



HOT FUNDING POST EVENT REPORT FORM

Date: _____

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: _____

How many years have you held this Event or Project? _____

If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Bastrop hotels

Last Year _____

Two Years Ago _____

Three Years Ago _____

Amount Requested: \$ _____

Amount Received: \$ _____

Did you sell tickets to this event? _____ If yes, what was the ticket price? _____

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Event Attendance Information

1. How many people did you ***predict*** would attend this event? (number submitted in 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. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ _____
Radio: \$ _____
TV: \$ _____
Other Paid Advertising: \$ _____

Number of Press Releases to Media _____
Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

2. Did you include a link to *visitbastrop.com* on your promotional handouts and in your website for booking hotel nights during this event? _____

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

4. Please attach samples of documents showing how Visit Bastrop was recognized in your advertising/promotional campaign.

5. Please attach at least one sample of all forms of advertising/promoting 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.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually 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?

Additional Event Information

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

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Organizer Spending

Space Rental: _____

Food & Beverage: _____

Audio / Visual: _____

Internet: _____

Security: _____

In Kind Service: _____

Other Services (please describe with amounts)

Funding expires 9/30/19.

In order to be considered for funding, all applications must be received by that date.

Visit Bastrop
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