

# **WACO TOURISM PUBLIC IMPROVEMENT DISTRICT POST-EVENT REPORT FORM**

By law of the State of Texas, the City of Waco and the Waco Public Improvement District (TPID) collects a 2% assessment from hotels with 75 rooms or more. The revenue from the assessment may be used only to directly promote tourism and the convention and hotel industry.

Specifically, the Waco Tourism Public Improvement District self-generates additional funding to pursue three primary purposes:

- 1) to fund an enhanced marketing program to generate increased hotel business;**
- 2) to provide increased funding for sales incentives to attract and retain groups, large conferences, conventions, and other hotel-night generating meetings; and**
- 3) to provide funding for the administration and tourism research activities that are necessary to enable the increased sales and marketing activities.**

The Waco TPID accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 30 days of each funded event.** The report will be reviewed by the Waco TPID to determine how well the entity met its goals and be used in consideration of future funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to Waco.

**Failure to submit post-event report form within 30 days after the last day of the event could result in reduction or loss of funds.**

**Waco Tourism Public Improvement District  
Post Event Report Form**

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: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Amount Received: \$ \_\_\_\_\_

How were the funds used:

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

**Event Funding Information**

1. List any major event sponsors: \_\_\_\_\_
2. 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**

1. How many people did you predict would attend this event? (number originally submitted in application for funds): \_\_\_\_\_
2. What would you estimate as the actual attendance at the event? \_\_\_\_\_
3. How many room nights were generated in Waco TPID hotels by attendees of this event?  
\_\_\_\_\_
4. If this Event has been funded by the TPID assessment in the last three years, how many room nights were generated at Waco TPID hotels by attendees of this Event or Project?  
  
Last Year \_\_\_\_\_ Two Years Ago \_\_\_\_\_ Three Years Ago \_\_\_\_\_
5. What method did you use to determine the number of people who booked rooms in Waco hotels (e.g.; room block usage information, survey of hoteliers, etc.)?

**Event Promotion Information**

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:  
  
Newspaper: \_\_\_\_\_ Amount Spent: \_\_\_\_\_  
Radio: \_\_\_\_\_ Amount Spent: \_\_\_\_\_  
TV: \_\_\_\_\_ Amount Spent: \_\_\_\_\_  
Other Paid Advertising: \_\_\_\_\_ Amount Spent: \_\_\_\_\_  
  
Number of Press Releases to Media: \_\_\_\_\_  
Number Direct Mailings to out-of-town recipients: \_\_\_\_\_

Other Promotions \_\_\_\_\_

2. Did you include a link to the TPID and/ or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes \_\_\_ No \_\_\_

3. Did you negotiate a special rate or hotel/event package to attract overnight stays?  
Yes No

2. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

3. Please attach samples of documents showing how Waco was recognized in your advertising/promotional campaign.

4. Please 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.

### ***Sporting-Related Events***

1. If the Event was a sporting-related function/facility, how many individuals actually participated in this event? \_\_\_\_\_

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_

### ***Additional Event Information***

What Waco businesses did you utilize for food, supplies, materials, printing, etc?

**Please submit no later than 30 days after the event to:**

Waco TPID, 424 Clay Avenue, #2343, Waco, TX 76706 or [wacotpid@gmail.com](mailto:wacotpid@gmail.com)

**Failure to submit within timeline could result in reduction or loss of funds.**