



Post-Funding Report for City of Weatherford Hotel Occupancy Tax (HOT) Revenue

Date _____

Organization Information

Name _____

Address _____

Contact Name _____ Phone _____

Request Information

This request was for: (Please check one and provide applicable information)

____ annual funding for the year of _____.

____ a special event/activity/facility named _____.

held on _____.

Amount of HOT revenue received: \$ _____

Results

Please detail how the HOT revenues were used:

How did your organization use other Weatherford businesses while carrying out the purpose/mission of the organization or event (printing, catering, rentals, etc.)?

What was the estimated attendance or draw of visitors for your organization or event?

How many of those would your organization estimate used Weatherford hotels, motels, inns, or bed-and-breakfast establishments? _____

How many nights did they stay? _____

How did your organization measure the impact of your organization/event on area hotel activity? _____

Please list the amount expensed to each media outlet your organization plans used:

Paid Advertising:	\$ _____	Newspaper:	\$ _____
Radio:	\$ _____	TV:	\$ _____
Direct Mailings to Out-of-Town Recipients			\$ _____
Press Releases:	\$ _____	Other	\$ _____

What specific geographic areas did your advertising materials and promotions reach?

How many individuals located in another city/county did your proposed marketing reach?

Additional sheets may be attached for further information.

Please file this completed form with:

City of Weatherford, Office of Management & Budget
303 Palo Pinto Street
Weatherford, Texas 76086