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

By law of the State of Texas, the City of Lamesa 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. 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. the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. 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
5. 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.
6. 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 Lamesa 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 City of Lamesa 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 Lamesa, Texas.

**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 hour’s 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 the application for hotel occupancy tax funds):

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

How many room nights were generated at Lamesa hotels, motels or bed & breakfasts by attendees of 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 Lamesa 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 Lamesa hotels, motels, or bed & breakfasts (e.g.; room block usage information, survey of hoteliers, etc.)?

Was a room block established for this Event at an area hotel (hotels), and if so, did the 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: |  |  | TV: |  |  |
| Radio: |  |  | Other Paid Advertising: |  |  |

What new marketing initiatives did you utilize to promote this Event and how much was actually spent in each category?

Please show how Lamesa 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 Lamesa businesses did you utilize for food, supplies, materials, printing, etc?

If the Event funded by hotel occupancy tax was a sports-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?

Please submit completed form to:

City of Lamesa

Attn: Sean Overeynder

601 S. 1st Street

Lamesa, Texas 79331