

All Hotel Occupancy Tax expenses must abide by Texas State Law. Providing a thorough budget will help determine the impact of your event and the amount of eligible expenses your event will have. Be advised that actual receipts will be required to determine all eligible costs.

	Proposed Budget Outline	Post Budget/Expenditures
<b>Expenses</b>	7200.00	
Space Rental	3500.00	
Food & Beverage		
Audio/Visual		
Internet		
Security	2000.00	
Staff Costs	3500.00	
Entertainment	2500.00	
Lodging	1000.00	
City Permit	300.00	
<i>Total Expenses</i>	20,000.00	
<b>Advertising Expenses</b>		
Newspaper		
Radio		
TV		
Other Advertising	5500.00	
Social Media	4000.00	
Direct Mailings	500.00	
Press Releases/Media		
<i>Total Advertising</i>	9900.00	
Other expenses not listed above:		
<b>Revenues</b>		
Donations		
In-Kind Services		
Cash Sponsors	7500.00	
Ticket Sales	10,000.00	
Other Revenues	8750.00	
HOT Funds Awarded	20,000	
<i>Total Revenues</i>	46,250.00	