

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. **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 HOT Funds Review Committee, with support from the City Attorney's Office and the City's Finance Department to determine whether the entity met its obligations. Events will not receive HOT funds until the City receives documentation proving the ability to generate overnight visitors, either through the original application, or through this Post-Event Report.

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 Approved 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 Victoria 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 Victoria 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 in Victoria 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 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?

****Please attach samples of documents showing how the City of Victoria 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 Victoria businesses did you utilize for food, supplies, materials, printing, etc?

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? Please provide supporting documentation.

Submit to: City Attorney's Office
105 W. Juan Linn St.
P.O. Box 1758
Victoria, Tx. 77901