



## Hotel Occupancy Tax Use Guideline and Funding Application

Texas Tax Code Chapter 351 allows the City of Marshall to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1. Convention Centers and Visitor Information Centers:** 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. Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3. Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4. Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** 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 presentation, performance, execution, and exhibition of these major art forms;
- 5. Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** 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. Sporting Event Expenses that Substantially Increase Economic Activity at hotels:** 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. Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8. Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

**City Policy:** The City of Marshall accepts applications from eligible organizations whose event/project expenditures fit into one or more of the hotel occupancy tax expenditure categories listed above. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Marshall's hotel and lodging industry. The application must be completed in its entirety in order for the request to be considered for funding. The Hotel Occupancy Tax (HOT) Funds Grant is reimbursement only. Based on the application, the Visit Marshall Advisory Board will review and make recommendations to the City Council. Board members are appointed by the City Council, with ex officio participation by a member of the City Council, and a City staff liaison from the department of Economic Development and Strategic initiatives.

The Marshall City Council will make the final decision on your request based on the documentation submitted at the time the applications are due and will consider the board's recommendations.

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc.) intended for its planned expenses. All funded services or advertisements must be delivered and invoiced within the calendar year, starting no earlier than January 1 and ending no later than December 31.

Eligible organizations must apply **PER** event, **PER** program, or **PER** project--not as an organization as a whole.

Any promotional material (brochures, websites, social media, advertisements) must include links to the Visit Marshall website or Visit Marshall social media accounts must be listed on event websites and other materials provided to registrants, vendors, and/or attendees.

**Facebook:**

@VisitMarshallTX

**Instagram:**

@visitmarshall

**Twitter:**

VisitMarshallTX

**Website:** <https://visitmarshalltexas.com/>

Contact information of Marshall bed & breakfasts and hotels must be included on all information provided to registrants, vendors, and event attendees as well as on the organization applicant's website. A list of Marshall lodging is included at the end of the application. Any organization awarded funds must provide proof with their post-event/project report that hotels were included on the items listed above in order to receive reimbursement funds for their event. Only advertising that is outside of a 50 mile radius of the Marshall city limits will be reimbursed through this grant. The City of Marshall shall be recognized as an event/project/program sponsor and receives benefits at the sponsorship level consistent with the grant amount awarded.

**Reporting:** Awardees must submit a final report following each event and include a budget summary of revenue and expenses. Awardees **MUST** keep track of overnight stays that are booked in Marshall Hotels, bed breakfasts and/ or short-term rentals as a direct result of their event and report number of stays on the post event/project report. All requests for tracking should be made by the applicant to individual hotels and bed and breakfast. Applicants who do not track and provide evidence of overnight stays will not be eligible for reimbursement funds. Historical Preservation Projects and Cultural Arts Programs may be exempt from this on a case by case basis Post-event/project surveys can be used to collect data regarding attendees' hotel accommodations. Completed surveys may be submitted in lieu of hotel data reported by individual hotels. However, applicants are encouraged to provide ample information to substantiate the event resulted in overnight stays in Marshall and the promotion of tourism. A sample survey is available upon request.

**Reimbursements:** HOT fund awards distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to December 1, with exceptions depending on the event/project date(s). Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

**Priority for Hotel Tax Funds:** Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Marshall. If an event will not generate any meaningful overnight business for Marshall's hotels, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **Historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **Historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

**Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:**

Program Quality	30%	Does the applicant's organization have a thorough strategic marketing plan for the event or project?
Expected Attendance & Overnight Stays	30%	How many people are expected to attend and how many of those in attendance will be staying overnight in Marshall, TX?
Promotion of Tourism	30%	Does the marketing plan for the event or project focus on an audience outside a 50 mile radius of Marshall, TX?
Event or Project History	10%	Special event or project funding may be limited to a three (3) year cap. After three (3) years of a successful event or project the applicant must show an increase in hotel stays year-to-year. If the applicant's event or project does not increase in hotel stays it may be considered a community event and become ineligible for funding.

**A sample rubric is attached.**

**Supplemental Information Required with Application:** Along with the application, please submit the following:

- Total event budget including HOT funds (see sample budget)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

**Earliest Date That Applications May Be Submitted:** February 2

**Submit Complete Application to:** City of Marshall  
Tourism and Main Street Administrator  
110 S. Bolivar, Suite 102  
Marshall, TX 75670

**Submit Complete Application by:** 5 pm, February 26, 2026



## Hotel Occupancy Tax Grant Application

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity: \_\_\_\_\_

Is your organization: Non-Profit: \_\_\_\_\_ Private/For Profit: \_\_\_\_\_

Tax ID#: \_\_\_\_\_ Entity's Creation Date: \_\_\_\_\_

Name of Event or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

How will the funds be used: \_\_\_\_\_

\_\_\_\_\_

Brief Description of Funded Activity/Facility: \_\_\_\_\_

\_\_\_\_\_

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Percentage of Hotel Tax Support of Related Costs:

\_\_\_\_\_ Percentage of Total Event Costs covered by Hotel Occupancy Tax

The following categories will be funded through this process. Check which categories apply to your funding request and the amount requested under each category:

- Civic Center Rental:** use of civic center facility; \$\_\_\_\_\_
- Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%; \$\_\_\_\_\_
- Promotion of the Arts:** 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 picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$\_\_\_\_\_
- Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$\_\_\_\_\_
- Sporting Event Expenses:** 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: \$\_\_\_\_\_

How many individuals are expected to participate? \_\_\_\_\_

How many of the participants are expected to be from another city or county? \_\_\_\_\_

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? \_\_\_\_\_

City of Marshall Facility? \_\_\_\_\_

- Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$\_\_\_\_\_

**Questions for All Funding Requests:**

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event or Project will use Marshall hotels, motels, bed & breakfasts, or short term rentals? \_\_\_\_\_

How many nights will they stay? \_\_\_\_\_

Has/will a room block be established for the event/project?      yes      no

If yes, please note the following:

Hotel \_\_\_\_\_

Number of Rooms Blocked \_\_\_\_\_ Number of Nights \_\_\_\_\_ Room Rate \_\_\_\_\_

How will you measure the impact of your event on area hotel activity? \_\_\_\_\_

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: \_\_\_\_\_

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid in Advertising \$\_\_\_\_\_
- Newspaper \$\_\_\_\_\_
- Radio \$\_\_\_\_\_
- TV \$\_\_\_\_\_
- Press Release Media \$\_\_\_\_\_
- Direct Mailing to out of town Recipients \$\_\_\_\_\_

Digital or Social Media \$ \_\_\_\_\_

Other: \_\_\_\_\_ \$ \_\_\_\_\_

What cities/regions/demographics do you reach with your advertising and promotions?

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What estimated number of individuals will your proposed marketing reach who are located in another city or county? \_\_\_\_\_

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**REQUIRED ATTACHMENTS (*applications cannot be considered without all of the following!*)**

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*
- Copy of 501(c) letter from Internal Revenue Service - *if applicable*
- W-9 form for organization to be reimbursed

**Post Event Checklist:**

\*\*This grant is a reimbursement. Funds are dispersed once the following are submitted and reviewed.\*\*

- Submit a completed post-event/project report to Visit Marshall staff no later than 30 days following the event. Report should mirror the budget presented in the original application.
- Provide report detailing hotel stays of event attendees with proof of how this number was calculated.
- Submit a count of visitors to historical site or number of participants in cultural arts program/event and, if applicable, hotel room nights.
- Provide proof of payment for eligible, reimbursable expenses to include a statement showing a zero balance, receipts, copy of cancelled checks, etc.



## CERTIFICATION

This certifies that I have read the City of Marshall's Local Hotel Occupancy Tax (HOT) Use Guidelines and fully understand the Local HOT Funding Application Process, rules governing the application, and the process. I understand that any funding awarded for the proposed event/project must be used to forward the efforts of the City of Marshall in directly enhancing and promoting tourism and the convention and hotel industry by attracting visitors from outside the City of Marshall or its vicinity.

I understand that if the organization/business is awarded the HOT Funds Grant by the City of Marshall, any deviation from the approved project or from the rules and guidelines governing the application may result in the partial or total withdrawal of funding.

I certify that I have authority to request HOT funding on behalf of the applicant organization or business and that all of the information provided on this application is complete and accurate.

Business/Organization Name: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_

Applicant's Printed Name: \_\_\_\_\_

Date \_\_\_\_\_

## **MARSHALL LODGIN**

**America's Best Value Inn**

100 Interstate 20 West  
(903) 927-1718

**Arya Inn**

300 Interstate 20 East Frontage Rd  
(903) 934-3104

**Clarion Pointe Marshall & East End Conference Center**  
5301 E End Blvd.  
(903)927-0009

**Best Western Executive Inn**  
5201 East End Blvd South  
(903) 935-0707

**Budget Inn**  
502 East End Blvd South  
(903) 935-7984

**Burnett Motel**  
205 East Pinecrest Drive  
(903) 938-6648

**Comfort Suites**  
5204 East End Blvd South  
(903) 927-1139

**Days Inn & Suites**  
5555 East End Blvd South  
(903) 935-1941

**Econo Lodge**  
5904 East End Blvd  
(903) 935-1135

**Fairfield Inn & Suites**  
105 Interstate 20 West  
903-927-7666

**Hampton Inn**  
5100 East End Blvd South  
(903) 927-0097

**Holiday Inn Express & Suites**

500 Interstate 20 East Frontage Rd  
(903) 934-9700

**La Quinta Inn & Suites**

6015 East End Blvd  
(903) 934-3080

**Motel 6**  
6002 East End Blvd South  
(903) 935-1184

**Quality Inn**  
4911 East End Blvd South  
(903) 935-7923

**Relax Inn**  
400 East Pinecrest Drive  
**(903) 935-9344**

**Rodeway Inn**  
5301 East End Blvd South  
(903) 927-0009

**Texas Inn**  
1100 East End Blvd South  
(903) 938-4333

**Travel Inn**  
302 East Pinecrest Drive  
(903) 935-7862

**Wisteria Garden B&B**  
215 East Rusk Street  
(903) 240-8390

Criteria	5 Points	4 Points	3 Points	2 Points	1 Point
<b>Program Quality (30%)</b>	Comprehensive, well-researched marketing plan with clear objectives and measurable outcomes.	Strong plan with minor gaps or missing measurable outcomes.	Generally strong, but some vague or undeveloped areas.	Underdeveloped or lacks clarity in key areas.	Incomplete or lacks clear goals, actions, and measurable outcomes.
<b>Expected Attendance &amp; Overnight Stays (30%)</b>	High attendance expected, significant portion staying overnight in Marshall.	Moderate attendance expected, some overnight stays.	Reasonable attendance, but weak overnight stay projection.	Low attendance, minimal overnight stays.	Low attendance and minimal/no overnight stays.
<b>Promotion of Tourism (30%)</b>	Clear focus on attracting visitors from outside a 50-mile radius, with targeted strategies.	Mostly targets a broader area, could benefit from more focus on tourism outreach.	Some external audience targeted, attendees with but weak strategies for out-of-area visitors.	Primarily targets local tourism outside the area.	Focuses solely on a local audience within a 50-mile radius.
<b>Event or Project History (10%)</b>	Strong track record, consistent year-over-year growth in hotel stays.	Successful, modest increase in hotel stays year-over-year.	Held for several years, but little to no growth in hotel stays.	Held for multiple years with flat or minimal growth in hotel stays.	No growth in hotel stays; may be considered a community event.

Total Points: 20