

POST EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of Del Rio collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfast, inns, and other lodging properties. 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:

- a) **Convention Centers and Visitor Information Centers:** 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;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 1. the commercial center of the city;
 2. a convention center in the city;
 3. other hotels in or near the city; or
 4. Tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

The City of Del Rio accepts applications from groups and organizations 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 60 days of each funded event.** The report will be reviewed by the Hotel Occupancy Tax Fund Committee 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 Del Rio

Post Event/Program Report Form

Date: _____

I. Organization Information

Legal name of Organization requesting funds: _____

Organization Mailing Address: _____

Primary E-Mail: _____

Phone #: _____

Name of Primary Contact: _____

Title of Primary Contact: _____

Primary Contact # (If different from above): _____

Mailing Address of Primary Contact (If different from above): _____

E-Mail (If different from above): _____

Phone # (If different from above): _____

II. Event/ Project Information

Name of Event / Project: _____

Date of Event / Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

Amount Received: _____

How were the funds used? _____

How many years have you held this Event / Project: _____

III. Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: %
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable):
 %
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable):
 %
4. If staff costs were covered, estimate of actual hours staff spent on funded event:
 hours
5. Did the event charge admission? Yes or No
6. Was there a net profit from the event? Yes or No
7. If there was a net profit, what was the amount and how is it being used?

IV. Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in Hotel Occupancy Tax Fund Application, Section VIII):
2. What would you estimate as the actual attendance at the event?
3. Was a room block established for this Event at an area hotel(s)? Yes or No
4. How many room nights were used at hotels by attendees of this event or project?
5. If this Event has been funded by hotel occupancy tax in the last two years, how many room nights were generated at Del Rio hotels by attendees of this Event or Project?
Last Year:
Two Years Ago:
6. What method did you use to determine the number of people who booked rooms at Del Rio hotels (e.g.; room block usage information, survey of hoteliers, etc.)?

V. 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. Please provide copies of receipts.

Newspaper: \$

Radio: \$

TV: \$

Other Paid Advertising: \$

Number of Press Releases to Media:

Number Direct Mailings to out-of-town recipients:

Other Promotions:

2. Please attach samples of documents showing how the City of Del Rio was recognized in your advertising/promotional campaign
3. 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.
4. Please attach any samples of post event coverage. (e.g. print or digital medium)

VI. Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function, how many individuals actually participated in this event?
2. How many of the participants were from out of town?
3. Quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

VII. Additional Event/Program Information

What Del Rio businesses if any did you utilize for food, supplies, materials, printing, etc?

VIII. Post Event/Program Report Submission

A Post Event/Program Report is required to be submitted within 60 days of completion of the event/program. The completed post event/program report may be emailed to:

maria.acosta@cityofdelrio.com

lhernandez@cityofdelrio.com

or delivered to:

**City of Del Rio
109 West Broadway
Del Rio, Texas, 78840**

In addition, an organization representative must present a post event report to the Hotel Occupancy Tax Fund Committee at a meeting date once funding is complete. Failure to submit a Post Event/Program report could affect future funding recommendations for HOT funds.

IX. Acknowledgement

I understand the Texas State limitations placed on use of Hotel Occupancy Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand the use of HOT funds is subject to audit.

Name

Date

Title