation.**
- **May apply for direct financial support (i.e. a grant) or for loan support for the event.**
- **Both direct support grants and/or loan monies should be used for promotion and advertising of the event and must be used in accordance with the State's legislative constraints on the use of hotel/motel tax monies.**
- **Surveys will be provided for you to help in obtaining specific information about visitors and motel rooms filled for event.**

At the Big Spring CVB Committee meeting after the event's completion a full report must be presented to the Board including:

- Financial conditions of the event
- Expectations
- Disappointments
- Surveys and number of local motel room nights filled (if known)
- Approximate amount of direct revenue generated in the overall local economy
- Plans for next year's event (if available)

Organizations failing to submit a follow-up report and completed survey forms will automatically be rejected for future funding requests.

SPECIAL OPPORTUNITIES:

Special opportunities which arise anytime throughout the year and which present an opportunity to significantly expand or change an existing event or create a new event, and therefore enhance the overall tourism environment of Big Spring will be considered on a case-by-case basis and assistance will be based upon available funds and anticipated impact on the economy.

IN SUMMARY . . .

These funding guidelines are designed to spread the amount of effective advertising and funding to other special events in Big Spring, thereby giving more events a better chance to grow and enhance the overall economy of the area.

Also, the guidelines allow for a *weaning process* by which up to five (5) events are eligible for hotel/motel funding and should eventually become self-sufficient and not dependent on hotel/motel fund assistance. These guidelines are designed with the State legislator's views on the use of the hotel/motel tax revenues, accountability, etc., as outlined in Section 351 of the Tax Code, passed into law May, 1989.

A copy of these guidelines and Section 351 of the Tax Code will be attached to each application for funding assistance. Applicants who receive funding from these monies must submit invoices to the Director of the Big Spring Convention & Visitors Bureau along with the required post-event budget report.

For questions and information contact:

Debbie Wegman
CVB Coordinator (432) 264-2516

or

Peggy S. Walker
Director of Finance (432) 264-2514

APPLICATION FOR FUNDING ASSISTANCE FOR SPECIAL EVENTS

PROCEDURES:

1. Contact the Director of the Big Spring Convention & Visitors Bureau at (432) 264-2516 or (432) 263-8235 to receive an Application for Funding Assistance for Special Events.
2. Complete the forms and submit to the CVB Director for review. Supplemental information is allowed and encouraged with the application. The CVB Director must receive the application no later than one week prior to the scheduled CVB Board meeting. This is important so that the application can be distributed to all Board members prior to the meeting so they can be prepared for discussion. Any applicant failing to submit the appropriate application by the scheduled time will be required to wait until the next month's Board meeting to submit a funding request.
3. Applicants are encouraged to attend the Board meeting at which their application is reviewed so Board members may ask questions and discuss the application and the event. Applicant will be allowed time to make a formal presentation to the Board. Questions and discussion from the Board members will most likely follow the presentation. The CVB Board meetings are conducted in compliance with the Texas Open Meetings Act.
4. Applicants will be notified of the Board's action either by the CVB director or by Board members appointed at the meeting to follow up on this task. Written confirmation of the Board's action will also be sent to the applicant. If the Board approves the applicant's request, upon completion of the event a written follow-up report must be presented to the Board in compliance with the attached Funding Guidelines.
5. If upon completion of the Board's review a request is denied, the applicant is allowed to request that the item be placed on a subsequent meeting agenda if further clarification or discussion is required. Applicants must comply with paragraph two (2) of these procedures for re-submittal.

For additional information contact:

Debbie Wegman
CVB Coordinator (432) 264-2516

or

Peggy S. Walker
Director of Finance (432) 264-2514

Excerpted from Section 351, Tax Code - Regarding Definitions and
Use of Hotel/Motel Tax Revenues by Municipalities

SUBCHAPTER A. IMPOSITION AND COLLECTION OF TAX

Sec. 351.001. DEFINITIONS. In this chapter:

- (1) "Municipality" includes any incorporated city, town, or village.
- (2) "Convention center facilities" or "convention center complex" means facilities that are primarily used to host conventions and meetings. The term means civic centers, civic center buildings, auditoriums, exhibition halls, and coliseums that are owned by the municipality or other governmental entity or that are managed in whole or part by the municipality. In a municipality with a population of 1.5 million or more, "convention center facilities" or "convention center complex" means civic centers, civic center buildings, auditoriums, exhibition halls, and coliseums that are owned by the municipality or other governmental entity or that are managed in part by the municipality, hotels owned by the municipality or a nonprofit municipally sponsored local government corporation created under Chapter 431, Transportation Code, within 1,000 feet of a convention center owned by the municipality, or a historic hotel owned by the municipality or a nonprofit municipally sponsored local government corporation created under Chapter 431, Transportation Code, within one mile of a convention center owned by the municipality. The term includes parking areas or facilities that are for the parking or storage of conveyances and that are located at or in the vicinity of other convention center facilities. The term also includes a hotel owned by or located on land that is owned by an eligible central municipality or by a nonprofit corporation acting on behalf of an eligible central municipality and that is located within 1,000 feet of a convention center facility owned by the municipality.
- (4) "Hotel" has the meaning assigned by Section 156.001.
- (5) "Tourism" means the guidance or management of tourists.
- (6) "Tourist" means an individual who travels from the individual's residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture.
- (8) "Visitor information center" or "tourism information center" means a building or a portion of a building used to distribute or disseminate information to tourists.
- (9) "Revenue" includes any interest derived from the revenue.
- (10) "Revenue" includes any interest derived from the revenue.

SUBCHAPTER B. USE AND ALLOCATION OF REVENUE

Sec. 351.101. USE OF TAX REVENUE.

- (a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:
- (1) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
 - (2) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
 - (3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
 - (4) the encouragement, promotion, improvement, and application of the arts, including 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, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;
 - (5) historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
 - (6) for a municipality located in a county with a population of one million or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
 - (7) subject to Section 351.1076, the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields, including facilities or fields for baseball, softball, soccer, and flag football, if:
 - (A) the municipality owns the facilities or fields;
 - (B) the municipality (vii) has a population of at least 25,000 but not more than 26,000 and is located in a county that has a population of 90,000 or less; and
 - (C) the sports facilities and fields have been used, in the preceding calendar year, a combined total of more than 10 times for district, state, regional, or national sports tournaments
 - (9) signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality.