

POST EVENT REPORT FORM

Hotel Occupancy Tax Funding

By law of the State of Texas, the City of Victoria 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. **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;
2. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
3. **Advertising, Solicitations and Promotions:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
4. **Promotions of the Arts:** 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 pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
5. **Historical Restoration and Preservation:** 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 Event Expenses:** 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 city or its vicinity.
7. **Directional Signs:** signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality
8. **Transportation of Tourists:** 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 City of Victoria accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds.

How to Submit the Post Event Report

According to your Promotion Service Agreement, you are required to submit a Post Event Report to the City of Victoria Legal Department **no later than the earlier of (a) 30 days after the conclusion of your event, season, or completion of funded project, or (b) September 1, 2016.**

You may submit your Post Event Report via U.S. Mail, fax, or email as follows:

P.O. Box 1758
Victoria, TX 77902
(361) 485-3520 phone
(361) 485-3534 fax

Thomas Gwosdz, City Attorney
tgwosdz@victoriatx.org

Post Event Report Supporting Documentation Checklist

The following documents must be submitted with your Post Event Report Form:

- _____ Budget for event showing projected and actual revenue and expenditures. Please highlight expenses where HOT Funds reimbursement will be applied.
- _____ Invoices and/or receipts, including proof of payment, for each expenditure noted in the actual budget where HOT Funds reimbursement will be applied.
- _____ Documentation of local hotel room use¹ in conjunction with your event, season, or project.
 - _____ Surveys
 - _____ Event Registration Forms
 - _____ Sign-in Sheets (a sample/example sign-in sheet is included)
 - _____ Room Block Report from Hotel/Motel
 - _____ Other, please describe: _____
- _____ Marketing and/or media samples showing acknowledgement of City of Victoria sponsorship/support of event.

Include 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.

Acceptable surveys, registration forms, or sign-in sheets must include the date (including the year), name of event, indication of hotel stay, and indication that visitor is from outside the Victoria area.

The Post Event Report Form must be filled out completely and all supporting documentation must be included in order for the City of Victoria to consider your request for reimbursement² under the terms of your agreement. Completed Post Event Report submissions will be reviewed by the City Attorney's Office and the City's Finance Department to determine that all contractual obligations have been met.

¹ *Qualifying hotel room use may NOT include event participants such as performers or exhibitors.*

² *Please note that HOT Funds reimbursement payments are based on actual hotel occupancy taxes received quarterly.*

Post Event Report Form

PROJECT OR EVENT INFORMATION

Name of Organization: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

FUNDING USE INFORMATION

Submit budget for event showing projected and actual revenue and expenditures. Please highlight expenses where HOT Funds reimbursement will be applied.

Actual percentage of total 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 hours staff spent on funded event: _____

ATTENDANCE & LOCAL HOTEL/MOTEL USE INFORMATION

Submit documentation of local hotel room use in conjunction with your event, season, or project.

What would you estimate was the actual attendance at the event? _____

If this attendance number differs greatly from the estimate submitted with your application, please explain circumstances that you believe may have affected attendance:

As a result of this event, how many room nights can you document were used at Victoria hotels, motels, or bed and breakfast inns by attendees of this event, season, or project, not including event participants such as performers or exhibitors?

Was a room block established for attendees of this event at an area hotel(s), not including event participants such as performers or exhibitors? _____ Yes _____ No

Which hotel(s)?

How many rooms were blocked? _____

How many rooms were used? _____

MARKETING & PROMOTION ACTIVITY INFORMATION

Submit marketing and/or media samples showing acknowledgement of City of Victoria sponsorship/support of event.

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

_____ Newspaper - \$ _____	_____ Press Releases - \$ _____
_____ Radio - \$ _____	_____ Direct Mail - \$ _____
_____ TV - \$ _____	_____ Other - \$ _____

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

SPORTING EVENT SECTION *(for use by sporting events only)*

How many individuals participated in the sporting event? _____

How many of the participants were from another city or county? _____

Explain how the activity substantially increased economic activity at hotel and motels within the City or its vicinity?
Attach any supporting documentation.
