

Washington County Tourism Tax Advisory Board
CO-OP Marketing Application (For-profit Business)
APPLICATION 1 – SPORTS & EVENTS

(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 co-op marketing program was created to help secure and support activities that will infuse economic impact and enrich the quality of life for residents. The Tourism Board receives and reviews co-op applications from for-profit businesses once each year. Applications must be received no later than August 1.

Guidelines

TRT and TRCC funds may only be appropriated in furtherance of tourism or related activities or projects. To receive funding, events and projects must directly generate hotel room nights or have another articulable positive tourism impact in Washington County. 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, and meet the objectives and goals of the County Commission.

Application Requirements

Applicant must submit the following:

- ☐ Completed Application
- ☐ Commitment and Proof of Expenditure of Matching Funds (minimum \$5,000)
- ☐ Letters of Support from Communities/Agencies Impacted
- ☐ 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

- The event organization is responsible to contract and pay for any expenses for the event.
- Co-Op funds will be paid to the applying organization following the event as reimbursement for approved expenditures.
- To initiate reimbursement, the event organization must provide the following:
 - A completed Post Event Report (template provided by the Tourism Office)
 - An invoice with supporting documentation for expenses and proof of matching expenditures
- Failure to provide a recap 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 event and must be received prior to the end of the calendar year for the event. Event hosting fees may be considered separately.
- For info contact the Washington County Tourism Office: tourismfunding@washco.utah.gov

REQUEST BY A **FOR-PROFIT BUSINESS** FOR EVENT/SPORTS FUNDING

Note: All information provided is publicly available.

Application Date _____

ORGANIZATIONAL INFO

ARE YOU A FOR-PROFIT ORGANIZATION? _____

ORGANIZATION NAME _____

CO-OP AMOUNT REQUESTED _____ MATCHING FUNDS COMMITTED _____

NOTE: The minimum co-op award is \$5,000. Applicants must demonstrate a 1:1 commitment in marketing expenses to match the awarded marketing expenditure. In addition, applicants must substantiate that the event will bring a minimum economic impact of \$350,000 to the local communities.

CONTACT PERSON _____ PHONE _____

EMAIL _____ WEBSITE _____

ADDRESS _____

EVENT INFO

EVENT NAME _____ EVENT DATE _____

EVENT LOCATION _____ ANNUAL EVENT? _____

WEBSITE FOR YOUR EVENT _____

EVENT DESCRIPTION _____

HOW MANY YEARS HAS THIS EVENT BEEN OPERATING? _____

IF APPLICABLE, LIST THE HOST HOTEL(S) _____

COMMUNITY BENEFITS / QUALITY OF LIFE

HOW DOES THIS EVENT BENEFIT WASHINGTON COUNTY?

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

HOW ARE LOCAL RESIDENTS AND BUSINESSES SUPPORTING THE EVENT? (Attach letters of support)

WHAT STEPS ARE YOU TAKING TO BUILD COMMUNITY SPIRIT, INVOLVEMENT AND ENTHUSIASM FOR YOUR EVENT?

WHAT BENEFITS/REWARDS DO LOCALS GET FROM THE EVENT?

HOW DOES THIS EVENT SUPPORT ECONOMIC DEVELOPMENT, JOB CREATION, JOB PRESERVATION, IMPROVING VENUES/FACILITIES OR OTHER PUBLIC PURPOSES?

DOES THIS EVENT REQUIRE LOCAL VOLUNTEERS? _____ IF SO, HOW MANY? _____

HOW DO YOU RECRUIT VOLUNTEERS?

LIST ANY NEGATIVE IMPACTS FOR LOCALS? (Street closures, community impacts, etc.)

ATTRACTING VISITORS - ADVERTISING/MARKETING PLAN:

HOW WILL THESE FUNDS BE USED TO INCREASE PARTICIPATION FROM VISITORS?

WHO IS YOUR TARGET MARKET?

WHERE WILL THE MAJORITY OF PARTICIPANTS FOR YOUR EVENT COME FROM? (List percentages from each area if possible)

HOW WILL YOU MARKET TO THEM? 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

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

TOTAL # OF EXPECTED PARTICIPANTS _____

ESTIMATE THE DIRECT ECONOMIC IMPACT OF THE EVENT FROM OUT OF COUNTY VISITORS

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

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

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

TOTAL PROJECTED DIRECT ECONOMIC IMPACT FROM NON-LOCAL VISITORS \$ _____

REVENUE GENERATED

EXPECTED REVENUE FROM:

TICKET SALES:	ENTRY FEES:	SPONSORS:
CONCESSIONS:	OTHER:	

TOTAL REVENUE _____

EVENT QUALITY

HOW DOES THE EVENT HELP BUILD OUR BRAND AS A WORLD-CLASS DESTINATION?

WHAT KIND OF MEDIA EXPOSURE WILL THE EVENT GENERATE? (Is there a TV component? Will it attract News, Writers, Photographers, etc.)?

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

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

SUSTAINABILITY/SUPPORT

Sports & Event Marketing Funding is intended to enhance the marketing of new and continuing events in the area. These activities must provide economic impact to Washington County and not solely to any individual or individual business. Events must also require at least one overnight stay in the county. This funding is intended as seed money to support new events that bring significant economic impact to the county. The concept is that if an event receives marketing funds for a maximum of three years, that event should be self-supporting enough to move forward without further funding.

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

HAVE YOU RECEIVED FUNDS FROM THIS OFFICE IN THE PAST? _____ YES _____ NO

IF YES, HOW MANY YEARS? _____

PREVIOUS AMOUNT: Year 1 _____ Year 2 _____ Year 3 _____

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

WHAT IS THE POTENTIAL FOR GROWTH FOR THIS EVENT?

WHERE DO YOU SEE THIS EVENT IN THREE YEARS? (Number of participants, economic impact, etc.)

THIS FUNDING IS INTENDED AS SEED MONEY. WHAT ARE YOUR PLANS TO BECOME SELF-SUSTAINING?

LIST OTHER EVENTS IN THE COMMUNITY ON THE DATE REQUESTED

EVENT	LOCATION	DATE

HISTORY/GROWTH/VISION

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

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

OTHER IMPORTANT FACTORS

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

EVENT ORGANIZER / REFERENCES

PLEASE PROVIDE A BRIEF BIOGRAPHY FOR THE PRIMARY EVENT ORGANIZER(S) (Include event management experience and skills that will make this event successful.)

EVENT ORGANIZER REFERENCES (List two)

NAME	EMAIL	PHONE	AFFILIATION

ADDITIONAL TERMS

- I will provide documentation demonstrating a 1:1 match for all awarded funds. Minimum award is \$5,000.
- I will only use the funds, should they be awarded, to offset expenses to attract/recruit potential visitors and participants from outside of Washington County. 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 and the expenditure of matching funds.
- I will provide the event logo, photos and event 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 post event recap report. I will include documentation of the direct impact of the event 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 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 event 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 \$ _____