



City of Texarkana, Texas Hotel Occupancy Tax Funding Requests ANNUAL ANALYSIS REPORT

The following analysis report was developed through guidance from the Texas Municipal League (TML), Texans for the Arts (TFA) and the Texas Hotel & Lodging Association (THLA). The aim of the annual analysis report is to collect information regarding the impact hotel occupancy tax expenditures have on local hotel guests.

It is important that the information below be filled out completely and accurately as possible in order to establish reliable trend data. Funded entities are encouraged to visit with area hoteliers who, in many cases, can provide feedback on whether any of their hotel guests have attended your events, programs, or facilities in the past.

Name of Organization: _____

Documented room nights at hotels, motels, and other accommodations _____

***For example, tracking whether guests are staying at local hotels documented via their guest registry, blocked rooms, etc.**

Estimated overnight visitors to hotels, motels, and other accommodations _____

For example, measuring potential out-of-town attendance from visitor sign in, ticket sales records or other survey information.

What methods did you use to determine the documented and estimated number of people who booked rooms in Texarkana hotels, motels, and other accommodations? _____

_____ (Yes/No) The recipient marketed its events outside of a 50 mile radius of Texarkana through standard media promotion and advertising including but not limited to newspapers, TV, radio, magazines and websites. If yes, what percentage of marketing funds was spent outside a 50 mile radius of Texarkana? _____

_____ (Yes/No) The recipient books hotel rooms for visiting guests and/or offers hotel related information to attendees of the organization's hotel tax funded events. If yes, how many rooms have been booked or how many people were presented information? _____

_____ (Yes/No) The recipient is an active member of a regional marketing group such as the Texarkana Hospitality Network, Texarkana Arts & Historic District or other organization. If yes, what percentage or amount of hotel occupancy tax funds is contributed to regional marketing group efforts?

***Please attach any documentation that will assist reviewers in verifying the information presented above.**

I attest that this report of Hotel Occupancy Tax funds received from the City of Texarkana, Texas, and the explanation of how such funds were utilized, is true and accurate:

Authorized Signature _____

Print Name _____

Title _____

Date _____



City of Texarkana, Texas
Hotel Occupancy Tax Funding Requests

HOTEL/MOTEL EVENT SURVEY

Name of the Event: _____

Dates of the Event: _____

Name of the Hotel: _____

Please list the number of rooms rented for the event mentioned above:

_____ First Night

_____ Second Night

_____ Third Night

_____ Fourth Night

_____ Fifth Night

Name of Hotel Representative: _____

Hotel & Motel Directory

*** Directory developed through top rated hotels on Tripadvisor.com and is not inclusive of all Texarkana lodging.**

Hilton Garden Inn Texarkana

Ramada Texarkana

Hampton Inn & Suites Texarkana

Econo Lodge Texarkana

Holiday Inn Express Texarkana

Budget Inn Texarkana

Country Inn & Suites Texarkana

Fairfield Inn & Suites Texarkana

Candlewood Suites Texarkana

TownePlace Suites Texarkana

La Quinta Inn Texarkana

Courtyard by Marriott Texarkana

Wyndham Garden Texarkana

Comfort Suites