

HUNTSVILLE ARTS COMMISSION

HOTEL OCCUPANCY TAX (HOT) FUND GRANT GUIDELINES

Funding for Arts Grants

Hotel Occupancy Tax (HOT) Funds are available for projects that promote or enhance the arts in Huntsville through the Huntsville Arts Commission (HAC). Funds may be requested to initiate cultural activities, to supplement existing arts programming, or to provide enrichment or education.

Use of Funds

The City of Huntsville accepts applications from groups, organizations, and businesses whose program fits into one or more of the statutory categories for the expenditure of HOT revenues as described in Chapter 351 of the Tax Code and directly enhances and promotes tourism and the convention and hotel industry. Use is limited to the following:

1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center
2. Administrative costs for facilitating convention registration
3. Advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity
4. Expenditures that promote the arts. *Please note that it is not enough that a facility or event promotes the arts; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.*
5. Funding historical restoration or preservation programs
6. Certain sporting event related expenses
7. Signage directing tourists to attractions frequently visited by hotel guests.
8. Transportation systems for tourists

Application Requirements

Applicants must provide the following documents for their application to be considered:

- a. HOT Fund Reimbursement Grant Application
- b. HOT Fund Reimbursement Grant Agreement Form
- c. Event or Project Marketing Plan – should include target audience, list of media to be used, timeline and proposed event budget.
- d. **Applicants are required to present their applications to the Huntsville Arts Commission at the specifically designated meeting. Presentations will be limited to 5 minutes.**

Evaluation Criteria

The HAC will use the following categories to evaluate all eligible applications:

Artistic Quality: This includes the significance of the project/program/event; how it contributes to the artistic development of the respective art form; and how the project meets or advances the goals of the organization.

Tourism Impact: How does the project/program/event contribute to tourism in Huntsville? How many people are expected to attend? Of those, how many attendees/vendors/performers will be staying overnight in a Huntsville hotel/motel? Does the marketing plan focus on audiences outside a 50-mile radius of Walker County?

Demand for Project: Considerations may include community involvement and support for the project; the method used to determine that the project is needed; and demonstrated financial need as exhibited in the proposed budget. Will the implementation of this project have a positive educational impact on the community and visitors?

Accomplishment of Project: This may be demonstrated by providing evidence of a planning process, qualifications of the artistic and/or administrative personnel, feasibility of the budget, publicity efforts, evidence of fiscal responsibility, and previous successful efforts.

Award of Funding

Upon evaluation of all applications, the HAC will award funding based upon the budget provided by City Council. The total funds available at any given time may restrict the City's ability to fully fund a reimbursement grant.

Reimbursement Process

All applicants that are awarded funding from the HOT Fund Reimbursement Grant must submit a Post Event Form and supporting documents and receipts before receiving reimbursement. Failure to submit a Post Event Form and supporting receipts will result in the ineligibility for reimbursement and future funding from HOT Fund Grants.

The City of Huntsville reserves the right to decide the following:

1. How funding will be dispersed.
2. If partial or full awarded funding should be reimbursed based upon review of the post event form.
3. Deny the award of the HOT Fund Reimbursement Grant if the event or project is canceled.