

IV. Financial Information

Total Annual Operating Budget for Organization:

	Previous Year	Current Year
Revenues	_____	_____
Expenditures	_____	_____

V. Project Description

1. Project Description

Program Name/Title: _____

Begin Date: _____ End Date: _____

Primary Location of Event:

Expected Attendance: _____ Prior event attendance (if applicable): _____

Prior event awarded County HOT Funds? Yes No

Amount: \$ _____

2. Hotel Rooms

Pursuant to the requirements of Chapter 352, Texas Tax Code, expenditures of HOT funds must directly benefit tourism and the hotel and convention industry. For purposes of this application, “tourists” are overnight visitors traveling to El Paso County for pleasure, recreation, education, or culture. **Applicant must attach documentation of all hotel room blocks to the application.**

Did you reserve a hotel room block? Yes No

How many blocks? _____

How many rooms? _____

List area hotels with room blocks (Name, address): _____ _____ _____
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Expected number of attendees purchasing hotel rooms: _____

How will you measure the number of out-of-town attendees purchasing hotel rooms? _____ _____ _____

3. Promotional Efforts

Pursuant to the County HOT Funds policy, only marketing expenses **outside a 50-mile radius** of El Paso County are eligible for HOT Funds reimbursement. **Applicant must attach documentation of advertisements and marketing materials showing geographic area in which materials were distributed.**

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

- Total Paid Advertising:** \$ _____
- Newspaper: \$ _____ Radio: \$ _____ TV: \$ _____
- Press Releases to Media: \$ _____
- Direct Mailing to out-of-town recipients: \$ _____
- Digital or Social Media: \$ _____ Other: \$ _____

Please list all cities/counties outside El Paso County your advertising and promotions will reach:

Estimated number of individuals outside El Paso County paid advertising will reach: _____

4. Funding Request

The following categories may be funded through this grant program, pursuant to Chapters 351 and 352, Texas Tax Code. Please check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category* (Applicant must choose at least one):

(NOTE: HOT Funds may NOT be used for food or alcohol)

- a. **Construction of improvements and repairs to convention or visitor information center.** Constructing, improving, enlarging, equipping, repairing, operating, and maintaining a convention center or visitor information center.
 \$ _____
- b. **Administrative costs for attendee registration.** Costs associated with furnishing of facilities, personnel, and materials for the registration of convention delegates or attendees (e.g.: check-in table, box office, e-registration platform, etc.)
 \$ _____
- c. **Advertising, solicitations, and promotions.** Paid advertising and promotional activities conducted at least 50 miles outside El Paso County to attract tourists and convention delegates or registrants. **NOTE:** Print or visual materials must include the El Paso County logo to be eligible for reimbursement.
 \$ _____

- d. **Encouragement, promotion, improvement, and application of the arts.** Costs directly related to the presentation, performance, execution, and exhibition of 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.

\$ _____

- e. **Historical restoration or preservation programs.** 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.

\$ _____

VI. Checklist of Required Attachments

- Total itemized event or project budget
- Itemized budget of proposed HOT Funds expenditures specified in Section V. 4 (see sample attached).
- Schedule of activities or events relating to program
- Documentation of hotel room block and estimated attendance
- Documentation of paid advertising and promotions, including geographic distribution and County logo (mock-up or purchased ads)
- Copy of independent audit or financial statements for the most recent operating year
- Final HOT Funds Grant report from prior iteration of event or project (if applicable)
- Applicant organization's IRS non-profit tax determination letter (if applicable)
- W-9
- Form 1295 (refer to the Texas Ethics Commission website and follow the instructions provided. Forms must be filed electronically)
- Proof of insurance (if non-profit or private business organization)
or
affidavit of self-insurance (if government entity)

Form continues on next page

VII. Assurances

By signing below, Applicant agrees to the following:

- a. The activities and services for which HOT funds are sought will be administered by or under the supervision of the applying organization.
- b. All funds awarded through this grant program will be used solely for the activities described. Any awarded funds used outside of the activities described shall be returned to the County.
- c. The officials signing the application form and subsequent contract have the authority to legally bind the organization submitting this application.
- d. The Applicant has read, understood, and retained a copy of the El Paso County HOT Funds Policy and shall execute the grant in accordance with the rules and regulations stated therein.
- e. All facts, figures, and representations made in this application, including any attachments, are true and correct. If the Applicant discovers any error in the information contained herein after submission of this application, the Applicant agrees to provide written notice to correct such errors to the County Economic Development Department within 10 business days of discovery. Applicant understands that if the County discovers any inaccurate, misleading, or fraudulent representations made in this application, the County may—at its sole discretion—deny this application or future applications for funding from County grant programs.

Signature: _____ Date: _____

Print Name: _____ Title: _____

Signor must have authority to legally bind entity

SAMPLE ITEMIZED BUDGET

Instructions: Applicant must attach an itemized budget of proposed HOT Funds expenditures specified in Section V.4. of the application. The itemized budget must detail specific proposed expenses by name, description, and anticipated cost. Only those expenses sufficiently identified in the itemized budget will be considered for a grant award. A sample budget can be found below.

[Project Name] HOT Funds Budget		
Expense Name	Description	Cost
Advertising and promotion	(specific activity, location, date)	
Radio	Ex.: Radio ad buys in NM (Deming, Alamogordo, Albuquerque from May 15-30, 2026).	\$2,000
Item 2		
Item 3		
Promotion of the arts as outlined in V4D.	(specific goods/services directly associated with execution of artistic activity)	
Exhibition of Instrumental Music	Ex. Sound system rental for musical performance.	
Item 2		
Item 3		
Historical restoration or preservation	(specific goods/services directly associated with historical restoration/preservation)	
Magoffin Home	Ex. Printing historic site tour brochure	
Item 2		
Item 3		
TOTAL		

