



## HOT FUNDING POST EVENT REPORT FY 2019 - 2020

### ***Organization Information***

Name of Organization: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

### ***Event Information***

Name of Event or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Amount Received: \$ \_\_\_\_\_

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**EXPENSES**

Space Rental \_\_\_\_\_  
Food & Beverage \_\_\_\_\_  
Audio / Visual \_\_\_\_\_  
Internet \_\_\_\_\_  
Security \_\_\_\_\_  
Staff Costs \_\_\_\_\_  
Entertainment \_\_\_\_\_  
Lodging \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**Total Expenses** \_\_\_\_\_

**Notes:**

**Advertising**

Newspaper \_\_\_\_\_  
Radio \_\_\_\_\_  
TV \_\_\_\_\_  
Other Paid Advertising \_\_\_\_\_  
Social Media Costs \_\_\_\_\_  
Direct Mailings \_\_\_\_\_  
Press Releases/ Media Alerts \_\_\_\_\_  
**Total Advertising/Promotion  
Costs** \_\_\_\_\_

**OTHER EXPENSES NOT LISTED ABOVE:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**REVENUES**

Cash Incentives or Donations \_\_\_\_\_  
In Kind Services \_\_\_\_\_ (total \$ amount received)  
Visit Bastrop Funding \_\_\_\_\_  
Ticket Sales \_\_\_\_\_ (total \$ received)  
Other Revenues \_\_\_\_\_  
**Total Revenues** \_\_\_\_\_

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### ***Event Attendance Information***

1. How many people did you ***predict*** would attend this event? (number submitted with application for hotel occupancy tax funds): \_\_\_\_\_
2. What would you estimate as the ***actual*** attendance at the event? \_\_\_\_\_
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? \_\_\_\_\_ If yes, what was that rate? \_\_\_\_\_
4. How many room nights were generated at Bastrop hotels by attendees of this event or project? \_\_\_\_\_
5. What was the average room rate per night? \_\_\_\_\_
6. What method did you use to determine the number of people who booked rooms at Bastrop hotels (e.g.; room block usage information, survey of hoteliers, etc.)?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Was a room block established through Visit Bastrop for this Event at an area hotel (hotels), and if so, did the room block fill? \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

### ***Event Promotion Information***

1. Did you include a link to *visitbastrop.com* on your promotional handouts and in your website for booking hotel nights during this event? \_\_\_\_\_
2. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Please attach samples of documents showing how Visit Bastrop was recognized in your advertising/promotional campaign.

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### *Sporting Related Events*

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals participated in this event? \_\_\_\_\_
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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\_\_\_\_\_  
**Signature HOT Fund Recipient**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Printed Name HOT Fund Recipient**

\_\_\_\_\_  
**Date**