

Post Event Form Hotel Occupancy Tax Funding

Thank you for your interest in promoting tourism and the hotel industry in Marble Falls through the utilization of the City of Marble Falls Hotel Occupancy Tax (HOT) funds. The Texas Tax Code provides a set of rules that state how the revenue from the Hotel Occupancy Tax may be used **only** to **directly** enhance and promote tourism and the hotel and convention industry. The use of Hotel Occupancy Tax (HOT) funds is limited to:

1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center
2. Paying the administrative costs for facilitating convention registration
3. Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or its vicinity
4. Expenditures that promote the arts.
Please note that it is not enough that a facility or event promotes the arts; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.
5. Funding historical restoration or preservation programs
6. Certain sporting event related expenses
7. Signage directing tourists to attractions frequently visited by hotel guests.

The City of Marble Falls accepts applications from organizations meeting the criteria and wishing to receive Hotel Occupancy Tax (HOT) funds in assistance with their event/project.

All entities that are approved for such funds must submit a Post Event/Project Report Form for each funded event. The report must be accurately completed which will then be reviewed by the City of Marble Falls to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests.

A copy of all invoices **must** be attached.

Questions may be directed to the City of Marble Falls at (830) 693-3615.

PLEASE NOTE: FAILURE TO SUBMIT THIS FORM WILL RESULT IN INELIGIBILITY FOR FUTURE FUNDING FROM CITY OF MARBLE FALLS HOTEL OCCUPANCY TAX

Post Event Report Form

Organization/Business Information

Today's Date: _____

Name of Organization/Business: _____

Mailing Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____ Contact E-mail: _____

Event/ Expenditure

Name of Event/Expenditure: _____

Date of Event/ Expenditure: _____

Primary Location of Event/Expenditure: _____

Primary Purpose of Funded Event/Expenditure: _____

Amount Received from Hotel Occupancy Tax Funds: \$ _____

Amount Used from Hotel Occupancy Tax Funds: \$ _____

- 1) What would you estimate was the actual attendance at the event/expenditure? _____
- 2) How many room nights were generated in Marble Falls hotels, motels, or bed and breakfasts by attendees of this event/expenditure? _____
- 3) Was a room block established for this event/expenditure 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? _____
- 4) Please check all efforts your organization actually used to promote this event/expenditure and how much was actually spent in each category:

Newspaper \$ _____	Press Releases \$ _____
Radio \$ _____	Direct Mail \$ _____
Television \$ _____	Other \$ _____
- 5) Did you receive City services for your event? YES NO
If so, have the services been paid for? YES NO

Please attach samples of documents showing how various venues in Marble Falls were recognized in your advertising or 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 (radio, television, print, or mail) used or where the advertising took place (i.e. 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.**

Please Submit To:
City of Marble Falls • 800 Third Street • Marble Falls, TX 78654