



## Post Event Report

*This form must be completed and returned to the City of League City  
no later than 60 days following the date of your event*

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: \_\_\_\_\_

Location of event: \_\_\_\_\_

Amount of funds requested: \$ \_\_\_\_\_

Amount of funds received: \$ \_\_\_\_\_

Amount of funds spent: \$ \_\_\_\_\_

Amount of funds unused/returned: \$ \_\_\_\_\_

How were funds spent: \_\_\_\_\_

\_\_\_\_\_

How many years have you held this event or project: \_\_\_\_\_

### **Event Funding Information**

Actual percentage of funded event costs covered by hotel occupancy tax: \_\_\_\_\_

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? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Event Attendance Information**

How many people do you estimate attended the event? \_\_\_\_\_

How many room nights were generated at League City hotel? \_\_\_\_\_

If this event was held in the previous 3 years, how many room nights were generated by attendees?

Last Year \_\_\_\_\_

Two Years Ago \_\_\_\_\_

Three Years Ago \_\_\_\_\_

**Event Promotion Information**

Note all efforts your organization used to promote this Event and how much was actually spent in each category:

Newspaper \$ \_\_\_\_\_ Radio \$ \_\_\_\_\_ TV \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

Number of press releases to media \_\_\_\_\_

Number direct mailings \_\_\_\_\_

Other promotions \_\_\_\_\_

What new marketing initiatives did you utilize to promote hotel activity for this Event? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Additional Event Information**

What League City businesses did you utilize for food, supplies, materials, printing, etc? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Required Attachments**

- Profit/Loss Statement for this Event
- Samples of documents showing all forms of advertising/promotion
- Samples of documents showing how the City of League City was recognized in your advertising/promotion
- Actual invoices, receipts, proofs of payment for ALL expenditures for which HOT funds were used in whole or in part

**Return to:**

City of League City  
HOT Funding Post Event Report  
c/o League City Economic Development  
300 West Walker Street  
League City, TX 77573