



**CITY OF DRIPPING SPRINGS**

P.O. Box 384 511 Mercer Street Dripping Springs, Texas 78620 (512) 858-4725

**FOR IMMEDIATE RELEASE**

***Grant Applications for Hotel Occupancy Tax Funds are due August 31<sup>st</sup>***

Date: July 21, 2011

**Editors Note:** If you have any questions regarding this press release, please call City Administrator Michelle Fischer or Deputy City Administrator Ginger Faught at 512-858-4725.

DRIPPING SPRINGS, TEXAS – The August 31<sup>st</sup> application deadline for approximately \$16,000.00 worth of tourism related grants is fast approaching.

The City of Dripping Springs will consider applications for financial support to local organizations and businesses that directly enhance or promote tourism and the convention and hotel industry in the City or its extraterritorial jurisdiction. The funding for the program comes from a seven percent Hotel Occupancy Tax (HOT) that is collected from anyone who stays in an area hotel, motel or bed and breakfast inn.

To be eligible for the competitively allocated funds, projects must clearly demonstrate that monies will be utilized to directly enhance and promote tourism and the convention and hotel industry. Projects must increase overnight stays in the area and meet one of six statutorily provided categories for expenditure. These categories are: 1) convention and visitor centers; 2) convention registration; 3) advertising the city; 4) promotion of the arts; 5) historical restoration and preservation; and 6) sporting events.

Awards are based upon tourism impact for the region and the amount of funds that are available during the grant period. In addition, guidelines require that applicants applying for the HOT funds to advertise an event, must target visitors outside a 100-mile radius of Dripping Springs.

The HOT grant guidelines and application are available at City Hall, 511 Mercer Street, or on the website at <http://www.cityofdrippingsprings.com>. Applications must be submitted to the City of Dripping Springs by August 31<sup>st</sup>. Late or incomplete applications will not be considered for the review process.

The City's Hotel Occupancy Tax Committee will evaluate the grant applications and recommend to the City Council how the funds should be spent. Organizations may be notified to provide a presentation on their funding request to the committee. The committee is expected to make its project recommendations to the City Council Members at the September 13<sup>th</sup> Council Meeting.

Please call 512-858-4725 if you have any questions regarding a possible project or the competitive grant allocation process.