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*“To provide quality service to the citizens of Alpine”*

**FOR IMMEDIATE RELEASE**

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*New Round of City of Alpine Hotel Occupancy Tax Grants Open for Applicants*

Applications are now available for Hotel Occupancy Tax (HOT) grants from the City of Alpine for the 2021-2022 fiscal year. Visitor events and other projects that draw overnight visits to the City are eligible for funding consideration, according to the requirements of state law.

The grant application and guidelines can be found on the city website (cityofalpine.com) under “How Do I > Apply For > Hotel Occupancy Tax Funding”.

The application deadline is July 9, 2021 for grants during the funding period, which runs from October 1, 2021 through September 30, 2022. Questions about the grants can be directed to admin@visitalpinetx.com.

State law identifies the various ways that Hotel Occupancy Tax funds may be used. The allowed expense categories include Advertising, Promotion of the Arts, Historical Restoration and Preservation, and Sporting Events. All expenditures must also directly encourage overnight stays at Alpine’s hotels (or short term rentals).

The City of Alpine’s Hotel Occupancy Tax Grants Committee will review and make recommendations on the grant applications. The committee is comprised of community members appointed by the City Council, with Alpine’s City Manager and Director of Tourism also serving as non-voting *ex officio* committee members.

The HOT Grants Committee will evaluate the applications based on their impact on overnight stays, business and promotional plans, the capacity to host a successful program or event, innovative new programs, and other criteria listed in the grant guidelines and then make funding recommendations within the projected tax revenues for 2021-2022.

“The City of Alpine has a long tradition of partnering with event organizers and other groups to provide high-quality events and activities for our visitors and residents to enjoy,” said Director of Tourism Chris Ruggia. “We thank all of the folks who bring their visions and ideas forward to help make Alpine a better place to live and visit, and we are also grateful to the grants committee members who have stepped up to help with the difficult decisions of how to best use the limited HOT fund resource to support and encourage the quality events and programs that apply.”

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