

**GILLESPIE COUNTY POST EVENT FORM
HOTEL OCCUPANCY TAX
FOR 2024**

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) Funding the establishment, improvement, or maintenance of a convention center or visitor information center;
- ii) Paying the administrative costs of facilitating convention registration;
- iii) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the county or it's vicinity;
- iv) Expenditures that promote the arts which directly encourages tourism and increases hotel and convention activity within Gillespie County.
- v) Funding historical restoration and preservation projects which directly encourages tourism and increases hotel and convention activity within Gillespie County
- vi) Funding certain expenses, including promotional expenses directly related to a sporting event within counties with a population of under 1 million.
- vii) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the county.

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 the County Auditor's Office 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? Yes No

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 Email: mschneider@gillespiecounty.org Telephone: 830/997-6777

2024 Hotel Occupancy Tax Funds Post Event Report Addendum Expenditure Summary

Amount Awarded: \$

Expenditures by Fund Limitations (invoices 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 \$

Funding certain expenses related to a sporting Event \$

Signage directing tourists to sights and attractions \$

Total Expenditures \$

Amount Unspent \$

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