

**CITY OF MARFA  
HOTEL OCCUPANCY TAX FUND  
EVENT ADVERTISING REIMBURSEMENT GRANT  
POST EVENT REPORT FORM**

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

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

Event Attendance: \_\_\_\_\_

How many room nights were generated (determined by survey of hoteliers after event)?  
\_\_\_\_\_

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

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

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

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

Web Site: \$ \_\_\_\_\_

Flyers: \$ \_\_\_\_\_

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

Number of Press Releases to Media: \_\_\_\_\_

Number of Out-of-Town Mailings: \_\_\_\_\_

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

Did you include a link to the City of Marfa Tourist Information and Convention Center on your promotional handouts and website for booking hotel nights during the event?

Did you negotiate a special rate or hotel/event package to attract overnight stays?

Did you block any local rooms for event attendees? How many?

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

Did you place flyers in any or all local hotels, motels, and room and/or house rentals?

Please attach sample documents showing how the City of Marfa Tourist Information and Convention Center was recognized in your advertising/promotional campaign.

Please attach at least one sample of all the forms (including flyers placed in hotels, motels, room rentals, etc.) of advertising used, making certain to include the type of medium utilized and the location of the advertising.

Please submit this form with your advertising receipts for reimbursement no later than 30 days after the event to the director of the City of Marfa Tourist Information and Convention Center.

Thank you for the important part your organization plays in promoting Marfa!