

COOKE COUNTY POST EVENT/PROJECT REPORT FORM
HOTEL OCCUPANCY TAX FUNDING
2026

Cooke County collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfast inns which are located in Cooke County. By the laws of Texas, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

- i) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities, visitor information centers, or facilities that serve the purpose of attracting visitors and tourist to the county;
- ii) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to Cooke County;
- iv) the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms, and
- v) historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

Cooke County 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/Project Report Form within 60 days of each funded event.** The report must be accurately completed which will then be reviewed by the Cooke County Judge's Office to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those that demonstrate an ability to generate overnight visitors to Cooke County. **A copy of all invoices and proofs of payment must be attached.** If the total amount of the Hotel Occupancy Tax funds were not used or were unlawfully used, then those funds must be returned or repaid to Cooke County with this Post Event/Project Report. Questions may be directed to Judge John O. Roane, County Judge at 940.668.5435.

Cooke County expects that all HOT funds approved for all successful applicants will be spent and/or encumbered as outlined in the application and within the timeframes indicated. If for some justified reason these funds are not spent as indicated in the application, a written explanation must be submitted to Cooke County within the 60 day deadline as indicated above.

NOTE: FAILURE TO SUBMIT THIS FORM MAY RESULT IN INELIGIBILITY FOR FUTURE FUNDING FROM THE COOKE COUNTY HOTEL OCCUPANCY TAX.

POST EVENT REPORT FORM

ORGANIZATION INFORMATION

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

PROJECT OR EVENT

Name of Event/ Project/Program: _____

Date of Event/Project/Program: _____

Primary Location of Event/Project/Program: _____

Primary Purpose of Funded Event/Project/Program: _____

Amount Received from Hotel Occupancy Tax Funds: \$ _____

Amount Used from Hotel Occupancy Tax Funds: \$ _____

How Were the Funds Actually Used? _____

Actual percentage of funded Event/Project/Program costs covered by hotel occupancy tax: ____%

How many years have you held this Event/Project/Program (if applicable)

How many people did you predict would attend because of this Event/Project/Program? (Number submitted in application for hotel occupancy tax funds):

How many room nights (estimate) were generated in Cooke County hotels, motels or bed & breakfasts by attendees of this Event/Project/Program? _____

If this Event/Project/Program has been funded by hotel occupancy tax in the last three years, how many room nights (estimate) were generated in Cooke County hotels, motels, or bed & breakfasts by attendees of this Event/Project/Program?

Last Year _____

Two Years Ago _____

Three Years Ago _____

What method did you use to determine the number of people who booked rooms in Cooke County hotels, motels, or bed & breakfasts (e.g.; room block usage information, survey of hoteliers, etc.)?

Was a room block established for this Event/Project/Program at an area hotel (hotels)?

_____ Yes _____ No

If yes, did the room block fill? _____ Yes _____ No

If the room block did not fill, how many rooms were picked up? _____

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

_____ Newspaper - \$ _____

_____ Radio - \$ _____

_____ TV - \$ _____

_____ Press Releases - \$ _____

_____ Direct Mail - \$ _____

_____ Other - \$ _____

What new marketing initiatives did you utilize to promote hotel and convention activity for this Event/Project/Program?

Please attach samples of documents showing how various venues in Cooke County were recognized in your advertising or promotional campaign.

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.

What businesses in Cooke County did you utilize?

NOTE: IT IS EXTREMELY IMPORTANT THAT YOU SUBMIT A COPY OF AN INVOICE FOR ALL EXPENDITURES WHEN USING THE HOTEL OCCUPANCY TAX FUNDS FOR YOUR ENTITY.

Submitted by: _____ Date: _____
Print Name: _____ Phone #: _____

Please Submit to: Cooke County Judge's Office
101 S. Dixon Street
Gainesville, Texas 76240
Email: chelsea.terry@co.cooke.tx.us
Telephone: 940.668.5435