

REAL COUNTY  
POST-EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING

All entities that are approved for hotel occupancy funding must submit a Post Event Report Form **within 60 days** of each funded event. The report will be reviewed by the Real County Commissioners Court 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 Real County.

## Post Event Report Form

Date:

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### Organization Information

Name of Organization:

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Address:

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City, State, Zip: 

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Contact Name:

Contact Phone Number:

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### Event Information

Name of Event or Project:

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Date of Event or Project:

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Primary Location of Event or Project:

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Amount Requested: \$

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Amount Received: 

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How were the funds used:

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How many years have you held this Event or Project:

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### Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: \_\_\_\_\_
2. 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 in Real County hotels by attendees of this event or project? \_\_\_\_\_
4. What method did you use to determine the number of people who booked rooms at Real County hotels (e.g., room block usage information, survey of hoteliers, etc.)?

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5. Was a room block established for this Event at an area hotel (hotels), ☐ Yes ☐ No, and if so, did the room block fill? If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

## Event Promotion Information

1. Please check all efforts your organization used to promote this Event and how much was actually spent in each category:

Newspaper: \$ \_\_\_\_\_

Radio: \$ \_\_\_\_\_

Social Media \$ \_\_\_\_\_

Posters/Handouts \$ \_\_\_\_\_

Other Paid Advertising: \$ \_\_\_\_\_

Number of Press Releases to Media \_\_\_\_\_

Number of Direct Mailings to out-of-town recipients \_\_\_\_\_

Other Promotions \_\_\_\_\_

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

☐ Yes ☐ No

3. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

\_\_\_\_\_

4. Please attach samples of documents showing how Real County was recognized in your advertising/promotional campaign.

5. 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 cities 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 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 hotels within the city or its vicinity.

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## Additional Event Information

What Real County businesses did you utilize for food, supplies, materials, printing, etc.?

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Please Submit no later than 60 days after event to:  
Terrie Pendley, Real County Tax Assessor-Collector  
PO BOX 898, Leakey, TX 78873  
830-232-6210