





**Part III: Information about economic impact of the event:**

**Promotional Activities:**

a.) Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: \$ \_\_\_\_\_ Radio: \$ \_\_\_\_\_

TV: \$ \_\_\_\_\_ Other: \$ \_\_\_\_\_

Number of press releases to media, including social media: \_\_\_\_\_

Number of direct mailings and email to out-of-town recipients: \_\_\_\_\_

Other promotions: \_\_\_\_\_

b.) What geographic areas does your paid advertising and promotion reach:

\_\_\_\_\_

**Economic Impact:**

c.) If the funding requested is related to a permanent facility rather than a specific event (e.g. museum, visitor center):

Expected Attendance Monthly/Annually: \_\_\_\_\_

Percentage of those in attendance that are staying at area hotels/lodging facilities:  
\_\_\_\_\_ %

d.) Over the last three times your event was held, how much HOT assistance did your event receive, and how many hotel room nights were documented?

<b>Month/Year Held</b>	<b>HOT Funds</b>	<b># of Room Nights Documented</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Describe the methodology used to document how many attendees stayed overnight in a hotel room in Cuero:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

e.) How many people attending the event this year do you estimate will use Cuero hotels:

\_\_\_\_\_

f.) How many nights will they stay: \_\_\_\_\_

g.) Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

h.) What method will you use to document how many attendees will stay overnight in a hotel room in Cuero:

- Questionnaire or Survey
- Registration Form
- Guest Book
- Hotel Room Block Report
- Other, please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Note: You are requested to submit copies of the above documentation showing hotel room nights associated with your event with your Post Event Report.*

#### **Part IV: Funding Request**

a.) What is the total budget for this event: \$ \_\_\_\_\_

b.) Amount Requested: \$ \_\_\_\_\_

c.) Will your event be receiving funds from other organizations, government entities or grants? \_\_\_\_\_ yes \_\_\_\_\_ no

d.) What is the intended use of the funds:

\_\_\_\_\_  
\_\_\_\_\_

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**Part V: Supplemental Information:** *Please attach the following to the application.*

- Your organization's most recent financial statements, including a copy of the most current audit or review conducted. If a formal audit is not conducted, please describe the mechanism used by your organization to validate expenses (i.e. does the Board review?)
- A copy of your agency's IRS tax exempt certificate.
- Your organization's current budget, approved by the organizations' board.
- Income statement from past event(s) that have received HOT funds in the last 12 months preceding your application.
- Proposed budget for event to be funded in whole or in part with grants from this application with line items where HOT funds will be used highlighted. Include all items you expect the HOT funding to pay for, including salaries, benefits, and operating expenses
  - event if HOT funds are only covering a portion of certain expenses.
- One or more of the following to demonstrate potential to generate overnight visitors:
  - Established events:
    - a.) historic information documenting the number of room nights used during previous years of the same events.
    - b.) historic information documenting the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or
  - New events:
    - c.) current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;
    - d.) examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.

**Please submit no later than August 8, 2017 to:**

**City of Cuero**

**Attn: City Secretary**

**P. O. Box 660**

**Cuero, Texas 77954      or**

**[citysecretary@cityofcuero.com](mailto:citysecretary@cityofcuero.com)**

