

Llano County Hotel/Motel Tax Grant Follow-up Report

Follow-Up Report must be returned within 60 days of the event or project completion. Supporting documentation is required with the submission of the Follow-Up report. *Recipients can request funds prior to project completion/event but must submit invoices for approved expenses along with request.* All funding requests require approval at Commissioner's Court.

DATE _____

ORGANIZATION INFORMATION

Organization Name _____

Address _____

City, State, Zip _____

Contact Name(s) _____

Contact Phone Number(s) _____

Contact Email Address(es) _____

PROJECT OR EVENT

Name of Event or Project _____ Event Location _____

Date(s) of event or project _____ Years Event held _____

Date of Follow-up report _____

FINANCIAL DATA FOR PROJECT OR EVENT

Amount of grant \$ _____ Percentage of event funded by HOT grant _____ %

Expenditure in dollars of HOT Grant by state statute category

\$ _____ Visitor Information Center

\$ _____ Advertising/Marketing

\$ _____ Arts

\$ _____ Preservation

\$ _____ Sporting Events

\$ _____ Signage

Do you anticipate requesting HOT grant funds in the future? YES NO

And, if so, how much? \$ _____

What were your other sources of revenue for the project or event in dollars?

_____ Sponsorships
_____ Ticket sales
_____ Vendor booths
_____ Other grants or donations

What was your total profit or loss for the event/project?

ATTENDANCE DATA FOR PROJECT OR EVENT

_____ TOTAL estimated attendance
_____ Attendance from outside a 50 mile radius
_____ Attendees staying one night
_____ Attendees staying two nights
_____ Attendees staying three nights
_____ % Percentage of attendees staying in UNINCORPORATED lodging
_____ % Percentage of attendees staying in INCORPORATED lodging

ADVERTISING AND MARKETING

Did your promotions and advertising note Llano County lodging facilities? _____

What method did you use to determine the number of attendees booking rooms for your event?
(Surveys of lodging properties or other) _____

Which efforts were used to promote this event and how much was spent?

_____ Newspaper	_____ Radio
_____ Direct Mail	_____ TV
_____ Social Media	_____ Press Releases
_____ Other	

What Llano County businesses did you utilize for your event/project including food, supplies, materials, printing, contractors?

Please attach the following:

- **An itemized list of expenditures using a HOT grant**
- **A copy(ies) of advertising outside of a 50-mile radius**
- **Results of any surveys taken by attendees and/or participants**
- **Any feedback from Llano County lodging owners/managers**

Signature and title of person completing report

Date

Please direct any questions and return form to

**Cheryl Regmund
Llano County Treasurer
cregmund@co.llano.tx.us**

**Cheryl Kepp
Chief Deputy Treasurer
ckepp@co.llano.tx.us**

**100 W Sandstone St
Llano, TX 78643
325-247-7743**

Thank you for your efforts to promote tourism in Llano County.