



February 28, 2018

MEMO

TO: Lisa Agnor
City Manager

FROM: Carolyn Howard
Tourism, Promotions, Marshall Main Street

RE: HOT Funding Contracts for 2018

Attached are eight contracts for use of HOT funding for 2018. Todd Fitts has approved each of them.

The contracts are: Michelson Museum of Art
Marshall Regional Arts Council
Harrison County Historical Museum
Josey Ranch
Caddo Kennel Club
Marshall Depot
Canson and Canson – Birthplace of Boogie Woogie
Elks BPOE #683

Thank you.

The City of Marshall
Convention & Visitors Bureau and Main Street Program
301 N. Washington Marshall, TX 75670
Telephone: 903-702-7777
www.marshalltexas.net



City of Marshall Hotel Occupancy Tax Agreement
January 1, 2018 – December 31, 2018

This sets forth the agreement (“Agreement”) between the City of Marshall (“City”) and THE CADDO KENNEL CLUB (Organization”) relating to the use of Hotel Occupancy Tax Funds.

1. Use of Funds

The Organization agrees to use the Funds for the Event/Project described in the Hotel Occupancy Tax Funding Application. The Application from The Caddo Kennel Club is on file at the offices of Tourism/Promotions/Convention and Visitors Bureau incorporated herein by reference. The Organization agrees that any Hotel Occupancy Tax funds received can only be used to directly promote tourism and the convention and hotel industry. Specifically, the use of Hotel Occupancy Tax funds is limited to:

- (1) the establishment, improvement, or maintenance of a convention center or visitor information center
- (2) the facilitation of convention registration
- (3) advertising, solicitations and promotions that attract tourists and convention delegates to Marshall
- (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)
- (5) the enhancement of historical restoration and preservation projects
- (6) funding costs in certain counties to hold sporting events that substantially increase hotel activity
- (7) funding transportation systems for tourists

2. General Terms

- (a) Location: The Organization agrees the Event must be located within Harrison County, or in sufficiently close proximity as to reasonably attract tourists to the City of Marshall.
- (b) The City has granted the Organization in-kind use of the Marshall City Arena for the event described in their application. This in-kind contribution represents \$600.00. This in-kind contribution will be fulfilled during the period of January 1, 2018 to

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- (c) December 31, 2018. The City shall also pay the Organization .32 percent of the seven cent Hotel/Motel Occupancy Tax, not to exceed \$400 as provided in the 2018 Annual Budget for the City of Marshall pursuant to said statute during the period from January 1, 2018 to December 31, 2018. This funding will be awarded when the Organization submits receipts totaling \$400 to the Tourism and Promotion/Convention and Visitors Bureau (CVB) office within thirty days after the completion of the event.
- (d) This one time report from the Organization shall be submitted to the Tourism and Promotion/Convention and Visitors Bureau (CVB) office within thirty days after the completion of the event.
- (e) Promotional Materials and Sponsorship: The Organization agrees that any promotional material must contain the City of Marshall Convention & Visitors Bureau logo, which can be supplied by the CVB upon request. The Organization also agrees the CVB must be listed as a sponsor/partner of the event or project. The Organization agrees to provide a copy of all advertisements for the Event/Project. These copies should be sent to the CVB office at 301 N. Washington, Marshall, TX 75670.
- (f) Audit: The Organization agrees the City of Marshall has the right to audit the books or financial records of Organization if it receives Hotel Occupancy Tax revenues.
- (g) Notification requirements: The Organization agrees to notify overnight lodging establishments in writing of the upcoming Events and provide the CVB with proof of that notification.

3. Reporting and Reimbursement

The Organization is responsible for completing a one-time report that includes information about the Event, the Project, or the status of the Organization's programming and will include information about the use of Hotel Occupancy Tax revenues. This one-time report is due within 30 days of the completed event. This report shall be submitted to the offices of Tourism and Promotion/Convention and Visitors Bureau at 301 N. Washington, Marshall, TX 75670.

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A template of this report is attached and can also be found in the offices of Tourism and Promotion/Convention and Visitors Bureau office at 301 N. Washington, Marshall, TX 75670.

The Organization must provide receipts for review to affirm that the expenses comply with Chapter 351 of the Tax Code and the City of Marshall Hotel Occupancy Fund Policy.

These reports and receipts can be reviewed by the City of Marshall and the Marshall Convention and Visitors Bureau to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to the City of Marshall. If the Convention and Visitors Bureau determines the Organization's event/project did not meet the criteria set out in this Agreement, the Convention and Visitors Bureau reserves the right to deny payment of any funds to the Organization.

4. Termination

Either party may terminate this Agreement with or without cause, by giving ten (10) days prior written notice of such termination.

5. Remedies

For any violation of this agreement, the City may require the Organization to return all or part of any money provided under this agreement. In addition, the City reserves any and all remedies available at law, in equity, or under this contract for breach of this agreement.

6. Venue

The venue for any dispute arising out of this Agreement shall be in Harrison County, Texas.

IN WITNESS WHEREOF, the parties have caused the Agreement to be executed by their respective and appropriate officials on this the ____ day of _____, 2018, to be effective on this date for the term herein provided.

CITY OF MARSHALL, TEXAS

By: _____

City Manager

Date: _____

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Organization

CADDO KENNEL CLUB

By: _____

Title: _____

Date: _____

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2018 HOT Funding REPORT

Please use this form to complete any monthly, quarterly or one-time report for HOT FUNDING disbursement. Return this report to howard.carolyn@marshalltexas.net

One-time report: due within 30 days of completed event

Monthly report: due the last day of the month

Quarterly report: due the last day of the quarter

Date: _____

Name of Organization: _____

Your Name: _____

Your Phone Number: _____

Your Email: _____

Is this a one-time report, a quarterly report or a monthly report? _____

What quarter or what month: _____

Take as much space as you need.

1. What did your organization/event/museum accomplish during this quarter, month or one-time reporting period?

2. What were HOT funds used for?

3. How many visitors came to your organization/event/museum during this time period?

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4. Were Hotel/Motel or Bed & Breakfast rooms utilized?
How many? Where?

5. What kind of advertising did you utilize? Where was the advertising placed?

6. What was your most successful form of advertising?

7. Did you raise any money during this time period?
What was the net gain in money raised?

8. How many volunteers did you utilize this reporting period?

Please bring your marketing materials to our office and we will post!

Thank you for your hard work and effort.

Question? Call Carolyn Howard at 903-702-7777 or 903-578-0014.

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