

**GILLESPIE COUNTY  
POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING  
2018**

Gillespie County collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfast inns which are located in the unincorporated portions of Gillespie County outside the boundaries of the Extraterritorial Jurisdiction (ETJ) of the City of Fredericksburg. By the laws of Texas, 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:

- i) 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) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to Gillespie County;
- iv) 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 projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Gillespie County 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 must be accurately completed which will then be reviewed by the Gillespie County Auditor's Office 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 Gillespie County. **A copy of all invoices and proofs of payment must be attached.** If the total amount of the Hotel Occupancy Tax funds were not used or were unlawfully used, then those funds must be returned or repaid to Gillespie County with this Post Event Report. Questions may be directed to Larry Crump, County Auditor at 830/997-6777.

Gillespie County expects that all HOT funds approved for all successful applicants will be spent and/or encumbered as outlined in the application and within the timeframes indicated. If for some justified reason these funds are not spent as indicated in the application, a written explanation must be submitted to Gillespie County within the 60 day deadline as indicated above.

***NOTE: FAILURE TO SUBMIT THIS FORM MAY RESULT IN INELIGIBILITY FOR FUTURE FUNDING FROM THE GILLESPIE COUNTY HOTEL OCCUPANCY TAX.***

# 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/ Project/Program: \_\_\_\_\_

Date of Event/Project/Program: \_\_\_\_\_

Primary Location of Event/Project/Program: \_\_\_\_\_

Primary Purpose of Funded Event/Project/Program: \_\_\_\_\_

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/Project/Program costs covered by hotel occupancy tax:

\_\_\_\_\_

Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_

How many years have you held this Event/Project/Program? \_\_\_\_\_

How many people did you predict would attend this Event/Project/Program? (Number submitted in application for hotel occupancy tax funds): \_\_\_\_\_

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

How many room nights (estimate) were generated in Gillespie County hotels, motels or bed & breakfasts by attendees of this Event/Project/Program? \_\_\_\_\_

If this Event/Project/Program has been funded by hotel occupancy tax in the last three years, how many room nights (estimate) were generated in Gillespie County hotels, motels, or bed & breakfasts by attendees of this Event/Project/Program?

Last Year \_\_\_\_\_

Two Years Ago \_\_\_\_\_

Three Years Ago \_\_\_\_\_

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

Was a room block established for this Event/Project/Program 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/Project/Program 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/Project/Program?

Please attach samples of documents showing how various venues in Gillespie County were recognized in your advertising or 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 businesses in Gillespie County did you utilize for food, supplies, materials, printing, etc?

**NOTE: IT IS EXTREMELY IMPORTANT THAT YOU SUBMIT A COPY OF AN INVOICE FOR ALL EXPENDITURES WHEN USING THE HOTEL OCCUPANCY TAX FUNDS FOR YOUR ENTITY.**

Submitted by: \_\_\_\_\_

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

Print Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Please Submit to: Gillespie County Auditor’s Office, 101 W. Main St. Unit #4, Fredericksburg, Texas 78624

**2018 Hotel Occupancy Tax Funds  
Post Event Report Addendum  
Expenditure Summary**

**Amount Awarded:** \$

**Expenditures by Fund Limitations (invoices and proofs of payment attached):**

Convention Centers and Visitor Information Centers \$

Registration of Convention Delegates \$

Advertising, Solicitations and Promotions that  
Directly Promote Tourism and the Hotel and  
Convention Industry \$

Promotion of the Arts that Directly Promote  
Tourism and the Hotel and Convention Industry \$

Historical Restoration and Preservation Activities  
that Directly Promote Tourism and the Hotel  
and Convention Industry \$

**Total Expenditures** \$

**Amount Unspent** \$

Please explain the reason for any unspent HOT funds and the plans/schedule for spending those funds: