



**POST EVENT FOLLOW-UP**  
**BURNET TOURISM ALLIANCE**  
PLEASE PRINT

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**APPLICANT**

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Name of Applicant: \_\_\_\_\_  
(Organization, group or individual)

Representative: \_\_\_\_\_ Original Application Date: \_\_\_\_\_

Event Description: (as described on your original application) \_\_\_\_\_

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**EVENT**

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Date(s) Held: \_\_\_\_\_ Time(s): \_\_\_\_\_

Is this different from the scheduled date?  No  Yes, Explain \_\_\_\_\_

Location(s) Of Event: \_\_\_\_\_

Affecting Events (*Weather, other events, etc.*) \_\_\_\_\_

Approximate number of persons in attendance \_\_\_\_\_

Is this:  About what you expected  More than Expected  Less than expected

If less than expected, what do you think was the reason? \_\_\_\_\_  
\_\_\_\_\_

How many attendees were overnight stays? \_\_\_\_\_ Average number of nights stayed \_\_\_\_\_

Was a room block established for this Event at an area hotel(s)  No  Yes, How many? \_\_\_\_\_

If Yes, did the room block fill? \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

In what way did you track the number of hotel/motel rooms that were occupied during the event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What was the outcome of your tracking?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you did not track the number of hotel/motel rooms occupied, explain how your event helped to promote the convention and hotel/motel industry?

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

## FINANCIAL REPORT

| DESCRIPTION  | PROJECTED | ACTUAL | Over/Under |
|--|-----------|--------|------------|
| Revenue  |           |        |            |
| Expenses   |           |        |            |
| <b>NET PROFIT OR LOSS</b> <i>(Revenue less expenses)</i> |           |        |            |
| Value of In-Kind Services Provided                       |           |        |            |

**BTA FUND EXPENDITURES** *(Include only those items that were paid for with BTA funds).*

| DESCRIPTION  | TOTAL \$<br>SPENT<br><i>(Col 1)</i> | BTA \$<br>USED<br><i>(Col. 2)</i> | % BTA Funds<br><i>(Col. 2 divided by<br/>Col. 1 in %)</i> |
|--|-------------------------------------|-----------------------------------|---|
| Convention Center or Visitor Information Center  |                                     |                                   |   |
| Registration of Convention Delegates   |                                     |                                   |   |
| Advertising, Solicitations, Promotional programs to attract tourists and convention delegates  |                                     |                                   |   |
| Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry  |                                     |                                   |   |
| Historical restoration and preservation projects or activities or advertising and conducting solicitation  |                                     |                                   |   |
| Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity |                                     |                                   |   |
| <b>TOTALS</b>  | \$                                  | \$                                |   |

**REFUND DUE** *(In the event that the total of the Col. 2 above is less than the amount awarded, you must refund the difference to the BTA).*

|    |   |    |
|----|---|----|
| 1. | <b>BTA FUNDS RECEIVED</b>   | \$ |
| 2. | <b>BTA \$ USED</b> <i>(Total of Col. 2 above).</i>  | \$ |
|    | <b>REFUND DUE</b> <i>(If Row 1. above is more than Row 2. above enter the difference here and return that amount to the BTA).</i> | \$ |

**SIGNATURE**

I certify that I am authorized to act on behalf of the applicant listed above, and that the representations enclosed herein are true and factual to the best of my knowledge.

By \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_