



**Wood County Industrial Commission**  
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## **Wood County Industrial Commission announces open call for Hotel/Motel Occupancy Tax Fund Tourism Development Proposals for 2015-2016**

The Wood County Industrial Commission (WCIC) is asking for Hotel/Motel Occupancy Tax ("HOT") fund project proposals to consider for funding allocation for the 2015-2016 fiscal year.

Qualified projects will be competing for a share of the HOT funds to be allocated as recommended by the WCIC and approved by the Wood County Commissioners Court.

Projects must meet the following scoring criteria: directly enhance and promote tourism and the hotel/ motel industry in Wood County; fit into one of the six statutorily provided categories for expenditure of local hotel occupancy tax revenues under the State of Texas Tax Code Chapter 352 and other tax codes as applicable; demonstrate need; and have the potential to attract a maximum number of tourists to Wood County. The expenditure guidelines primer is available on the industrial commission's website ([woodcountytexas.com](http://woodcountytexas.com)) or by request. It provides examples of the types of projects that may be funded, said Kiki Bettis, Executive Director of WCIC. Projects that benefit just one area of Wood County may be given lesser priority; projects that generate more overnight visitors in Wood County may be given greater priority.

"Successful proposals will clearly show how they plan to attract overnight visitors to Wood County, Texas," Bettis said. "For projects that have been around for a while, survey data will be necessary in determining the merits of the project for funding allocation," she added. "New projects should include a good brief marketing plan and/or a schedule of activities or events for bringing overnight visitors to Wood County. This assists us in determining the economic value of results generated and required local and state reporting of the distribution of Wood County HOT funds."

The deadline for submitting applications has been set for May 15, 2015. Funding requests will be presented to the WCIC promotions committee on May 26 to review funding requests and forward recommendations for consideration and budget approval to the WCIC board of directors in the regularly scheduled monthly meeting in June.

For information, contact Kiki Bettis at 903- 768-2402 or by email at [woodcic@peoplescom.net](mailto:woodcic@peoplescom.net).