Reporting Form and Quarterly Reporting Schedule

This form must be completed and submitted to the City of Brownsville via email to [hotfundscontracts@brownsvilletx.gov](mailto:hotfundscontracts@brownsvilletx.gov) on the following schedule:

* Quarter 1 (October – December): Due January 31
* Quarter 2 (January – March): Due April 30
* Quarter 3 (April – June): Due July 31
* Quarter 4 (July – September): Due October 31

By submitting the following information, the confirms that the information provided in this report is truthful and correct and acknowledge that any willful dishonesty may result in returning the awarded funds.

Date: What Quarter are you reporting?

# Contact Information

Name of Organization:

Address:

City, State, Zip:

Contact Name: Contact Phone Number:

Email address:

# Program or Event Information

Name of Event or Project(s):

Date of Event or Project(s) or Dates Range for Ongoing Project(s):

Primary Location of Event or Project:

Describe How Hotel Occupancy Tax funds were used:

Required Attachment: Attach the Tabular Budget Summary Showing Expenditures by Allowable Category

(Exhibit 2).

# Program or Event Funding Information

1. Actual percentage of funded program or event costs covered by hotel occupancy tax:
2. Actual percentage of staff costs covered by hotel occupancy tax (if applicable):
3. If staff costs were covered, estimate of actual hours staff spent on funded program or event:

# Attendance Information

1. How many people did you predict would attend? (Number submitted in application for hotel occupancy tax funds if you are receiving ongoing funding, you report attendance for the quarter):
2. What would you estimate as the actual attendance at the program or event?
3. What method did you use to estimate actual attendance?
4. What would you estimate to be the actual number of visitors who attended the program or event from outside the Rio Grande Valley?
5. Did your organization work with any area hotels to block rooms for your program or event; or provide discounts or other inducements to stay at a local hotel? If so, please name the hotel(s) and explain the actions your organization took to increase overnight stays at that hotel(s)?

# Promotion Information

1. Please check all efforts your organization actually used to promote your Program or Event and how much was actually spent in each category outside the Rio Grande Valley:

Internet/Web Ads: $

Newspaper: $

Radio: $

TV: $

Other Paid Advertising: $

Number of Press Releases to Media

Number Direct Mailings to out-of-town recipients

Number of Social Media posts .

Other Promotions

1. Did you credit the City of Brownsville/ Visit Brownsville in your promotional brochures, and other collateral?
2. Did you work with other organizations to cross-promote your program or event? how did you do so?

If so,

1. What marketing initiatives did you utilize to promote hotel activity for your organization, program or event?
2. Attach samples of documents showing how the City of Brownsville was recognized in your advertising/promotional campaign.
3. 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 city’s 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.
4. Did you advertise in any statewide publication? If so, which ones?
5. Where and how did you market the programs and events? Please be as detailed as possible.