



## City of Midland **HOT Fund Application 2026-2027**

The City of Midland, Texas collects a Hotel Occupancy Tax (HOT) from hotels and motels in the city and is able to offer grants to qualifying applicants utilizing these funds. Chapter 351 of the Texas Tax Code regulates these funds; therefore, their distribution is limited to expenditures by statute and limited for promoting tourism and the convention and hotel industry.

All expenditures must directly enhance and promote tourism and the hotel industry in Midland. In other words, the expenditures must be likely to attract visitors from outside the city or its vicinity who will likely spend the night in a venue located in Midland. If the expenditure is not reasonably likely to accomplish this result, it cannot be funded with Midland HOT revenues. Additionally, expenditures must clearly fit into one or more of the following funding categories:

1. The establishment, improvement, or maintenance of a convention center or visitor information center
2. Paying the administrative cost of facilitating convention registration
3. Paying for advertising, solicitations and promotions that attract tourists and convention delegates to the city of Midland and/or its vicinity
4. Expenditures that enhance the arts
5. Historical restoration or preservation programs
6. Certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under one million
7. Enhancement or upgrading of existing sport facilities or fields
8. 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

Your organization is eligible only if the funds are to be utilized to benefit Midland. High emphasis will be placed on the marketing of your operations and/or events to individuals outside a 50-mile radius from Midland and the hotel rooms generated by such operations/events.

Please ensure that your organization fully completes the Grant Application and submits all required information for consideration by the City of Midland Citizens Development and Hotel/Motel Advisory Board. The application and all supporting documents must be received by March 20<sup>th</sup>, 2026 to the City of Midland, City Secretary's Office at 300 N. Loraine Street, Suite 330 Midland, Texas 79701 or by email to Marcia Bentley-German at [mbentley-german@midlandtexas.gov](mailto:mbentley-german@midlandtexas.gov).

Please note that funding for all events and/or marketing plans is considered on a case-by-case basis. Grant awards will be based on the tourism impact on Midland and the amount of funds available in the grant period.

Thank you for your interest in promoting tourism in the City of Midland, Texas!



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### **GRANT PROGRAM EVENT GUIDELINES:**

The purpose of the City of Midland's Citizens Development and Hotel/Motel Advisory Board is to support, foster and promote events or projects that attract visitors from outside of the City of Midland and its vicinity to use local hotels, restaurants and businesses.

### **PROCEDURES FOR APPLICANTS:**

- Event organizer must submit a Grant Application with required documentation, to the City of Midland, City Secretary's Office at City Hall, 300 N. Loraine Street, Suite, 330 Midland, Texas 79701, or by email at [mbentley-german@midlandtexas.gov](mailto:mbentley-german@midlandtexas.gov) by March 20th, 2026.
- Applicants must target attendees outside the City of Midland and its vicinity .
- Applicants must submit with the Grant Application a detailed line-item budget for the event or expenditure.
- It is suggested that attendance be tracked in order to show how this grant impacted your event and submit information with request for reimbursement.
- It is also suggested that applicants work directly with VisitMidland to set up hotel tracking, especially if there is no formal system in place. Failure to do so may hinder possible grant award.

### **PROCEDURES FOR GRANT RECIPIENTS:**

- All invoices must be submitted to the City of Midland City Secretary's Office for reimbursement, preferably within 90 days from date of event or expenditure. Please do not wait until the end of the grant cycle to begin turning in receipts.
- Provide the following information on company letterhead:
  - Organization Name, address, date, PO number (provided to you in October), amount requested and attach all required receipts/documents
  - Provide copies of invoices and checks only for the expenses being reimbursed
- Funds approved for an event or expenditure must be spent on the purpose stated and approved on the Grant Application.
- Any unspent grant funds will revert back into the City of Midland grant budget.
- ***If needed, please feel free to attach additional sheets to any section of this application.***

Please call 432-685-7430 if you have any questions.



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### SECTION A: GENERAL INFORMATION – Please type or print neatly

Today's Date:	Event Date:
Official Name of Organization/Business:	Date Organization/Business Founded:
Organization Website:	
<input type="checkbox"/> Private Entity <input type="checkbox"/> Non-Profit Entity <input type="checkbox"/> Public Entity	Tax ID Number:
Mailing address (including city/state/zip code):	
Name and Title of Organization President/Executive Director:	Phone(s):
Address:	E-mail:
Name and Official Title of Financial Officer (if applicable):	Phone(s):
Address:	E-mail:
Main Contact Name(s) and Title:	Phone(s):
Address:	E-mail:
Brief description of your organization/business:	
Purpose and/or mission statement of your organization/business:	



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Population served (include age groups, race & ethnicity, income levels etc.):

**SECTION B: DETAILED PROJECT BUDGET (income & expenses) - Please answer all items that apply to your request and attach supporting documentation if necessary.**

Name of event or expenditure:	Total amount requested: \$ _____ <b>*** Attach Line-Item Budget ***</b> <b>(must equal amount requested)</b>  <b>Percent of Total Budget</b>  % _____
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**IMPORTANT! Project/Event Start Date(s) \*\*\*\*\*EVENT MUST FALL BETWEEN OCTOBER 1, 2025 & SEPTEMBER 30, 2026. THERE ARE NO EXCEPTIONS!**

My event falls in the following month. Please check all that apply. Any event(s) that falls outside these months will not be awarded grant funds.

October 2026	April 2027
November 2026	May 2027
December 2026	June 2027
January 2027	July 2027
February 2027	August 2027
March 2027	September 2027

Primary location of event(s) or expenditure:	Date of event(s) or expenditure:
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List ALL communities directly served by this event or expenditure:



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In the space below, provide a clear description of the event or expenditure. Explain how the funds will be used and how this event or expenditure will impact your organization, enhance and promote tourism and the convention and hotel industry in the City of Midland. Attach additional pages if needed.

Have you requested funding for the same project/event from other groups?

- Arts Council of Midland
- Visit Midland Sports and Entertainment
- Other
- None of the above

Funding from other sources: If you are requesting grant/sponsorships from other organizations, please list the organization and the amount requested/received.

**SECTION C: ORGANIZATIONAL BUDGET (income & expenses) - *Please attach supporting documentation.***

**SECTION D: QUALIFYING CRITERIA**

**The Texas Tax Code provides a two-part test for all expenditures of the municipal hotel occupancy tax. The revenue must promote tourism and the convention and hotel industry and must be tied to one or more of the following expenditure categories.**



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**Check all qualifier(s) below that apply to your event or expenditure:**

Funding convention registration and/or the establishment, improvement or maintenance of convention center(s) or visitor information center(s).

Paying for advertising and promotions that will attract tourists and convention delegates to the City of Midland and its vicinity. (*Sample print ads; proposed radio and television scripts; and sample internet ads must be submitted.*)

Funding signage directing the public to sights and attractions that are visited frequently by hotel guests.

Funding programs that encourage, promote or enhance the arts.

Funding historical restoration or preservation programs along with advertising and promotions that will attract tourists and convention delegates to preserved historic sites or museums in the City of Midland and its vicinity.

Funding sporting events in which a majority of the participants are tourists who substantially increase economic activity at hotels within the City of Midland and its vicinity.

Funding the enhancement and upgrading of existing sport facilities or fields.

**SECTION E: If non-profit, please provide a copy of your IRS tax-exempt status letter and IRS Form 990**

**SECTION F: List of staff members, volunteers and positions – please fill in or attach**

NAME	POSITION



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**SECTION G: LIST OF BOARD MEMBERS – please fill in or attach**


**SECTION H: Please attach a letter signed by your board/organizational secretary verifying the application was approved by the board.**

**SECTION I: HOTEL ROOM NIGHTS: Please list how many hotel room nights have been generated for each of the last three years and provide proof of these hotel rooms. Please attach supporting documentation or additional sheets as necessary.**

YEAR	NUMBER OF HOTEL ROOM NIGHTS
October 1, 2022 through September 30, 2023	
October 1, 2023 through September 30, 2024	
October 1, 2024 through September 30, 2025	

**How many hotel room nights do you expect from the event/project? \_\_\_\_\_ If you are expecting more room nights than historically obtained, please explain. Attach additional sheets if necessary.**



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**How does your organization track, or plan to track and report hotel rooms? Please explain.**

**How many people do you expect to attend your event? This includes staff, volunteers, participants and attendees. Feel free to elaborate.**



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**REQUIRED INFORMATION AND/OR ATTACHMENTS**

I acknowledge that the following documents have been attached to the application and marked with the corresponding SECTION letter.

**SECTION A:** General information

**SECTION B:** Detailed project budget (income & expenses)

**SECTION C:** Organizational budget (income & expenses)

**SECTION D:** Qualifying criteria

**SECTION E:** If non-profit, please provide a copy of your IRS tax-exempt status letter and IRS Form 990

**SECTION F:** List of staff members, volunteers and positions

**SECTION G:** List of Board Members

**SECTION H:** A letter signed by the board/organizational secretary verifying the application was approved by the board

**SECTION I:** Proof of hotel room nights for the last three years

I further acknowledge that, in the event that the person responsible for signing the contract changes, I, or someone from my organization, will contact the City Secretary's office with the new name immediately.

\_\_\_\_\_  
Signature of person completing this form.

\_\_\_\_\_  
Date