



Wood County Industrial Commission
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Wood County Industrial Commission opens call for Hotel/Motel Occupancy Tax Fund Tourism Development Proposals for 2018-2019

The Wood County Industrial Commission (WCIC) is accepting Hotel/Motel Occupancy Tax ("HOT") fund project proposals for the upcoming 2018-2019 fiscal year.

Projects must meet the following 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; demonstrate need; and have the potential to attract a maximum number of tourists to Wood County.

Guidelines and Funding Request Forms are available through the WCIC office. The forms provide examples of the types of projects that may be funded and can be obtained on the WCIC website at woodcountytexas.com and/or contacting the WCIC office at 903-768-2402 or by email at woodcic@peoplescom.net or kbettis@mywoodcounty.com.

"Projects to be considered for funding support must generate overnight visitors to the county," said Kiki Bettis, Executive Director of WCIC. "Successful proposals will clearly show how they plan to attract overnight visitors to Wood County, Texas.

For projects that have been around for a while, Bettis said "survey data will be necessary in determining the merits of the project for funding support. New projects should include a good brief business plan and marketing strategy 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."

According to Bettis, the resources in past years have supported more robust local project budget however projected revenues indicate that these types of funds are becoming scarce.

"For that reason, the bar for qualifying projects will be high this year," said Bettis. "Projects should support the lodging establishments in the county as that's where these funds are generated from — 'heads in beds'. More 'heads in beds' means additional HOT revenue and the opportunity to fund more projects the following year."

The deadline for submitting applications has been set for 5 p.m. on May 11, 2018. Applications may be mailed to the WCIC office at P.O. Box 578, Quitman, TX 75783 or by email to woodcic@peoplescom.net or kbettis@mywoodcounty.com. Applications may also be delivered to the WCIC office located at the Wood County Airport Terminal located on County Road 2355 between Quitman and Mineola.

The WCIC Promotions Committee will review funding requests and forward recommendations for consideration and budget approval to the Industrial Commission's Board of Directors at the regularly scheduled monthly meeting in June.

For information, contact Kiki Bettis at 903-768-2402 or by email at woodcic@peoplescom.net.