



## Post Event Report Form HOT Grant Program Fiscal Year 2020-2021

By law of the State of Texas, the City of Dripping Springs collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfast, inns, and other lodging properties. 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:

- a) Convention Centers and Visitor Information Centers: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) 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;
- d) Promotions of the Arts that 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 art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include 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 to the presentation, performance, execution, and exhibition of these major art forms.
- e) 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.

- f) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
  
- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
  - 1. the commercial center of the city;
  - 2. a convention center in the city;
  - 3. other hotels in or near the city; or
  - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

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

The City of Dripping Springs 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 will be reviewed by the City of Dripping Springs 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 the City of Dripping Springs.

**Remove from form – verify with guidelines**

## Post Event Report Form

Name of Organization/Business:	Date:
Mailing Address:	City, State, Zip:
Contact Name:	Contact Phone Number/Email:
<b>Event/Project Information</b>	
Name of Event/Project:	Event/Project Date:
Event/Project Location:	
Funding Request:	Funding Received:
Description of how funds were used, and dollar amount allocated to each activity:	
<b>Event/Project Funding Information</b>	
Total Cost of Event/Project:	Percent of total cost covered by HOT Funds:
Percentage of staff costs covered by HOT Funds:	Percentage of staff hours contributed to event/project:
<b>Event/Project Attendance Information</b>	
Estimated number of attendees:	Actual number of attendees:
Number of overnight attendees:	Number of overnight event/project staff:

List event/project area hotel room reservation and room block for staff and/or attendees:

Describe the method used in determining the number of attendees/staff who booked rooms in the area:

**Event/Project Promotion Information**

Promotion/Advertising Total Cost:

Newspaper/Magazine/Publication:

Radio/Television:

Social Media:

Printing Expenses:

Describe the event/project marketing initiatives that were utilized to promote hotel and convention activity (attach at least one sample of marketing pieces):

**Sporting related Event/Project Information (if applicable)**

Number of participants in event/project (team members and staff, accompanying family members, spectators, vendors, etc.)

Number of attendees/participants/spectators from another city or county:

Describe how the event/project substantially increased economic activity at hotels within the city or its vicinity:

**Additional Event/Project Information**

Describe local businesses utilized for food, materials, printing, etc.:

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PLEASE RETURN POST EVENT FORM TO THE CITY OF DRIPPING SPRINGS:

**By Mail**

City of Dripping Springs  
Attn: City Administrator  
PO Box 384  
Dripping Springs, TX 78620

**Hand Deliver**

City of Dripping Springs  
City Hall  
511 Mercer Street  
City of Dripping Springs, TX 78620

**Electronic Submission**

[mfischer@cityofdrippingsprings.com](mailto:mfischer@cityofdrippingsprings.com)