

**Updated: 12/19/2017**

**City of Weatherford  
Hotel/Motel Tax Advisory Committee  
Application Guidelines**

**Mission Statement: Appropriate funds for the purposes of encouraging, promoting and fostering tourism within the City of Weatherford.**

**About the source:** The Hotel/Motel Tax is 4% in addition to Weatherford's regular city, county and state sales taxes and is collected by hotels or lodging facilities on the room rate only. Tourists, business people and convention visitors to our community solely generate this tax. This is a dedicated tax defined by City Ordinance.

**Who Can Apply:** The city of Weatherford Hotel/Motel Tax can help meetings/events that apply for assistance and meet the established criteria. The Hotel/Motel Tax Advisory Committee reviews all applications. Issuance of grants requires board action. Generally, those entities seeking a grant must demonstrate their event or project will result in overnight stays within the Weatherford tax collection area.

Monetary support is granted to meetings/events expected to generate lodging room nights and many day visitors to Weatherford, in exchange for recognition through advertising before, during and after the meeting/event. Meeting/Event planners desiring support must complete applications and provide support documentation by the 10<sup>th</sup> of the month for review by the Advisory Committee. The Hotel/Motel Tax Advisory Committee will review applications and a recommendation will be made to the City of Weatherford City Council Board for official action.

**Grant Application Criteria:** Assistance through the grant process is available to support the promotion of a planned meeting/event or project occurring in Weatherford or in the beginning stages of a new meeting/event. Normally this is to be considered "seed money" for new meetings/events in Weatherford to assist in their development. This grant is not a source of permanent funding. It is expected that meetings/events that become regular or annual events will develop a sponsorship base and grow to no longer need this assistance.

There are four exceptions:

Based on the previous 5 year, 12 month average (beginning January 1, of each year) the allocation for the following will be:

1. SWOSU Pioneer Cellular Event Center Director/Tourism Director – 15%
2. Heartland Museum for Tourism/Promotion – 10%
3. Thomas P. Stafford Museum for Tourism/Promotion – 10%
4. Weatherford Chamber of Commerce for Tourism/Promotion – 15%

Start-up money for events may be funded for up to 4 years and then may decrease to 75% for year 5, 50% for year 6 and 25% for year 7.

A cap is placed on capital improvement assistance of \$2,000. The committee may assist up to that amount.

Events/projects must be held on public property by qualified non-profit groups and/or entities. Grants issued for advertising must be for promotion of a meeting/event to markets outside of the Weatherford area and should be provided with a copy of each promotion.

All meetings/events receiving grants are required to include the logo of the City of Weatherford and carry a recognition line, "Funded in part by Weatherford Hotel/Motel Tax 580-774-4501", in printed and electronic media within pre-, during and post event coverage.

The monetary assistance of grants may be in the form of reimbursement. After the meeting/event or project has been completed, it is required that the organizations submit proper documentation of the event's tourism production and community impact. (Forms are supplied to you with your grant application for this purpose). The Hotel/Motel Tax Advisory Committee will review this information to ensure compliance. All grant applications are subject to Hotel/Motel Tax Advisory Committee vote as an action item on the monthly agenda. This action is required in compliance with the Oklahoma Open Meeting Act.

Should a grant be submitted to meeting/event coordinator prior to an event, and the event is cancelled, the organization agrees to repay all funds received within 30 days of the scheduled events, with repayment to be made no later than 30 days from the date of cancellation.

**How to Apply:** On the 10<sup>th</sup> of the month prior to a planned meeting or event, a fully completed application, together with supporting documentation, must be submitted to Hotel/Motel Tax Advisory Committee. A minimum of 60 days prior to your event is suggested to ensure applicants time to find alternate sources of funding, if needed. If post meeting/event reports are not returned within 60 days, event will not be considered for future funding assistance. Further, the organization may be asked to repay the funded amount in full.

The Request for Meeting/Event Application is a very detailed form requiring documentation of your meeting's/event's funding, marketing, past and present budgets, management and production reports. All applicants will need to supply a comparison to similar meetings, events or projects (including a report of the number of room-nights generated) and a statement outlining the economic impact the meeting/event or project will generate for Weatherford.

The Meeting/Event Recruitment Accountability form and other documentation should be submitted to the Mayor's office no later than 60 days following an event. This detailed report is required and must be submitted for the grant process to be completed. A copy of the Accountability form is issued with the application so organizations can be prepared for the process.

The Hotel/Motel Tax Advisory Committee and the City of Weatherford Council Board reserve the right to deny funding requests that fail to exhibit cooperation among meeting/event organizers, which is vital to maximize the number of overnight stays, and reserves the right to deny funding for any reasonable reason stated by the committee or board.

All forms must be completed in full with appropriate documentation for any request to be successfully processed. Applicants are fully responsible for the completion of all grant applications and accountability forms. Incomplete submissions will not be accepted or reviewed for acceptance. It is the application's responsibility to complete the application requirements and supply the necessary documentation.

**RESERVE AMOUNT:** The committee maintains a reserve of \$75,000.

For more information: Contact Weatherford City Clerk or one of the Hotel/Motel Tax Committee Members.