



CITY OF ROSWELL SPECIAL EVENT LODGERS' TAX FUNDING - EVENT/FINANCIAL REPORT

NAME OF EVENT:	
DATE(S) OF EVENT:	
NAME OF ORGANIZATION SPONSORING EVENT:	
NAME OF CONTACT PERSON	
MAILING ADDRESS:	
CITY / STATE / ZIP	
PHONE:	CELL PHONE:
E-MAIL ADDRESS (optional):	

REPORT ON THE OUTCOME OF THE EVENT:

DESCRIBE ADVERTISING USED and IMPACT ON BRINGING VISITORS TO ROSWELL:

WHAT WAS ESTIMATED VISITOR ATTENDANCE?

HOW WAS IT MEASURED?

WHAT WAS THE ESTIMATED HOTEL/MOTEL, LODGING IMPACT?

DO YOU PLAN TO REQUEST LODGERS' TAX FUNDS NEXT YEAR?
 WHAT IS THE ESTIMATED DATE?
 IF YOUR EVENT IS SCHEDULED AT THE SAME TIME AS A DIFFERENT EVENT, WOULD YOU BE WILLING TO CHANGE THE DATE?
 ADDITIONAL REMARKS TO THE OTB:

SIGNATURE:	DATE:
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- Provide copies of event surveys collected.
- Provide a complete summary of survey results for merchant, restaurant and lodging impact (how many room nights) (see page 3 of this form).
- Event Report is due ninety (90) calendar days following the last day of the event.

Last day of Event _____	Received date _____	days _____
(Revised Jan. 14, 2016)		



SPECIAL EVENT LODGERS' TAX FUNDING - FINANCIAL STATEMENT

EVENT NAME:
Event Date(s):
Statement date:
Provided by:

FULL EVENT REVENUE:	
Admissions	\$
Registrations	\$
Donations	\$
Sale of Items	\$
Vendor rental	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL REVENUE	\$

FULL EVENT EXPENSES:		*LODGERS' TAX ELIGIBLE ONLY EXPENSES:
Advertisements **	\$	\$
Marketing**	\$	\$
Online**	\$	\$
Postage**	\$	\$
Security **	\$	\$
Police & Fire **	\$	\$
Entertainment	\$	\$
Food, Beverages, Snacks	\$	\$
Judges	\$	\$
Rental – Facility	\$	\$
Rental – Equipment	\$	\$
Sanitation **	\$	\$
	\$	\$
	\$	\$
	\$	\$
TOTAL EXPENSES	\$	\$

TOTAL REVENUE:	\$	TOTAL EXPENSES:	\$	PROFIT OR LOSS:	\$
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The amount of the expense which is eligible for Lodgers' Tax funding may be less than the Full Event Expense. Lodgers'

Tax Eligible Expenses must equal or exceed the total of all the requests for reimbursement invoice listings.

** Lodgers' Tax Eligible categories only: Advertisements: Radio, television, newspaper, or magazine advertisements.

Marketing: Posters, brochures, flyers, postcards, or other marketing materials

Postage: For mailing marketing materials

Online: Website, Facebook, or other internet paid advertising placement

Sanitation, security, police & fire.



SPECIAL EVENT LODGERS' TAX FUNDING - SURVEY SUMMARY

EVENT NAME:
Event Date(s):
Statement date:
Provided by:

EVENT ATTENDANCE:

TOTAL VISITOR ATTENDANCE:	
OUT-OF-TOWN VISITOR ATTENDANCE:	
OUT-OF-COUNTRY VISITOR ATTENDANCE:	

Total Visitors include all, Out-of-Town are broken out of total but include Out-of-Country
 Out-of-Country are broken out of the Out-of-Town

LODGING IMPACT:

HOTEL/MOTEL:	
RV PARKS:	
BED & BREAKFAST:	
TOTAL ROOM NIGHTS	

Room nights = # of rooms x # of nights (not people in rooms)

ROSWELL ECONOMIC IMPACT:

RESTAURANTS:	
FUEL:	
SHOPPING:	

If your survey asked these questions please provide results

* Please provide copies of the surveys collected with this form.