

POST EVENT REPORT FOR
HOTEL OCCUPANCY TAX FUNDING
FY 2024-2025



OFFICE USE

Post Report Date: _____

Received Date: _____

Organization Information

Organization Name _____

Mailing Address _____

City, State, Zip _____

Contact Name _____

Phone Number _____

Event Information

Event Name _____

Event Date(s) From _____ To _____

Primary Location _____

Amount Requested: \$ _____

Amount Received: \$ _____

How were the funds used: _____

Was there an admission fee? Yes No

If yes, what was the fee? \$ _____

Attendance Information

How many people did you **predict** would attend? (number submitted in application) _____

What would you estimate as the **actual** attendance of this event? _____

Did you negotiate a special room rate to attract overnight stays? Yes No

If yes, what was the fee? \$ _____

How many **total hotel room nights** were generated by attendees of this event? _____

What method did you use to determine the number of people who booked rooms? (i.e., room block, survey, etc.)? _____

Please include the hotel pick-up lists for all participating hotels in your room blocks.

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Event Promotion Information

1. Please list all efforts your organization actually used to promote this event and how much was spent in each category:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Social Media: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media: _____

Number of Direct Mailings to out-of-town recipients: _____

Other Promotions: _____

2. Did you include a link to the Visit Bastrop website as well as use the appropriate Visit Bastrop logo on your marketing materials and in your website?

Yes No

If yes, please include samples of documents showing how Visit Bastrop was recognized in your advertising/promotional campaign.

3. What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

4. Please attach samples of all forms of advertising/promotion used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g., a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

Additional Event Information

What Bastrop businesses did you utilize for food, supplies, materials, printing, etc.?

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I affirm and certify that all the information and answers to questions herein are complete, true, and correct to the best of my knowledge and belief. I understand that any misrepresentation, falsification, or omission of any facts called for in the application may render this application void, whenever discovered.

I have reviewed the Post Event Report for HOT Funds, and I hereby certify its accuracy.

I agree to cooperate fully with Visit Bastrop, or authorized agents of Visit Bastrop, with information which reasonably relates to the payment of benefits from the HOT Fund and this application. I hereby agree to indemnify and hold harmless Visit Bastrop against any and all claims, demands, or causes of action of any kind or nature resulting from or in connection with Visit Bastrop.

Signature HOT Fund Recipient

Date

Printed Name HOT Fund Recipient