

Hotel Occupancy Tax Funding Grant

Dear \_\_\_\_\_,

We are pleased to inform you that your application dated \_\_\_\_\_ for municipal hotel occupancy tax revenue funding has been approved in the amount of \_\_\_\_\_ for <<<event name or purpose of expenditure>>>. We anticipate that funds will be disbursed on \_\_\_\_\_.

**All entities that are approved for hotel occupancy tax revenue funds must submit the attached Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the Seymour, Texas Hotel Motel Board 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 Seymour, Texas. In your application for hotel occupancy tax revenue funding, your entity indicated that your event will likely have an impact of \_\_\_\_\_ hotel room nights in the area.

Additionally, you should be aware that the City of Seymour imposes the following additional restrictions or requirements on entities receiving hotel occupancy tax funding:

All quotes and invoices for the money requested due upon completion of your event.

We look forward to our partnership with your organization. If you have any questions about this grant, please do not hesitate to contact us.

Sincerely,  
Kristin White  
Executive Director  
Seymour Hotel Motel Board

**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?

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***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 \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) 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 \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) 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 \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) hotels (e.g.; room block usage information, survey of hoteliers, etc.)?

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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? \_\_\_\_\_

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## ***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?

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5. Please attach samples of documents showing how \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) 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?

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***Additional Event Information***

What \_\_\_\_\_ (fill in name of your city or entity overseeing use of hotel tax) businesses did you utilize for food, supplies, materials, printing, etc?

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**Please Submit no later than (insert deadline) to:**

\_\_\_\_\_  
(fill in name, contact person, and address of your city or entity)