

HOTEL/MOTEL TAX GRANT POLICY

Background

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for Dublin's residents, corporate citizens and visitors. The purpose of the Hotel/Motel Tax is to provide revenue that enhances the City's appeal to visitors and tourists. Home to nearly 20 hotels/motels, Dublin generates funds from a 6% tax on overnight stays. These funds are invested back into the community through designated projects and events that enhance visitor appeal and encourage overnight stays. City Council annually budgets the greater of \$225,000 or 6.5% of the previous year's actual hotel/motel tax revenue to provide funding to community organizations.

Criteria

The City welcomes grant requests from federally recognized, tax-exempt, not-for-profit organizations (i.e. 501(c)(3)). Grants are made in the areas of:

- Beautification of public property
- Improvement of Dublin's historic district
- Projects/events that appeal to Dublin visitors/tourists
- Special events
- Other projects that will enhance Dublin
- Cultural arts

Priority

The City is interested in funding organizations that demonstrate they have planned their projects to meet the community's goals and values. Priority is given to projects that:

- Generate overnight stays in Dublin hotels
- Encourage support of Dublin businesses, restaurants and attractions
- Attract positive coverage in local, regional and national media
- Reach a broad segment of the community
- Request seed money for incentive programs related to the aforementioned criteria
- Seek multiple sources of support rather than rely on the City as a single funding source
- Yield benefits to the community for the resources invested
- Promote cooperation among event organizers to reduce costs
- Enhance or improve the community

Limitations

Because the City cannot fund every worthwhile endeavor, resources are directed to those areas where public support will have the greatest impact. The following are not eligible for funding:

- Individuals or staffing
- Organizations that support political candidates or political philosophies
- Organizations whose primary purpose is to influence, promote or attempt to initiate legislation



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- Organizations in need of funding for travel outside of Dublin
- For-profit ventures
- Budget deficits incurred prior to application
- Endowments
- Race events that require public road closures

Requirements

- Events that have been funded by the grant for three or more total years will be required to match 25% of the grant funds awarded.
- Submission of a 990 form to inform the overall financial sustainability of the organization.
- The organization will enter into a Memorandum of Understanding (MOU) with the City of Dublin. The MOU will outline specific items to be funded by the grant and general grant expectations. No funds will be reimbursed for items not included in the MOU.

Process

The application process opens in the fall of each year. Once the application period ends, City staff will review applications for completeness and eligibility. Applications will be separated into two categories: community benefit events/projects and sports tournaments. The process listed below informs but does not determine, the final grant award amounts recommendation. The Finance Committee will review all applications in the late fall and determine the final funding amount recommendation that will be made to City Council. Funding is not approved until voted on by City Council.

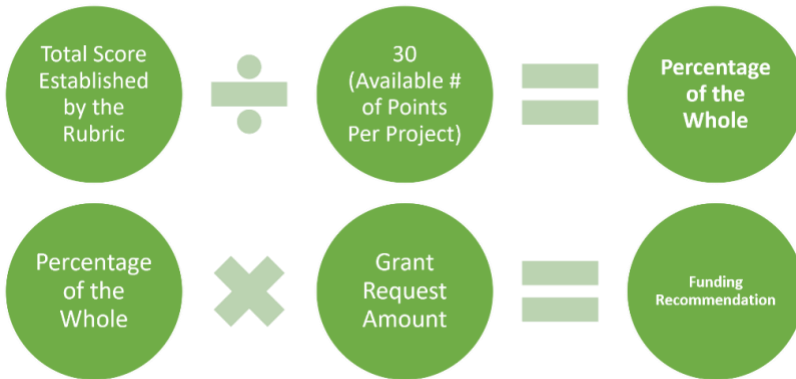
Staff will evaluate community benefit events/projects using the rubric below.

| Points Available | Points Awarded | Criteria | Weight | Total |
|------------------|----------------|--|--------------|-------|
| 3 | | <u>Quality of Life</u> – the event/project enhances resident quality of life through connecting the community by enhancing the physical and mental well-being of the community, and supporting the environment | 4 | |
| 3 | | <u>Social and Cultural Resilience</u> – the event/project reinforces the City's goal of being a safe, resilient and inclusive place by providing gathering space to a significant number of Dublin residents at minimal or no cost to the public | 2 | |
| 3 | | <u>Economic Impact</u> – the event/project will generate positive economic impact through overnight stays at Dublin hotel/motels and patronization of Dublin businesses | 2 | |
| 3 | | <u>Event Financial Sustainability</u> – the event/project demonstrates an ability to leverage other funding sources and at least match the required amount, based on the total number of years the event has occurred in Dublin | 2 | |
| | | | TOTAL | |



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The results of the rubric will inform the below formula.



Sports tournaments are evaluated using the formula below.



Final Report

Award recipients must submit a final report to receive reimbursement no later than 90 days after the event has concluded unless otherwise approved by the City. Reimbursements will not be administered until receipt of a complete final report. Organizations may request an additional 30 days to submit the final report with written approval from the City of Dublin.

