
POST EVENT REPORT

Late or incomplete Post Event Reports will not be accepted, and funds will not be disbursed.

Date Post Event Report Submitted (no later than 90 days of event): _____

Name of Organization: _____

Organization Address: _____

Contact Name: _____

Contact Phone Number: _____ Email: _____

Name of Event/Project: _____

Primary Location of Event/Project: _____

How many years have you held this Event/Project: _____

Total cost of Event/Project: _____

HOT Fund Amount Approved: _____

Based upon your HOT Funds Application selections, please detail your expenses in the categories listed below.

- **Convention Centers and Visitors Information Centers:** the acquisition of sites for and the construction, improvements, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both.

Amount spent (N/A if you did not apply under this category.) _____

- **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Amount spent (N/A if you did not apply under this category.) _____

If staff costs were covered, estimate the actual hours staff spent working the event. _____

- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Please note, if applying under this category, advertising funds must be utilized in

advance of the event and target visitors outside a 50-mile radius of the City of Gonzales. Applicants must include a copy of a marketing budget that outlines advertising/media sources such as but not limited to; marketing collateral, magazines, newspapers, radio, television and social media. Documentation should also include rate card/sheets and expected run dates.

Amount spent (N/A if you did not apply under this category.) _____

- **Promotions of the Arts and Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the facility or event can show hotel nights that are booked due to their events or those guests at hotel attend the arts event. Eligible forms of art include but are not limited to instrumental and vocal music, dance drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related the presentation, performance, execution and exhibition of these major art forms.

Amount spent (N/A if you did not apply under this category.) _____

- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Amount spent (N/A if you did not apply under this category.) _____

- **Sporting Events Expenses that Substantially Increase Economic Activity at Hotels:** Sporting related expenses if the majority of the participants are tourists. The event must substantially increase economic activity at hotels within the City or its vicinity.

Amount spent (N/A if you did not apply under this category.) _____

- **Funding transportation systems for transporting tourists from hotels to and near the City to and of the following destinations:**
 - the commercial center of the City
 - a convention center in the City
 - other hotels in or near the City
 - tourist attractions in or near the City.

It should be noted, the laws specifically prohibit the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

Amount spent (N/A if you did not apply under this category.) _____

- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount spent (N/A if you did not apply under this category.) _____

Total amount of expenses outlined in categories listed above: \$ _____

Attendance

Estimated attendance submitted on HOT fund application? _____

Actual attendance? _____

Amount charged for admission? _____

Hotel Stays

Estimated number of rooms submitted on HOT fund application? _____

Actual number of room nights were generated at Gonzales hotels, motels or short-term rentals by attendees of this event/project? Supporting documentation must be included. _____

Did you negotiate a special rate or hotel/event package to attract overnight stays? _____

What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels or short-term rentals (i.e.; room block usage, etc.) _____

If this event has been funded by HOT funds in the last three years, how many room nights were generated at Gonzales hotels, motels, or short-term rentals by attendees of this event/project?

Last Year: _____ Two Years Ago: _____ Three Years Ago: _____

Please provide any feedback on working with local hotels and/or AirBnB. _____

Marketing/Advertising

Please indicate all efforts your organization actually used to promote this event and how much was actually spent in each category. Newspaper: \$_____ Radio: \$_____ Television: \$_____

Direct Mail: \$_____ Press Release: \$_____ Social Media: \$_____

Other (specify other): \$_____

Post Event

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, TV, print or mail) used or where the advertising took place (i.e.; City’s newspaper, city of radio spot played), please include other information that would show location of the advertising and medium utilized.

Did your website/promotional material provide a link to the Gonzales Visitor’s Center or other sources within the City of Gonzales? Please include attachments of examples. _____

Did your website/promotional materials provide booking information for Gonzales hotels? (i.e. room block information, hotel listings, etc.) Please include attachments or links.

List any other marketing initiatives you utilized to promote this event?

Economic Impact

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc.? _____

Please provide any feedback on working with local businesses and vendors.

Future Events

Do you plan to hold this event next year? _____

Have you budgeted a portion of the event revenues for future cost and operations going forward?
_____ YES _____ NO

If “NO”, please provide an explanation for your answer : _____

A copy of your event Profit & Loss (P&L) statement is required to complete this report. Please attach a copy for review by the CVB. **If a P&L is not included, this Post Event Report is considered incomplete, and funds will not be distributed.** Alternatively, if you choose not to provide a P&L, you MUST physically attend the next meeting of the Gonzales Convention and Visitor’s Bureau to discuss verbally.

It should be noted that any debt owed to the City of Gonzales, including but not limited to property tax or debt for services, must be cleared prior to the approval or disbursement of any funds.

Post Event Report Form Submission

Please return the completed Post Event Report with all necessary attachments to the City of Gonzales City Secretary – no later than 90 days after the event/project date, so that it may be reviewed by the CVB. **Late or incomplete packets will not be accepted, and funds will not be disbursed.**

Submission Options:

HAND DELIVER

Tiffany Hutchinson-Padilla
CVB Staff Liaison
820 St. Joseph Street
Gonzales, Texas 78629

POSTAL MAIL

Tiffany Hutchinson-Padilla
CVB Staff Liaison
P.O. Box 547
Gonzales, Texas 78629

FAX or EMAIL

Attn: Tiffany Hutchinson-Padilla 830-672-2813 tpadilla@gonzales.texas.gov

For Questions, please contact City of Gonzales CVB Staff Liaison at (830) 672-2815 or by email at tpadilla@gonzales.texas.gov