



**CITY OF HONDO**  
**ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS**  
**April 15, 2020 at 4:00 p.m.**  
**CITY HALL COUNCIL CHAMBER**  
**AGENDA**

Notice is hereby given in accordance with order of the Office of the Governor issued March 16, 2020, the City of Hondo Economic Development Corporation of the city of Hondo will conduct a Special Meeting scheduled for 4:00 p.m. on April 15, 2020, located in the City Council Chambers, City Hall at 1600 Avenue M, Hondo, Texas. In compliance with the state and federal health emergency declarations, as amended, there will be no public access to the City Council Chamber Chambers. This restriction is intended to advance the public health goal of limiting in-person contact (also called “social distancing”) and thereby slow the spread of the novel coronavirus (COVID-19).

The meeting will be broadcast in the plaza outside of the City Council Chambers. Persons listening to the broadcast in the plaza will be limited to 10 persons. The public may also access the meeting remotely through telephone or video conference. The audio of the meeting is available by calling toll free: 1-408-650-3123 Access Code: 165-320-141. Access of the meeting is available through video conference from your computer, tablet or smart phone at: <https://www.gotomeet.me/cityofhondotx> Meeting ID No. 165-320-141. **Please use teleconferencing etiquette during the meeting.**

Persons may submit questions or comments for Citizens’/Public Comment by email to: [mcantu@hondo-tx.org](mailto:mcantu@hondo-tx.org). Questions or comments submitted by email must be received by the city at least 1 hour prior to the scheduled start of the meeting in order to be presented to the City Council during the meeting.

The following items will be discussed, to-wit:

1. Call to order.
2. Quorum check.
3. Citizens’/Public Comments - *Visitors and guests may address the City of Hondo Economic Development Corporation on any issue at this time. Public access to the City Council Chambers will not be permitted. Persons may submit questions or comments to be presented to City of Hondo Economic Development Corporation by email to: [mcantu@hondo-tx.org](mailto:mcantu@hondo-tx.org). Questions or comments submitted by email must be received by the city at least 1 hour prior to the scheduled start of the meeting. The City of Hondo Economic Development Corporation may not discuss any presented issue, nor may any action be taken on any issue at this time (Texas Attorney General Opinion JC-0169).*
4. Discuss and consider approving the Small Business COVID-19 Relief Program.
5. Adjourn

I do hereby certify that the above Notice of a Special Meeting of the City of Hondo Economic Development Corporation Board was posted on the bulletin board at City Hall, 1600 Avenue M, Hondo, Texas 78861 in a place convenient and readily accessible to the general public on April 10, 2020 at 12:19 p.m. in accordance with the Texas Open Meetings Act.

ATTEST:

  
Miguel Cantu, City Secretary



NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS  
CoHEDC Meetings are available to all persons regardless of disability. If you require special assistance, contact the City Secretary forty eight (48) hours prior to the meeting time at 830-426-3378.

**KEEPING**



**COUNTRY  
WORKING**

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Economic Development Corporation  
Board of Directors Meeting  
April 15, 2020

# For Discussion

- ▶ Quick Look other EDC's
- ▶ Overview
- ▶ Grant Programs
- ▶ Financials
- ▶ Feed Back
- ▶ Questions

# Quick Look

What other EDC's are doing?

- ▶ Surveyed 50 EDC's
  - ▶ 5 Grant Program(s)
  - ▶ 4 Loan Program(s)
  - ▶ Pushing Small Business Administration
    - ▶ Paycheck Protection Program (PPP)
    - ▶ Economic Injury Disaster Loan Emergency Advance (EIDL)
    - ▶ SBA Express Bridge Loans
    - ▶ SBA Debt Relief

# Keeping Gods Country Working Overview

- ▶ In response to COVID-19 (Coronavirus), the Hondo City Staff researched different opportunities to assist businesses during the time of need. Putting together “Keeping God’s Country Working Grant Program(s)” to assist businesses negatively affected by the pandemic.
- ▶ Keeping God’s Country Working Grant Program is a local economic development program authorized under Chapter 380 of the Texas Local Government Code to help reduce the resulting economic strain on local businesses. On March 19, 2020, the Hondo City Council declared a local state of disaster. As a result, the pandemic caused closures and limitations on local businesses in Hondo.

# Keeping Gods Country Working Overview (continue)

- ▶ The Small Business Task Force will review all applications to ensure completeness and eligibility
- ▶ Task Force Created:
  - ▶ Hondo City Mayor, James W. Danner, Sr
  - ▶ Hondo City Council Member John McAnelly
  - ▶ City Manager of the City of Hondo Kim Davis
  - ▶ Economic Development Corporation Board President Bobby Ainsley;
  - ▶ Hondo Economic Development Corporation Executive Director Genevieve Flores
  - ▶ Hondo Area Chamber of Commerce Executive Director Heather Curtsinger
  - ▶ Hondo Independent School District Assistant Superintendent Rosemary Mares
  - ▶ Medina County Economic Development Director Stephanie Blanks
  - ▶ City Attorney for the City of Hondo Frank Garza. Unlike the other members of the Task Force, Frank Garza reviews applications for legal compliance only

# Keeping God's Country Working Grant Program

- ▶ To keep businesses running through a time of social distancing, the Task Force developed this stimulus program to assist small Hondo businesses that are independently owned and operated With a minimum of 1 and a maximum of 25 employees.
- ▶ Eligible industries may include retail (storefront), food and beverage; personal care (barber shop, nail salons, spas, etc.), automobile maintenance, education training, health/wellness, art galleries and small manufacturing businesses. ***National chains, financial institutions, RV parks, apartment complexes, home-based businesses, permanently closed businesses, and non-profit organizations are not eligible for the grant. Grants will NOT exceed \$10,000.00***
- ▶ Eligibility & Qualifications
  - ▶ Applicants employing between 1 - 4 employees are eligible for grants up to \$2,000.00, 5 - 10 employees are eligible for grants up to \$5,000.00. Applicants employing between 11 - 25 employees are eligible for grants up \$10,000.00.

# Keeping God's Country Working Grant Program

- ▶ Small businesses wishing to apply for the grant must meet the following criteria:
  - ▶ Physical and publicly accessible location within the City of Hondo city limits (no home-based businesses).
  - ▶ Experienced or projected to experience a decline in revenue and/or employment starting April 1, 2020 and ending at which time the government has allowed citizens to return to normal activity.
  - ▶ In good standing with the City of Hondo regarding licensing and permits.
  - ▶ Must be registered with the Texas Comptroller's Office as a sales tax revenue generating business for the City of Hondo.
  - ▶ Engaged in activities that are legal under city and state law.



# Keeping God's Country Working Grant Program

- ▶ Eligible expenses allowed under the grant program include:
  - ▶ Rent/Mortgage
  - ▶ Employee support (salaries, insurance, paid leave, etc.)
  - ▶ Utilities (electricity, phone/internet, etc.)
  - ▶ Purchase of supplies to offer alternative business access (curbside pickup, delivery, shipping)
  - ▶ Purchase of COVID-19 supplies for business/customer protection/cleaning
  - ▶ Additional expenses as a result of increased cost from suppliers or alternate suppliers
  - ▶ Other business needs as approved by the Small Business Task Force

# Hondo Emergency Co-Marketing Grant

- ▶ The Hondo Emergency Co-Marketing grant is being implemented to assist small businesses during a time of social distancing. Tourism-related businesses are encouraged to promote their business to existing customers and attract new customers outside of Hondo. If approved, a qualifying small business located within the Hondo city limits, can be **reimbursed** for 100% of online marketing costs, up to \$50 per month, for a maximum of two months. The maximum funding for this program is \$5,000.
- ▶ The Hondo Emergency Co-Marketing Grant is available under the Keeping God's Country Working Grant Program. This Grant will aid tourism-related local businesses in their marketing efforts during the COVID-19 disaster.
- ▶ **Applications for this marketing program will be accepted through August 2020.** The co-marketing fund is limited and is administered on a first-come, first-served basis. Additionally, funds are limited to a two-month maximum, but may be extended if deemed necessary by the City Manager or their designee. Only qualifying tourism-related businesses may apply for reimbursement.

# Hondo Emergency Co-Marketing Grant

## ▶ Guidelines:

- ▶ Business must be a registered business located within Hondo City limits. Businesses located in the ETJ do not qualify.
- ▶ Business must do their best to apply for the grant prior to launching the advertisement or fill out the application as soon as possible to know if they are eligible for reimbursement before spending advertising dollars.
- ▶ Businesses must be privately owned and must be in a tourism-service related industry to include retail, food, beverage, etc.
- ▶ Advertisements must adhere to and support proper social distancing guidelines as adopted by the City of Hondo, i.e. promotion of website, free shipping, etc.
- ▶ Each business is eligible for 100% reimbursement for a maximum of \$50 per month for a maximum of two months for their initiative during the COVID-19 emergency.
- ▶ Qualifying advertisements are limited to social media, web and online marketing efforts.

# Hondo Emergency Co-Marketing Grant

## ▶ Guidelines:

- ▶ Website creation is a qualifying expense and can be reimbursed up to the maximum amount of \$100 at the time of the expense.
- ▶ Qualifying advertisements may target potential customers in Hondo but must primarily target potential customers from outside of Hondo City Limits.
- ▶ Months do not need to be consecutive for purposes of the grant but only a maximum of two months will be approved per qualifying business.
- ▶ Applications will be reviewed at the time they are submitted.
- ▶ Qualifying advertisements can be combined to equal the maximum grant allowed per month (i.e. Combining Facebook ads and Google Ads to equal \$50 per month).

# Hondo Emergency Co-Marketing Grant

## ▶ Guidelines:

- ▶ Advertising must promote tourism and meet the Texas Hotel Occupancy Tax Code requirements:
  - ▶ The expenditure must directly enhance and promote tourism and the convention and hotel industry
  - ▶ Promote tourism in the City of Hondo
- ▶ Receipts must be turned in by August 31, 2020 to receive reimbursement. If the applicant fails to turn in receipts for an approved advertisement by this date, the application will expire and the applicant will no longer be able to collect on the reimbursement.

# Hotel Occupancy Tax Emergency Payment Deferral + Forgiveness Program

- ▶ The City of Hondo has developed a Hotel Occupancy Tax Payment Emergency Deferral + Forgiveness Program to assist hotels within the City of Hondo during the COVID-19 pandemic. This program will be funded through the City of Hondo. The program provides limited financial assistance through the deferral and forgiveness of hotel occupancy tax payments to hotels severely impacted as a result of the 'Stay at Home, Work Safe' Order implemented by Medina County and the City of Hondo to lessen the impact of COVID-19.
- ▶ Look to defer hotel occupancy tax payments for April 2020 and May 2020 for 60 days with an effort to support all hotels in good-standing with the City of Hondo Hotel Occupancy Tax Fund. All hotels applying for deferral to submit a written employee retention plan to receive the 60-day deferral.
- ▶ The Hotel Occupancy Tax Emergency Deferral + Forgiveness Program provides a 60-day deferral of hotel occupancy tax payments for April 20, 2020 and May 20, 2020, with an additional offering of forgiving up to \$1,000.00 per month for a total of no more than three (3) months of forgiven occupancy tax payments. This program has an aggregate of \$9,000.00 available for hotel occupancy tax forgiveness.

# Hotel Occupancy Tax Emergency Payment Deferral + Forgiveness Program

## ▶ Eligibility and Qualifications:

- ▶ To keep hotels running through a time of social distancing, the City of Hondo has developed a deferral and forgiveness program that can assist hotels that 1) pay hotel occupancy tax to the City of Hondo and 2) are in good-standing on HOT payments. Hotels wishing to apply for the program must meet the following criteria:
  - ▶ Prior to submitting the application, please check that your hotel meets all of the following qualifications:
    - ▶ Collects hotel occupancy tax for the City of Hondo
    - ▶ Experienced or projected to experience a decline in revenue between March 1, 2020 and May 31, 2020 as a result of COVID-19 pandemic.
    - ▶ Experienced or projected to experience a decline in employment as a result of the COVID-19 pandemic.
    - ▶ In good standing with the City of Hondo with regard to licensing and finance, including being current on sales and use tax payments.
    - ▶ Engaged in activities that are legal under city and state law.
    - ▶ Meet program technical requirements including ability to provide financial records to support request.

# Financials

## ▶ EDC FUND SALES TAX

- ▶ 2019-2020 Budget amount of Sales Tax - \$480,000.
- ▶ Received in Sales Tax Oct 2019-Apr 2020 - \$422,190
- ▶ Short of budget - \$57,810
- ▶ March 2020 amount - \$36,387
- ▶ April 2020 amount - \$36,358
- ▶ Conservative guess on May - September 2020 @ \$33,000 each month would add \$165,000
- ▶ Estimate to end 2019-2020 would be \$587,190 ending with +\$107,190 above budgeted amount



# Financials (continue)

## ▶ CDs

- ▶ As for the CDs Dee will be updating the Investment report at the next EDC meeting, but the percentages of the ownership does not change much.
- ▶ The EDC owns 63.722% of the \$2,871,918.93 of the CDs which is \$1,830,044.18 as of Dec 2019 plus the interest earned this past quarter.

## ▶ Pooled Cash Report breakdown

- ▶ EDC \$217,572

Any Questions:  
Genevieve Flores,  
Economic Development Director

[gflores@hondo-tx.org](mailto:gflores@hondo-tx.org)

830-741-8319



# Keeping God's Country Working Grant Program(s)

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## Overview

In response to COVID-19 (Coronavirus), the Hondo City Council authorized the Keeping God's Country Working Grant Program to assist businesses negatively affected by the pandemic. Keeping God's Country Working Grant Program is a local economic development program authorized under Chapter 380 of the Texas Local Government Code to help reduce the resulting economic strain on local businesses. On March 19, 2020, the Hondo City Council declared a local state of disaster. As a result, the pandemic caused closures and limitations on local businesses in Hondo. The Council tasked staff and Economic Development Corporation to research ways to assist businesses during the time of need.

## The Task Force consists of:

Hondo City Mayor, James W. Danner, Sr, Hondo City Council Member John Mc Anelly; City Manager of the City of Hondo Kim Davis; Economic Development Corporation Board President Bobby Ainsley; Hondo Economic Development Corporation Executive Director Genevieve Flores; Hondo Area Chamber of Commerce Executive Director Heather Curtsinger; Hondo Independent School District Assistant Superintendent Rosemary Mares; Medina County Economic Development Director Stephanie Blanks; and City Attorney for the City of Hondo Frank Garza. Unlike the other members of the Task Force, Frank Garza reviews applications for legal compliance only.

## Keeping God's Country Working Grant Program

On April 15, 2020 members of the Hondo Economic Development Corporation (Hondo EDC) approved an Agreement for Funding of the Keeping God's Country Working Grant Program. On April 16, 2020 the Hondo City Council affirmed the committed funds to this program. The total contributions by the City of Hondo Economic Development Corporation amount to \$300,000.

## Eligibility & Qualifications

To keep businesses running through a time of social distancing, the Task Force developed this stimulus program to assist small Hondo businesses that are independently owned and operated with a minimum of 5 and a maximum of 25 employees. Eligible industries may include retail (storefront), food and beverage; personal care (barber shop, nail salons, spas, etc.), automobile maintenance, education training, health/wellness, art galleries and small manufacturing businesses. National chains, financial institutions, RV parks, apartment complexes, home-based businesses, permanently closed businesses, and non-profit organizations are not eligible for the grant. Applicants employing between 5 – 10 employees are eligible for grants up to \$5,000.00. Applicants employing between 11 – 25 employees are eligible for grants up to \$10,000.00.

## Eligible expenses allowed under the grant program include:

- Rent/Mortgage
- Employee support (salaries, insurance, paid leave, etc.)
- Utilities (electricity, phone/internet, etc.)
- Purchase of supplies to offer alternative business access (curbside pickup, delivery, shipping)
- Purchase of COVID-19 supplies for business/customer protection/cleaning
- Additional expenses as a result of increased cost from suppliers or alternate suppliers
- Other business needs as approved by the Small Business Task Force

## Hondo Emergency Co-Marketing Grant

The Hondo Emergency Co-Marketing grant is being implemented to assist small businesses during a time of social distancing. Applications for this marketing program will be accepted through August 2020. The co-marketing fund is limited and is administered on a first-come, first-served basis. Additionally, funds are limited to a two-month maximum, but may be extended if deemed necessary by the City Manager or their designee.

### Eligibility & Qualifications

Tourism-related businesses are encouraged to promote their business to existing customers and attract new customers outside of Hondo.

## Eligible expenses allowed under the grant program include:

If approved, a qualifying small business located within the Hondo city limits, can be reimbursed for 100% of online marketing costs, up to \$50 per month, for a maximum of two months. Maximum amount of funds committed to this program is \$5,000.00.

## Hotel Occupancy Tax Emergency Payment Deferral + Forgiveness Program

The Hondo City Council took measures at the April 16, 2020 City Council meeting to defer hotel occupancy tax payments for April 20, 2020 and May 20, 2020 for 60 days with an effort to support all hotels in good-standing with the City of Hondo Hotel Occupancy Tax Fund. The City Council required all hotels applying for deferral to submit a written employee retention plan to receive the 60-day deferral. The Hotel Occupancy Tax Emergency Deferral + Forgiveness Program provides a 60-day deferral of hotel occupancy tax payments for April 20, 2020 and May 20, 2020, with an additional offering of forgiving up to \$1,000.00 per month for a total of no more than three (3) months of forgiven occupancy tax payments. This program has an aggregate of \$9,000.00 available for hotel occupancy tax forgiveness.

### Eligibility & Qualifications

Only hotels that 1) pay hotel occupancy tax to the City of Hondo and 2) are in good-standing on HOT payments qualify for the deferral + forgiveness program.



# Keeping God's Country Working Grant Program Application

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## Overview:

The City of Hondo and the Hondo Economic Development Corporation ("Hondo EDC"), have developed Keeping God's Country Working Grant Program to assist small businesses within the City of Hondo during the COVID-19 pandemic. The program provides limited financial assistance to businesses severely impacted as a result of the 'Stay at Home, Work Safe' Order implemented by Medina County and the City of Hondo to reduce the spread and impact of COVID-19.

## History:

On April 16, 2020, the City of Hondo City Council created the Small Business Task Force ("Task Force") to explore ways to assist small businesses affected by COVID-19. The Task Force will review all applications for Keeping God's Country Working Grant Program.

The Task Force consists of: Hondo City Mayor, James W. Danner, Sr, Hondo City Council Member John McAnelly; City Manager of the City of Hondo Kim Davis; Economic Development Corporation Board President Bobby Ainsley; Hondo Economic Development Corporation Executive Director Genevieve Flores; Hondo Area Chamber of Commerce Executive Director Heather Curtsinger; Hondo Independent School District Assistant Superintendent Rosemary Mares; Medina County Economic Development Director Stephanie Blanks; and City Attorney for the City of Hondo Frank Garza. Unlike the other members of the Task Force, Frank Garza reviews applications for legal compliance only

The Keeping God's Country Working Grant Program will provide \$300,000.00 in government-funded grants through a partnership with the City of Hondo and the Hondo Economic Development Corporation. Further, the City is seeking substantial additional funding from the private sector.

## Review Process:

The Small Business Task Force will review all applications to ensure completeness and eligibility. Applicants will receive notification of their application status within 5-7 business days of receipt. **All applications must include a signed W-9 form and any supporting documentation.** Applicants employing between 5 - 10 employees are eligible for grants up to \$5,000.00. Applicants employing between 11 - 25 employees are eligible for grants up to \$10,000.00 If granted, payments will be made directly to the applicant to be utilized for eligible expenses. The Task Force will accept and award applications/grants until funds are depleted.

## Eligibility and Qualifications:

To keep businesses running through a time of social distancing, the Task Force developed this stimulus program to assist small Hondo businesses that are independently owned and operated with between 5 – 25 employees. Eligible industries may include retail (storefront), food and beverage; personal care (barber shop, nail salons, spas, etc.), automobile maintenance, education training, health/wellness, art galleries and small manufacturing businesses. **National chains, financial institutions, RV parks, apartment complexes, home-based businesses, permanently closed businesses, and non-profit organizations are not eligible for the grant. Grants will not exceed \$10,000.**

Small businesses wishing to apply for the grant must meet the following criteria:

- Physical and publicly accessible location within the City of Hondo city limits (no home-based businesses).
- Experienced or projected to experience a decline in revenue and/or employment starting April 1, 2020 and ending at which time the government has allowed citizens to return to normal activity.
- In good standing with the City of Hondo regarding licensing and permits.
- Must be registered with the Texas Comptroller's Office as a sales tax revenue generating business for the City of Hondo.
- Engaged in activities that are legal under city and state law.

Eligible expenses allowed under the grant program include:

- Rent/Mortgage
- Employee support (salaries, insurance, paid leave, etc.)
- Utilities (electricity, phone/internet, etc.)
- Purchase of supplies to offer alternative business access (curbside pickup, delivery, shipping)
- Purchase of COVID-19 supplies for business/customer protection/cleaning
- Additional expenses as a result of increased cost from suppliers or alternate suppliers
- Other business needs as approved by the Small Business Task Force

## Applicant Information:

Name of Applicant: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Category/NAICS Code: \_\_\_\_\_ Number of business locations: \_\_\_\_\_

Name of Business Owner(s): \_\_\_\_\_

Business Disaster/Interruption Insurance: Y or N (circle)

## Business Impacts:

**Employees** Please describe how many employees you employed prior to the impact; how many you currently have and how many you anticipate in the future as a result of COVID-19.

	Full Time Employees	Part Time Employees
How many did you have on January 1, 2020?		
How many did you have on March 1, 2020?		
How many do you currently have as of application date?		
How many do you anticipate in 30 days from application date?		

**Business Revenue** Current and anticipated percentage revenue decline related to COVID-19 Impacts.

Current percentage decline in revenue	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%
Anticipated percentage decline in revenue 30 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%
Anticipated percentage decline in revenue 60 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%



## Business Impacts (continued):

What are the impacts to your business from COVID-19? Please check all that apply.

- |  |   |
|--|---|
| <input type="checkbox"/> Temporary Business Closure                    | <input type="checkbox"/> Permanent Business Closure   |
| <input type="checkbox"/> Reduced Hours of Operation                    | <input type="checkbox"/> Employee Layoffs/furloughs   |
| <input type="checkbox"/> Restricted access to capital to address costs | <input type="checkbox"/> Revenue decline              |
| <input type="checkbox"/> Inability to respond to home delivery         | <input type="checkbox"/> Inability to serve customers |
| <input type="checkbox"/> Interrupted supply/deliveries from vendors    | <input type="checkbox"/> Decreased customers          |
| <input type="checkbox"/> Increased operating costs                     | <input type="checkbox"/> Other                        |

## Grant Funds:

Please indicate how your business will utilize the grant funding if approved.

- Rent/Mortgage
- Employee support (salaries, insurance, paid leave, etc.)
- Utilities (electricity, phone/internet, etc.)
- Purchase of supplies to offer alternative business access (curbside pickup, delivery, shipping)
- Purchase of COVID-19 supplies for business/customer protection/cleaning
- Additional expenses as a result of increased cost from suppliers or alternate suppliers
- Other

Briefly describe how your business has been impacted and the intended use of the grant funds. You may include any applicable expense descriptions and associated due dates.

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I certify to the best of my knowledge, that:

All the information provided is true and accurate and financial information has not been manipulated to exaggerate the financial duress of this business.

I understand the information submitted in this application may require additional supporting documentation and will be shared with the Small Business Task Force committee.

I understand the Small Business Task Force will not accept and/or evaluate incomplete applications.

I understand the Small Business Task Force may grant or deny applications at its sole discretion. The Small Business Task Force does not discriminate on the basis of race, color, religion, sex, age, national origin, veteran status, sexual orientation, gender identity, disability, or any other basis of discrimination prohibited by law.

I understand that my business is not entitled to a grant.

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Applicant Signature

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Date



# Hondo Emergency Co-Marketing Grant

## Overview:

The Hondo Emergency Co-Marketing grant is being implemented to assist small businesses during a time of social distancing. Tourism-related businesses are encouraged to promote their business to existing customers and attract new customers outside of Hondo. If approved, a qualifying small business located within the Hondo city limits, can be **reimbursed** for 100% of online marketing costs, up to \$50 per month, for a maximum of two months. The maximum funding for this program is \$5,000.

## Background:

The Hondo Emergency Co-Marketing Grant is available under the Keeping God's Country Working Grant Program. This Grant will aid tourism-related local businesses in their marketing efforts during the COVID-19 disaster.

**Applications for this marketing program will be accepted through August 2020.** The co-marketing fund is limited and is administered on a first-come, first-served basis. Additionally, funds are limited to a two-month maximum, but may be extended if deemed necessary by the City Manager or their designee. Only qualifying tourism-related businesses may apply for reimbursement.

## Guidelines:

- Business must be a registered business located within Hondo City limits. Businesses located in the ETJ do not qualify.
- Business must do their best to apply for the grant prior to launching the advertisement or fill out the application as soon as possible to know if they are eligible for reimbursement before spending advertising dollars.
- Businesses must be privately owned and must be in a tourism-service related industry to include retail, food, beverage, etc.
- Advertisements must adhere to and support proper social distancing guidelines as adopted by the City of Hondo, i.e. promotion of website, free shipping, etc.

- Each business is eligible for 100% reimbursement for a maximum of \$50 per month for a maximum of two months for their initiative during the COVID-19 emergency.
- Qualifying advertisements are limited to social media, web and online marketing efforts.
- Website creation is a qualifying expense and can be reimbursed up to the maximum amount of \$100 at the time of the expense.
- Qualifying advertisements may target potential customers in Hondo but must primarily target potential customers from outside of Hondo City Limits.
- Months do not need to be consecutive for purposes of the grant but only a maximum of two months will be approved per qualifying business.
- Applications will be reviewed at the time they are submitted.
- Qualifying advertisements can be combined to equal the maximum grant allowed per month (i.e. Combining Facebook ads and Google Ads to equal \$50 per month).
- Advertising must promote tourism and meet the Texas Hotel Occupancy Tax Code requirements:
  - ✓ The expenditure must directly enhance and promote tourism and the convention and hotel industry
  - ✓ Promote tourism in the City of Hondo
- Receipts must be turned in by August 31, 2020 to receive reimbursement. If the applicant fails to turn in receipts for an approved advertisement by this date, the application will expire and the applicant will no longer be able to collect on the reimbursement.

### Application Process:

1. Applicant submits application with copy of advertisement and screen shot of the target audience to Economic Development staff for review. Advertisements unbecoming of the City of Hondo will not be approved.
2. The City Manager or their designee will review the completed application and proposed advertising. The applicant will be notified within one week of submission if approved or denied.
3. Once the advertisement has completed for the month, the applicant will submit a copy of the receipt, along with a w9 to the City of Hondo Economic Development staff.
4. Please allow up to two weeks for processing.

For questions, please contact the Economic Development at 830-741-8319 or via email at [gflores@hondo-tx.org](mailto:gflores@hondo-tx.org)

**Applicant Information:**

BUSINESS/ORGANIZATION NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ BEST METHOD OF CONTACT: \_\_\_\_\_

**REIMBURSEMENT PAYMENT OPTIONS:**

\_\_\_ MAIL (ADDRESS IF DIFFERENT): \_\_\_\_\_

\_\_\_ ONLINE VIA CREDIT CARD

**WHAT INDUSTRY DOES YOUR BUSINESS BELONG TO?**

\_\_\_ RESTAURANT

\_\_\_ BEVERAGE

\_\_\_ RETAIL

\_\_\_ TOURISM SERVICE RELATED (please define) \_\_\_\_\_

**SPECIFY TYPE OF AD/PROMOTION:**

\_\_\_ I am using grant funds to create a website for my business.

\_\_\_ I am creating an online ad and/or promotion using the following avenue(s):

\_\_\_ FACEBOOK

\_\_\_ INSTAGRAM

\_\_\_ TWITTER

\_\_\_ WEBSITE

\_\_\_ AD WORDS

\_\_\_ OTHER

\_\_\_ NEWSPAPER

I have already launched my advertisement: \_\_\_ YES \_\_\_ NO

**PLEASE DESCRIBE YOUR ADVERTISEMENT AND WHERE YOU PLAN TO PLACE IT (attach copy of ad and quote/invoice of the proposed marketing):** \_\_\_\_\_

\_\_\_\_\_

**PLEASE DESCRIBE YOUR TARGET MARKET FOR THIS ADVERTISING EFFORT:** \_\_\_\_\_

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I certify that all the information provided is true and accurate to the best of my ability and financial information has not been manipulated to exaggerate the financial duress of this business. I understand that the information submitted in this application may require additional supporting documentation to the City of Hondo Tourism Department.

I understand that the City of Hondo Economic Development program will not accept and/or evaluate incomplete applications.

I understand that the City of Hondo Economic Development program may grant or deny applications at its sole discretion.

I understand that my business is not entitled to a grant.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



# Hotel Occupancy Tax Payment Emergency Deferral + Forgiveness Program

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## Overview:

The City of Hondo has developed a Hotel Occupancy Tax Payment Emergency Deferral + Forgiveness Program to assist hotels within the City of Hondo during the COVID-19 pandemic. The program provides limited financial assistance through the deferral and forgiveness of hotel occupancy tax payments to hotels severely impacted as a result of the 'Stay at Home, Work Safe' Order implemented by Medina County and the City of Hondo to lessen the impact of COVID-19.

## History:

The Hondo City Council took measures at the April 16, 2020 City Council meeting to defer hotel occupancy tax payments for April 20, 2020 and May 20, 2020 for 60 days with an effort to support all hotels in good-standing with the City of Hondo Hotel Occupancy Tax Fund. The City Council required all hotels applying for deferral to submit a written employee retention plan to receive the 60-day deferral.

The Hotel Occupancy Tax Emergency Deferral + Forgiveness Program provides a 60-day deferral of hotel occupancy tax payments for April 20, 2020 and May 20, 2020, with an additional offering of forgiving up to \$1,000.00 per month for a total of no more than three (3) months of forgiven occupancy tax payments. This program has an aggregate of \$9,000.00 available for hotel occupancy tax forgiveness.

## Review Process:

Deferral and forgiveness of hotel occupancy tax payments are not automatic; hotels must apply to be eligible. Applications will be accepted now through May 20, 2020 for review by the Eligibility Task Force Team to ensure completeness and eligibility. Applicants will be notified of the status of their application within 3-5 days of receipt. **All applications must include a signed W-9 form and any supporting documentation.**

- Separate applications must be submitted for the request of the April 20, 2020 tax payment and the May 20, 2020 tax payment. If an applicant wishes to request forgiveness of up to \$1,000 in deferred tax payments, they must do so in writing in the deferral application. They are eligible for three requests.
- Applicants are required to still fill out and submit the City of Hondo's Hotel Occupancy Tax Report to document the amount of tax being deferred.

## Eligibility and Qualifications:

To keep hotels running through a time of social distancing, the City of Hondo has developed a deferral and forgiveness program that can assist hotels that **1) pay hotel occupancy tax to the City of Hondo and 2) are in good-standing on HOT payments.** Hotels wishing to apply for the program must meet the following criteria:

Prior to submitting the application, please check that your hotel meets all of the following qualifications:

\_\_\_\_\_ Collects hotel occupancy tax for the City of Hondo

\_\_\_\_\_ Experienced or projected to experience a decline in revenue between March 1, 2020 and May 31, 2020 as a result of COVID-19 pandemic.

\_\_\_\_\_ Experienced or projected to experience a decline in employment as a result of the COVID-19 pandemic.

\_\_\_\_\_ In good standing with the City of Hondo with regard to licensing and finance, including being current on sales and use tax payments.

\_\_\_\_\_ Engaged in activities that are legal under city and state law.

\_\_\_\_\_ Meet program technical requirements including ability to provide financial records to support request.



# Hotel Occupancy Tax Payment Emergency Deferral + Forgiveness Program

Please complete the information below and submit to the City of Hondo Economic Development Department of online or via email at [gflores@hondo-tx.org](mailto:gflores@hondo-tx.org) along with a signed w9 and all supporting documentation.

## Applicant Information

Name of Applicant: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Business Owners (including investors): \_\_\_\_\_

Deferral forgiveness requested:  YES  NO      Amount requested: \_\_\_\_\_

Business Disaster/Interruption Insurance:  YES  NO

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## Business Impacts

What are the impacts to your business from COVID-19? Please check all that apply.

Temporary Business Closure       Permanent Business Closure

Reduced Hours of Operation       Employee Layoffs/furloughs

Restricted access to capital to address costs       Revenue decline

Inability to serve customers       Decreased customers

Interrupted supply/deliveries from vendors       Other

Increased operating costs

Briefly describe the above impacts on your business and attach supporting documentation that you have to support your request. \_\_\_\_\_

Employees. Please describe how many employees you employed prior to the impact; how many you currently have and how many you anticipate in the future as a result of COVID-19.

	Full Time Employees	Part Time Employees
How many did you have on January 1, 2020		
How many did you have on May 1, 2020?		
How many do you currently have as of application date?		
How many do you anticipate in 30 days from application date?		

Business Revenue.

Current percentage decline in revenue	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%
Anticipated percentage decline in revenue – 30 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%
Anticipated percentage decline in revenue – 60 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%

Hotel Occupancy

Average Monthly Occupancy Rate for month applying for May 2019	___ Less than 5%	___ 5-10%	___ 10-25%	___ 25-35%	___ 35-45%	___ 45-55%	___ 55-75%	___ >75%
Average Monthly Occupancy Rate for month applying for May 2020	___ Less than 5%	___ 5-10%	___ 10-25%	___ 25-35%	___ 35-45%	___ 45-55%	___ 55-75%	___ >75%
Anticipated percentage decline in occupancy – 30 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%				
Anticipated percentage decline in occupancy – 60 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%				

## Employee Retention Plan

Please provide information regarding your hotels efforts to retain current employees through the remainder of the COVID-19 impacts and recovery.

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(Additional information on employee retention plans and efforts may be attached with this application.)

## Required Documents with Application

\_\_\_\_ Hotel Occupancy Tax Report Form

\_\_\_\_ W9

\_\_\_\_ Employee Retention Plan

I certify that all the information provided is true and accurate to the best of my ability and financial information has not been manipulated to exaggerate the financial duress of this business. I understand that the information submitted in this application may require additional supporting documentation to the City of Hondo Economic Development Department.

I understand that the City of Hondo Economic Development Department will not accept and/or evaluate incomplete applications.

I understand that the City of Hondo Economic Development Department may grant or deny applications at its sole discretion.

I understand that my business is not entitled to a grant.

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Signature

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Date