

City of Llano, Texas

POST-EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

By the law of the State of Texas, the City of Llano 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:

- 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 the municipality or its vicinity;
- 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.
- vi) Sporting-related expenses if the majority of the participants are tourists and if the event substantially increases economic activity at area hotels.

The City of Llano, City Council 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 City Council 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 Llano.

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 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, an 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 _____ (fill in name of your city or entity overseeing use of hotel tax) hotels, motels or bed & breakfasts by attendees of this Event or Project? _____

Did your promotional materials and website note area lodging facilities that could host participants? _____

Did you have a negotiated lodging rate at any hotels for participants of your event? _____

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated in Llano 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 at _____ (fill in name of your city or entity overseeing use of hotel tax) hotels, motels, or bed & breakfasts (e.g.; room block usage information, a 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 - \$ _____

_____ Radio - \$ _____

_____ Direct Mail - \$ _____

_____ TV - \$ _____

_____ Press Releases - \$ _____

_____ Other - \$ _____

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

**Please attach samples of documents showing how Llano 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 the location of the advertising and medium utilized.**

What Llano 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 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 hotels and motels within the city or its vicinity?

Please return the form, and direct any questions to:

Brenda Poe, City Secretary, TRMC
301 W. Main Street
Llano, TX 78643
citysecretary@cityofllano.com
(325) 247-4158 ext. 107