

# Seymour HOT Funds Report Form

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Date: Click or tap to enter a date.

## ***Organization Information***

Name of Organization: Click or tap here to enter text.

Address: Click or tap here to enter text.

City, State, Zip: Click or tap here to enter text.

Contact Name: Click or tap here to enter text.      Contact Phone Number: Click to enter #.

## ***Event Information***

Name of Event or Project: Click or tap here to enter text.

Date of Event or Project: Click or tap here to enter text.

Primary Location of Event or Project: Click or tap here to enter text.

Amount Requested: \$Click or tap here to enter amount.

Amount Received: \$Click or tap here to enter amount.

How were the funds used: Click or tap here to enter text.

How many years have you held this Event or Project: Click or tap here to enter text.

## ***Event Funding Information***

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

2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): Enter %.
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): Enter %
4. If staff costs were covered, estimate of actual hours staff spent on funded event: Enter %
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?

[Click or tap here to enter text.](#)

### ***Event Attendance Information***

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): Enter Number.
2. What would you estimate as the actual attendance at the event? Enter Number.
3. How many room nights were generated in Seymour hotels by attendees of this event or project? Click or tap here to enter text.
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Seymour hotels by attendees of this Event or Project?

Last Year Click or tap here to enter text.

Two Years Ago Click or tap here to enter text.

Three Years Ago Click or tap here to enter text.

5. What method did you use to determine the number of people who booked rooms at Seymour hotels (e.g.; room block usage information, survey of hoteliers, etc.)?  
Click or tap here to enter text.
6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes or No or Not Applicable.. If the room block did not fill, how many rooms were picked up? Click or tap here to enter text.

## ***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: [Click or tap here to enter text.](#)

Radio: [Click or tap here to enter text.](#)

TV: [Click or tap here to enter text.](#)

Social Media: [Click or tap here to enter text.](#)

Platforms: [Click or tap here to enter text.](#)

Other Paid Advertising: [Click or tap here to enter text.](#)

Number of Press Releases to Media: [Click or tap here to enter text.](#)

Number of Direct Mailings to out-of-town recipients: [Click or tap here to enter text.](#)

Other Promotions: [Click or tap here to enter text.](#)

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? [Click or tap here to enter text.](#)
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? [Click or tap here to enter text.](#)
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? [Click or tap here to enter text.](#)
5. Please attach samples of documents showing how Seymour was recognized in your advertising/promotional 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.

[Click or tap here to enter text.](#)

### ***Sporting Related Events***

1. How many individuals actually participated in this event? Click to enter text.
2. How many of the participants were from another city or county? Click to enter text.
3. How did the activity substantially increased economic activity at hotels within the city or its vicinity? Click or tap here to enter text.

### ***Additional Event Information***

What Seymour businesses did you utilize for food, supplies, materials, printing, etc?  
Click or tap here to enter text.

**PLEASE SUBMIT NO LATER THAN THE 1<sup>st</sup> OF EACH QUARTER MONTH,  
JANUARY/APRIL/JULY/OCTOBER**

Cathy Woolbright, HOT Funds Advisory Board Executive Director

email: [seymourchamber@srcaccess.net](mailto:seymourchamber@srcaccess.net)

mail to: P.O. Box 1379, Seymour TX 76380

Phone: (940) 889-2921