



HOT FUNDING POST EVENT REPORT FY 2020 - 2021

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 _____
Other _____

Total Expenses _____

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 \$ received)
Visit Bastrop Funding _____
Ticket Sales _____ (total \$ received)
Other Revenues _____
Total Revenues _____

Notes:

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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), Yes ___ or No ____, 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?

Signature HOT Fund Recipient

Date

Printed Name HOT Fund Recipient

Date