

Washington County Tourism Tax Advisory Board
Marketing/Sponsorship Funding Application (For-profit Business)
APPLICATION 2 – MARKETING/SPONSORSHIP
(Also a “study” for UCA 17-50-303)

The mission of the Washington County Tourism Tax Advisory Board (“Tourism Board”) is to make recommendations on the expenditure of funds collected from the Transient Room Tax (“TRT”) (as described in Utah Code Section 59-12-301) and the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax (“TRCC”) (as described in Utah Code Section 59-12-603).

The Washington County Tourism Marketing/Sponsorship program was created to help secure and support activities that will infuse economic impact, and enrich the quality of life for residents.

Guidelines

TRT and TRCC funds may only be appropriated in furtherance of tourism or related activities or projects. The county may only appropriate money if, in the judgment of the county legislative body, the funding will contribute to the safety, health, prosperity, moral well-being, peace, order, comfort, or convenience of county residents.

Marketing Funding is intended to assist an organization/entity with marketing dollars for tourism-related purposes that align with and support the strategic plan, mission, objectives, and goals of the Washington County Tourism Department.

Sponsorships are utilized to help secure and support major events that infuse economic impact and present opportunities for economic development throughout the county while enriching the quality of life for residents. These are reserved for major contributors to TRT and TRCC or the Washington County Tourism brand and image, such as Tuacahn, Huntsman World Senior Games, etc. The Tourism Board will notify qualifying contributors of such status.

The Tourism Board receives and reviews applications from for-profit organizations once each year. Applications must be received no later than August 1.

Application Requirements

Applicant must submit the following:

- ☐ Completed Application
- ☐ Letters of Support from Communities/Agencies Impacted (if applicable)
- ☐ Marketing Plan
- ☐ Budget Overview

Failure to provide this required information will result in application not being processed.

Application Procedures (For-profit Business)

- Completed applications are evaluated by a review team and presented to the Tourism Board.
- Applicants may be asked to present the request to the Tourism Board and/or to the Washington County Commission.
- Tourism Board recommendations are presented to the County Commission at a public hearing.
- Following the public hearing, the Commission may approve or deny the funding request.
- Applicants will be notified via email of the approval or denial of the request.

Distribution of Awarded Funds

- In most cases, the applying organization is responsible to contract and pay for any expenses for the event.
- Marketing funds will be paid to the applying organization as reimbursement following the project.
- Sponsorship and hosting fees may be considered separately and invoiced accordingly.
- To initiate reimbursement, the event organization must provide the following:
 - A completed Project Report (template provided by the Tourism Office).
 - An invoice with supporting documentation for expenses.
- Failure to provide a Project Report and proper documentation of expenses may result in funds not being awarded and/or a denial in future years.
- In the event the project or event for which funds were requested does not materialize, funds will not be dispersed. If funds have already been dispersed, they will need to be reimbursed in full.
- Invoices must be submitted within 45 days after the project and must be received prior to the end of the calendar year for the event.
- For info contact the Washington County Tourism Office: tourismfunding@washco.utah.gov

REQUEST BY A **FOR-PROFIT BUSINESS** FOR MARKETING/SPONSORSHIP FUNDING

Note: All information provided is publically available.

Application Date _____

ORGANIZATIONAL INFO

ARE YOU A FOR-PROFIT ORGANIZATION? _____

ORGANIZATION NAME _____

FUNDING AMOUNT REQUESTED _____

CONTACT PERSON _____ PHONE _____

EMAIL _____ WEBSITE _____

ADDRESS

PROJECT INFO

PROJECT NAME _____

PROJECT TIMELINE/DATES _____

PROJECT WEBSITE _____

PROJECT DESCRIPTION

COMMUNITY BENEFITS/QUALITY OF LIFE

HOW DOES THIS PROJECT BENEFIT WASHINGTON COUNTY?

HOW DOES THE PROJECT CONTRIBUTE TO THE SAFETY, HEALTH, PROSPERITY, MORAL WELL-BEING, PEACE, ORDER, COMFORT, OR CONVENIENCE OF COUNTY RESIDENTS?

WHAT VALUE WILL THE COUNTY RECEIVE IN RETURN FOR MONEY OR RESOURCES APPROPRIATED?

ATTRACTING VISITORS - ADVERTISING/MARKETING PLAN:

PLEASE EXPLAIN HOW APPROPRIATING FUNDS TO THIS PROJECT WILL LIKELY RESULT IN AN EVENT OR ACTIVITY BEING ATTENDED BY NON-RESIDENTS OF WASHINGTON COUNTY

PLEASE PROVIDE DETAILS OF YOUR MARKETING PLAN BELOW. INCLUDE SPECIFIC STRATEGIES, TIMELINES, AND RESOURCES (Online, Social, TV, Print, Radio, Mail, Outdoor, Networking, etc.)
(If you need more space, please attach a separate document outlining your media plan.)

MEDIA OR STRATEGY	TARGET MARKET	EXPLANATION	COST
Sample: <i>TV Spots</i>	<i>Denver / 25-54 Male</i>	<i>Ten :30 spots, Jan 1- 10</i>	<i>\$3000</i>

ECONOMIC IMPACT/REVENUE GENERATED/QUALITY OF LIFE

PLEASE EXPLAIN HOW FUNDING WOULD BE LIKELY TO INCREASE PATRONAGE TO LOCAL HOTELS

HOW MANY HOTEL NIGHTS WILL BE GENERATED BY NON-RESIDENT VISITORS? _____

HOW WILL FUNDING IMPACT THE AMOUNT OF MONEY BEING SPENT IN THE COMMUNITY THROUGH RESTAURANTS, SHOPPING, OR OTHERWISE

ECONOMIC IMPACT

USE THE FOLLOWING TO ESTIMATE THE DIRECT ECONOMIC IMPACT OF THE PROJECT FROM OUT OF COUNTY VISITORS

OF NON-LOCAL VISITORS _____ x AVG. LENGTH OF STAY _____ x \$225 (AVG. SPENDING) = \$ _____

PROJECT QUALITY

HOW DOES THIS PROJECT HELP BUILD OUR BRAND AS A WORLD CLASS DESTINATION?

HOW DOES THE PROJECT CONTRIBUTE TO THE OVERALL TOURISM ENVIRONMENT OF THE AREA?

HOW DOES THE PROJECT ADD TO THE CULTURE AND CHARACTER OF THE COMMUNITY?

SUSTAINABILITY/SUPPORT

BRIEFLY EXPLAIN WHY YOU NEED THE MARKETING/SPONSORSHIP FUNDS AND HOW YOU WILL USE THEM

PLEASE INCLUDE A BASIC OVERVIEW OF YOUR PROJECT BUDGET WITH THIS APPLICATION INCLUDING:
Operational costs • Marketing costs • Other sources of funding • Revenue projections

PLEASE EXPLAIN YOUR PLAN TO DEVELOP SUFFICIENT ECONOMIC IMPACT OR BRAND DEVELOPMENT FOR WASHINGTON COUNTY TO MERIT FUNDING

LIST THE FINANCIAL OR IN-KIND SUPPORT YOU ARE RECEIVING FROM THE LOCAL MUNICIPALITY/GOVERNING BODY? (Attach letters of support from communities and/or agencies impacted.)

Organization	Cash Amount	In-Kind	Letter of Support Attached?

LIST ANY OTHER FUNDING SOURCES (INCLUDING AMOUNTS) THAT SUPPORT THIS PROJECT

Organization	Cash Amount	In-Kind

IF APPLICABLE, LIST OTHER EVENTS IN THE COMMUNITY ON THE DATE(S) OF YOUR PROJECT

EVENT	LOCATION	DATE

HISTORY/GROWTH/VISION

IS THERE A TRACK RECORD OF SUCCESS FOR THIS TYPE OF PROJECT HERE OR IN OTHER LOCATIONS?
(Include statistics showing typical growth, marketing results, trends, etc.)

HOW DOES THIS PROJECT CATER TO NEW AUDIENCES WHO MAY NOT HAVE BEEN TO THIS AREA PREVIOUSLY?

ARE THERE OTHER FACTORS OR ADDITIONAL REASONS THAT WARRANT FUNDING CONSIDERATION?

MISCELLANEOUS

PLEASE PROVIDE A BRIEF BIOGRAPHY FOR THE PROJECT ORGANIZER(S)

EVENT CONTACT REFERENCES (List two)

NAME	EMAIL	PHONE	AFFILIATION

ADDITIONAL TERMS

- Funds will be paid as a reimbursement for approved expenditures. To be reimbursed, I will send an invoice identifying specific expenses for which the funds are being used along with documentation to verify the expenses.
- I will provide project logo, photos and project fact sheet to the Tourism Department for promotional purposes, website, social media, etc.
- I will post the event on the online calendar at <https://greaterzion.com/submit-an-event/>
- I will include the Greater Zion logo on all printed materials and in all paid press and electronic broadcasts as well as a website link to <http://www.greaterzion.com>
- I will provide sponsorship benefits as per the value of the award, and permit the Tourism Department to hang signage at the event and be included in TV/Online coverage and receive VIP/Press passes as available.
- I will provide a project recap report. I will include documentation of the direct impact of the project in Washington County. I will provide an Out-of-Area Participant Survey. Events receiving funds from the Tourism Board may be selected to participate in an economic impact study.
- I will maximize the usage of Washington County hotel properties before going outside county lines for room blocks.
- I will obtain and provide copies of all necessary event permits (if applicable), including proof of insurance listing Washington County as additional insured, with minimum liability coverage of \$1,000,000 per occurrence.
- I will hold Washington County harmless from all claims, liabilities, causes of action and judgments arising out of the event.
- I agree to notify the Tourism Department immediately if the project is canceled, rescheduled or downsized.

I understand and agree to the funding requirements as outlined.

Applicant Signature _____ Date _____

OFFICE USE ONLY:

DATE RECEIVED _____ POST REPORT DUE _____

Approved by the Tourism Advisory Board on _____ Amount \$ _____