



Post Event Report Form – Hotel Occupancy Tax

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Amount Received: \$ _____

How were the funds used? Please provide receipts and documentation with the Post Event Form:

How many years have you held this Event or Project: _____

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____

2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____

3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____

4. If staff costs were covered, what is the estimate of actual hours staff spent on the funded event:

5. Did the event charge admission? _____
6. Was there a net profit from the event? _____
7. If there was a net profit, what was the amount and how is it being used? _____

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): _____
2. What would you estimate as the actual attendance at the event? _____
3. How many room nights were generated at Angleton hotels by attendees of this event or project?

4. If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Angleton hotels by attendees of this Event or Project?
 Last Year _____
 Two Years Ago _____
 Three Years Ago _____
5. How did you determine the number of people who booked rooms at Angleton hotels (e.g., room block usage information, a survey of hoteliers, etc.)?

6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill?

7. How many rooms were picked up if the room block did not fill? _____
8. How did you determine this? What method did you use to determine this?

Event Promotion Information

1. Please check all efforts your organization used to promote this Event and how much was spent in each category:
 Newspaper: \$ _____
 Radio: \$ _____
 TV: \$ _____
 Other Paid Advertising: \$ _____
 Number of Press Releases to Media? _____
 Number Direct Mailings to out-of-town recipients? _____
 Other Promotions? _____
2. Did you include a link to the City of Angleton or another source on your promotional handouts and on your website for booking hotel nights during this event? _____
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? _____

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

5. Please attach samples of documents showing how The City of Angleton was recognized in your advertising/promotional campaign.

6. Please attach at least one sample of all 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 the location of the advertising and medium utilized.

Sporting Related Events

1. If the event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals participated in this event? _____

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____

3. If the event was a sporting-related function/facility, quantify how the event substantially increased economic activity at the hotel within the city or its vicinity.

Additional Event Information

What Angleton businesses did you utilize for food, supplies, materials, printing, etc.?

Please submit no later than 45 days after your event date to be eligible for funding. Post Event Forms can be emailed or mailed to the addresses below.

Communications and Marketing Department
City of Angleton
121 S Velasco
Angleton, TX 77515
communications@angleton.tx.us