

## POST EVENT REPORT FORM

### HOTEL OCCUPANCY TAX FUNDING

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

- 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 those 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 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:** Sporting related expenses if the majority of the 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 Gonzales 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 the Gonzales Tourism 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 Gonzales.

## POST EVENT REPORT FORM

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

### **ORGANIZATION INFORMATION**

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? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

### **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: \_\_\_\_\_

5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount and how is it being used?

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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 was the actual attendance at the Event? \_\_\_\_\_
  
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? \_\_\_\_\_
  
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Gonzales hotels, motels, or bed & breakfasts by attendees of this Event or Project?  
  
Last Year \_\_\_\_\_  
  
Two Years Ago \_\_\_\_\_  
  
Three Years Ago \_\_\_\_\_
  
5. What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels, or bed & breakfasts (e.g.; room block usage . information, survey of hoteliers, etc.)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
6. 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? \_\_\_\_\_  
\_\_\_\_\_

**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:                     \$ \_\_\_\_\_  
Press Release        \$ \_\_\_\_\_  
Other                  \$ \_\_\_\_\_
  
2. Did you include a link to the Gonzales Visitor's Center or other source on your promotional handouts and in your website for booking hotel nights during this event?
  
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?

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


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5. Please attach samples of documents showing how the City of Gonzales was recognized in your advertising/promotional campaign.
6. **Please attach at least one sample of all forms of advertising/promotion 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 and motels within the city or its vicinity?

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**Additional Event Information**

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

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**Please Submit no later than 60 days after the event to:**

City of Gonzales  
 Tourism Advisory Committee  
 P. O. Box 547  
 Gonzales, Texas 78629  
 830-672-2815

**For Questions Contact**

Genora Young  
 President and CEO of GEDC  
 P. O. Box 547  
 Gonzales, Texas 78629  
 830-672-3192