



## POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of San Benito, Texas, 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. Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- i) **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;
- ii) **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) **Advertising, Solicitation 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;
- iv) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** 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 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;
- vi) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses, including promotional 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.

The City of San Benito accepts applications from groups and businesses meeting the above criteria who wish 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

San Benito to determine how well the entity met its goals and will 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 San Benito.

## **POST EVENT REPORT FORM**

### **ORGANIZATION INFORMATION**

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

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

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

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

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

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

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

### **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 of funded event: \_\_\_\_\_

How many years has this Event/Project been held? \_\_\_\_\_

How many people did you predict would attend this event/project? (number submitted in application for HOT funds): \_\_\_\_\_

What would you estimate was the actual attendance at the event/project? \_\_\_\_\_

How many room nights were generated at San Benito hotels, motels, or bed & breakfasts by attendees of this event/project? \_\_\_\_\_

If this event/project has been funded by HOT in the last three years, how many room nights were generated at San Benito hotels, motels, or bed & breakfasts by attendees of this event/project?

Last year: \_\_\_\_\_ 2 years ago: \_\_\_\_\_ 3 years ago: \_\_\_\_\_

What method did you use to determine the number of people who booked rooms at San Benito hotels, motels, or bed & breakfasts (e.g.; room block usage information, survey of hoteliers, etc.)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Was a room block established for this event/project at an area hotel, and if so, did the room block fill?

\_\_\_\_\_ If not, how many rooms were picked up? \_\_\_\_\_

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

Newspaper: \$ \_\_\_\_\_  Direct Mail: \$ \_\_\_\_\_

Radio: \$ \_\_\_\_\_  Internet/Website: \$ \_\_\_\_\_

Television: \$ \_\_\_\_\_  Other \_\_\_\_\_ \$ \_\_\_\_\_

Press Releases: \$ \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

**\*\*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 used or where the advertising took place, please include other information that shows location of the advertising and medium utilized.**

What San Benito businesses did you utilize for food, supplies, materials, printing, etc.? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the event/project funded by HOT was a sporting-related function/facility, how many individuals actually participated in this event?

\_\_\_\_\_

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

If the event/project was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotels, motels and bed & breakfasts within the city or its vicinity:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please submit your completed report and attachments to:**

**City of San Benito  
Attn: City Manager  
Manuel De La Rosa  
401 N. Sam Houston Blvd.  
San Benito, TX 78586**