



The City of Jasper, Texas offers funding to qualifying events that meet the criteria of the Hotel Occupancy Tax Use and Allocation of Revenue guidelines under Chapter 351 of the Texas Tax Code. A completed application and required documentation must be mailed to:

CITY OF JASPER  
P O BOX 610  
JASPER, TX 75951

or emailed to the City Secretary at [ljarrrell@jaspertx.org](mailto:ljarrrell@jaspertx.org).

Applications are due **JULY 1, 2026**.

To qualify for funding under the Hotel Occupancy Tax program, you **MUST** meet **BOTH** Step #1 and Step #2 requirements per Texas State Laws:

**STEP #1.** According to Chapter 351 of the Texas Tax Code, every expenditure paid for by Local Hotel Occupancy Tax Revenue must first directly enhance and promote tourism and the convention and hotel industry.

Will the use of these funds you are requesting directly enhance and promote tourism AND the convention and hotel industry? \_\_\_\_\_ Yes \_\_\_\_\_ No

**If you answered “Yes” to Step #1, then proceed to Step #2. If you answered “No” then STOP. Your event does not qualify for funding under the Hotel Occupancy Tax Program.**

**STEP #2.** If your event meets the requirement under STEP #1, it **MUST** also meet one of the nine statutorily provided categories for expenditure of local hotel occupancy tax revenues. Please place a check beside the category you will be using Local Hotel Occupancy Tax Revenue you receive from the City of Jasper for.

- \_\_\_\_\_ 1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center. To qualify as a Visitor Information Center or Tourism Information Center, it means a building or a portion of a building located in Jasper that is PRIMARILY used to distribute or disseminate information to tourists.
- \_\_\_\_\_ 2. Paying the administrative costs for facilitating convention registration.
- \_\_\_\_\_ 3. Paying for advertising, solicitations, and promotions that attract tourists and Convention delegates to Jasper, TX or its vicinity.

- \_\_\_\_\_ 4. Expenditures that promote the arts.
- \_\_\_\_\_ 5. Funding historical restoration or preservation programs.
- \_\_\_\_\_ 6. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million. The statutory authorization also requires that a majority of the participants in the sporting event be tourists to the area.
- 7. Not Applicable.....Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities. The City of Jasper, which provides the funding collected from the Local Hotel Occupancy Tax, does not qualify under the provision of "certain municipalities".
- \_\_\_\_\_ 8. Funding transportation of tourists from hotels to attractions.
- \_\_\_\_\_ 9. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

INSTRUCTIONS

1. Please type or print.
2. Answer each question within the space provided, if you require additional space answer questions on a separate sheet of paper and attach to completed application.
3. Complete the application in its entirety and include all required attachments.

## Hotel Occupancy Tax Grant Application

### ORGANIZATION INFORMATION

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

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

\_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Secondary Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Organization Website: \_\_\_\_\_

Organization Facebook Page: \_\_\_\_\_

Other Social Media: \_\_\_\_\_

### EVENT / PROJECT INFORMATION

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

Event Date(s): \_\_\_\_\_

Event Location: \_\_\_\_\_

Cost of Admission (if any): \_\_\_\_\_ Event Website: \_\_\_\_\_

Event Info Phone Number: \_\_\_\_\_ Event Social Media: \_\_\_\_\_

How many years have you held this event/project in Jasper? \_\_\_\_\_ Expected Attendance: \_\_\_\_\_

How many attendees will use Jasper, Texasw hotels, motels or bed and breakfasts? \_\_\_\_\_

How do you plan on measuring overnight stays? \_\_\_\_\_

\_\_\_\_\_

How many room nights will your event produce? \_\_\_\_\_  
*Room nights may be more than anticipated attendees staying in hotels. For example, one visitor may stay in a hotel for two nights, which equals two room nights.*

Briefly describe the event(s) or program(s). What is the event(s) or program(s) primary purpose? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Explain how this event will be promoted: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this event or program promote tourism in Jasper, Texas and contribute to hotel occupancy?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FUNDING REQUEST**

TOTAL AMOUNT REQUESTED: \$
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Event Total Budget: \$ \_\_\_\_\_

Has this Event received funding from the City of Jasper Hotel Occupancy Tax fund in the past? \_\_\_\_\_  
If so, when and how much?: \_\_\_\_\_

Are you a non-profit organization under IRS 501(c)(3) or 501(c)(6) codes? \_\_\_\_\_ Year Incorporated: \_\_\_\_\_

How will these funds be used? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the primary purpose of funding this event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you intend to pursue other grants/sponsorship agreements to support this event/project? \_\_\_\_\_  
If yes, please list along with the amount(s) being requested: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Required Attached Documents Checklist**

- Itemized budget of expenditures to be used from awarded HOT grant funds for this year's event.
- Advertising/Marketing Plan, including target audience. Advertising Material required to include City of Jasper as a sponsor with link to City's Visitors Website Page: <https://www.jaspertx.org/page/visitors>.  
This will help promote our hotel industry.
- W9 for your organization.
- Event/Project Marketing Timeline.

**We agree to use all funding from the City of Jasper Hotel Occupancy Tax Fund only as specifically stated in this application or if the funds are used incorrectly the City of Jasper reserves the right to deny grant funds disbursement.**

\_\_\_\_\_  
*Signature and Title* *Date*

\_\_\_\_\_  
*Printed Name*

**SECTION RESERVED FOR RECOMMENDATION AND APPROVAL**

HOTEL OCCUPANCY TAX COMMITTEE RECOMMENDATION

Recommended Amount: \$ \_\_\_\_\_

Person(s) Interviewed: \_\_\_\_\_

Conditions of Grant: \_\_\_\_\_

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