

Post Event Report Form

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:

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, estimate of actual hours staff spent on funded event: _____
5. Did the event charge admission? Was there a net profit from the event? 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 City of Coleman 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 City of Coleman hotels by attendees of this Event or Project?

Last Year _____

Two Years Ago _____

Three Years Ago _____

5. What method did you use to determine the number of people who booked rooms at City of Coleman hotels (e.g.; room block usage information, 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? _____ If the room block did not fill, how many rooms were picked up? _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually 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 CVB or other source on your promotional handouts and in 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 City of Coleman was recognized in your advertising/promotional campaign
6. 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.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually 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 activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information

What City of Coleman businesses did you utilize for food, supplies, materials, printing, etc?

Please Submit no later than 90 days after event to:
Diana Lopez, P.O. Box 592, Coleman, TX 76834
