



## **POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING**

By law of the State of Texas, the City of Rockdale collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfast inns. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

1. Funding the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
2. Paying for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. Paying for advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants;
4. Expenditures that promote the arts, including instrumental and vocal music, allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms (limited to 15% of total funds available);
5. Funding historical restoration or preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourist and convention delegates to visit preserved historic sites or museums (limited to 50% of total funds available); or
6. Fund costs in smaller counties of one million or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality and its vicinity.

The City of Rockdale accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. All entities that are approved for such funds must submit a Post Event Report Form within 30 days of each funded event. The report will be reviewed by the Rockdale Chamber of Commerce to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to the City of Rockdale.

**CITY OF ROCKDALE**

**POST EVENT REPORT FORM**

**Organization Information**

|                       |                         |
|-----------------------|-------------------------|
| Name of organization  |                         |
| Address               |                         |
| City, State, ZIP      |                         |
| Contact Name          |                         |
| Contact phone numbers | _____ mobile _____ work |

**Event or project**

|  |   |
|--|---|
| Name of event/project  |   |
| Date(s) of event/project   |   |
| Location of event/project  |   |
| Amount of hotel occupancy taxes requested  |   |
| Amount of hotel occupancy taxes approved   |   |
| Amount of hotel occupancy taxes actually used  |   |
| Actual percentage of the funded event/project costs covered by hotel occupancy taxes   |   |
| Actual percentage of facility costs covered by hotel occupancy taxes (if applicable)   |   |
| If staff costs were covered, estimate of actual hours staff spent on funded event/project  |   |
| How many years has this event/project been held?   |   |
| How many people did you predict would attend this event/project? (number submitted in application for the hotel occupancy tax funds)   |   |
| What would you estimate was the actual attendance at the event/project?  |   |
| How many room nights were generate at Rockdale hotels, motels or bed & breakfasts by attendees of this event/project?  |   |
| If this event/project has been funded by hotel occupancy taxes in the last three years, how many room nights were generated at Rockdale hotels, motels, or bed & breakfasts by attendees of the event/project? | _____ Last year _____ two years ago _____ three years ago |
| How did you determine the number of people who booked rooms at Rockdale motels or bed & breakfasts (e.g. room block usage information, survey of hoteliers, etc.)?   |   |
| Was a room block established for this event/project at an area hotel(s) and if so, did the room block fill?  |   |

|  |  |
|--|--|
| If the room block did not fill, how many rooms were picked up? |  |
|--|--|

Please check all efforts you or your organization actually used to promote this event/project and how much was actually spent in each category:

\$ \_\_\_\_\_ newspaper ads      \$ \_\_\_\_\_ radio ads      \$ \_\_\_\_\_ TV ads      \$ \_\_\_\_\_ press releases  
\$ \_\_\_\_\_ direct mail      \$ \_\_\_\_\_ other (explain)

Attach copies of all receipts for which hotel occupancy taxes were used. No hotel occupancy taxes will be approved unless a receipt is submitted.

What new marketing initiatives (if any) did you utilize to promote the hotel or tourism activity for this event/project?

What Rockdale businesses did you utilize for food, supplies, material, printing, etc.?

If the event/project funded by hotel occupancy taxes was a sporting-related function/facility, how many individuals actually participated in this event/project?

If the event/project was a sporting-related function/facility, quantify how the activity substantially increased economic activity at motels or bed & breakfasts within the city or its vicinity.

**Attachments**

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

Attach at least one sample of all forms of advertising/promoting used in your campaign. If the same 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.

Submit the completed form within 30 days after the event to City Manager, City of Rockdale, 505 W. Cameron Avenue, PO Box 586, Rockdale, Texas 76567.

**Suggestions. Do you have any suggestions for improving the process of applying for or using hotel tax funds?**

**City Use Only**

Date form submitted to the City Manager \_\_\_\_\_

Received by \_\_\_\_\_

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_

Comments