
POST EVENT REPORT

All entities that are approved for Hotel Occupancy Tax funding must submit a Post Event Report to the Cameron City Secretary within 60 days of each funded event. This report will be reviewed by the City of Cameron to determine how well the entity met its goals and will 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 Cameron.

Date: _____

Name of Organization: _____

Project or Event: _____

Primary Purpose of Funded Event/Project: _____

Amount Received from Hotel Occupancy Tax Funds: _____

Amount Used from Hotel Occupancy Tax Funds: _____

How were the funds actually used? _____

Actual percentage of funded **EVENT** costs covered by hotel occupancy tax: _____

Actual percentage of **FACILITIES** costs covered by hotel occupancy tax: _____

Actual percentage of **STAFF** costs covered by hotel occupancy tax: _____

If staff cost were covered, provide a reasonable estimate of actual hours the staff spent on funded event or project: _____

What was the total attendance at the event? _____

What method was used to determine the number of people who attended the event?

What was the number of "tourist" that attended the event? _____

What method was used to determine the number of tourist who attended the event?

How many room nights were generated at a Cameron hotel, motel or bed and breakfast by attendees of this event or project? _____

What method was used to determine the number of people who booked and occupied rooms at a Cameron hotel facility? (e.g. room block usage information, survey of hoteliers, etc.)

Was a room block established for this event at a Cameron hotel and if so, did the room block fill?
Yes No If the room block did not fill, how many rooms were picked up? _____

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

_____ Newspaper	\$ _____	_____ Television	\$ _____
_____ Radio	\$ _____	_____ Press Releases	\$ _____
_____ Direct Mail	\$ _____	_____ Other	\$ _____

What **new** marketing initiatives did you utilize to promote hotel and convention activity for this event?

Attach samples of documents showing how Cameron was recognized in your advertising promotional campaign and attach at least one sample of all forms of advertising/promotional material used in your campaign. If the sample itself does not indicate the medium used (radio, television, print, or mail) or where the advertising was placed, please include other information that would show location of the coverage of the advertising and the medium utilized.

SPORTS RELATED EVENTS

This section applies only to sport related functions or facilities.

How many individuals actually participated in the event?

How many participants were from another city or county?

Quantify how the activity substantially increased economic activity at hotel and motels with the City of Cameron.

Authorized Signature: _____

Date of Signature: _____