

# City of Lampasas, Texas

## POST EVENT REPORT FORM

### HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of Lampasas 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:

- i) 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;
- ii) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- iv) the encouragement, promotion, improvement, and application of the arts, including 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, and
- v) 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.
- vi) Sporting related expenses if the majority of the participants are tourists and if the event substantially increases economic activity at area hotels.

The City of Lampasas, City Council 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 60 days of each funded event.** The report will be reviewed by City Council 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 Lampasas.

## Post Event Report Form

### **ORGANIZATION INFORMATION**

Date: \_\_\_\_\_

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

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

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

Contact Name: \_\_\_\_\_

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

### **PROJECT OR EVENT**

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

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

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

Primary Purpose of Funded Event/Project: \_\_\_\_\_

Amount Received from Hotel Occupancy Tax Funds: \_\_\_\_\_

Amount Used from Hotel Occupancy Tax Funds: \_\_\_\_\_

How Were the Funds Actually Used? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Actual percentage of funded Event costs covered by hotel occupancy tax: \_\_\_\_\_

Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_

Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_

If staff costs were covered, estimate of actual hours staff spent on funded Event: \_\_\_\_\_

How many years have you held this Event or Project: \_\_\_\_\_

How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): \_\_\_\_\_

What would you estimate was the actual attendance at the Event? \_\_\_\_\_

How many room nights were generated at \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) hotels, motels or bed & breakfasts by attendees of this Event or Project? \_\_\_\_\_

Did your promotional materials and website note area lodging facilities that could host participants? \_\_\_\_\_

Did you have a negotiated lodging rate at any hotels for participants of your event? \_\_\_\_\_

If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated in Lampasas hotels, motels, or bed & breakfasts by attendees of this Event or Project?

Last Year \_\_\_\_\_

Two Years Ago \_\_\_\_\_

Three Years Ago \_\_\_\_\_

What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) hotels, motels, or bed & breakfasts (e.g.; room block usage information, survey of hoteliers, etc.)?

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Was a room block established 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? \_\_\_\_\_

Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

\_\_\_\_\_ Newspaper - \$ \_\_\_\_\_

\_\_\_\_\_ Press Releases - \$ \_\_\_\_\_

\_\_\_\_\_ Radio - \$ \_\_\_\_\_

\_\_\_\_\_ Direct Mail - \$ \_\_\_\_\_

\_\_\_\_\_ TV - \$ \_\_\_\_\_

\_\_\_\_\_ Other - \$ \_\_\_\_\_

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

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**\*\*Please attach samples of documents showing how Lampasas was recognized in your advertising/promotional campaign**

**\*\*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.**

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

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

If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_

If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

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Please return form, and direct any questions to:

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