

# PCLTTP Special Events Funding Application

Application should be received 120 days prior to event

One time application:  under \$500  \$500 - \$1,000  \$1,000 and over



The revenue from the Prowers County Lodging Tax may only be used for advertising and marketing that will bring visitors from outside Prowers County to events in Prowers County. It may not be used for advertising or marketing directed ONLY to the local area, and it may not be used for any event expenses that will be sold to the public, for example, concession items or memorabilia items that are either sold or given to the event workers or participants. Lodging Tax funds may not be used for any capital expenditures. If you have questions if an item qualifies for funding or not, please call first – Tanner Settles, Chairman (620-805-1943).

**A Financial Report MUST BE SUBMITTED WITHIN 45 DAYS with copies of receipts following the conclusion of this event, showing how PCLTTP funding was used. FAILURE TO PROVIDE A FINANCIAL REPORT in a timely manner may make this event ineligible for further PCLTTP funding.**

**A written Budget must be submitted with this application, which shall include an itemized list of all projected expenses the requested Lodging Tax funds will cover. Use form on page 3.**

CONSIDERATIONS: Funding will be awarded only for events/projects that applicants can demonstrate have a high likelihood or demonstrated history of attracting overnight guests to lodging facilities in Prowers County. Additional consideration will be given to organizations that demonstrate a marketing/advertising plan with high potential or reaching potential visitors out of the region, encouraging overnight stays. **APPLICANTS SHOULD SUBMIT COMPLETED APPLICATION MATERIALS 120 DAYS BEFORE THE EVENT. It is possible that not all events/projects will be funded. All funding determinations made by the PCLTP are final.**

Name of Event: \_\_\_\_\_

Website: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Hours of Event: \_\_\_\_\_

Is this a **BRAND NEW** Event  Yes  No

Contact Person: \_\_\_\_\_ Phone/Cell: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Tax Status: \_\_\_\_\_

## Information on Current Year Event

Dollar Amount Requested: \_\_\_\_\_ No. of Days of Event \_\_\_\_\_

Will funds be used for  Marketing  Advertising

Estimate of the total cost of the project: \_\_\_\_\_

Description of the event and location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is this an annual event? Yes  No

Will fees be collected for this event? Yes  No  Type \_\_\_\_\_

If yes, what will these collected fees be used for? \_\_\_\_\_

Description of how PCLTTP funds will be used: \_\_\_\_\_

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**Economic Impact of Current Year Event**

How many overnight hotel stays is the event projected to generate in Powers County? (Think of “heads-in-beds” or room-nights. A room night is one room/campsite, etc. occupied for one night. If none, the event project fails to meet application qualifications.) \_\_\_\_\_

**Please estimate:**

# of out-of-area (requiring overnight stay) participants and spectators: \_\_\_\_\_

# of rooms booked: \_\_\_\_\_ # of nights booked: \_\_\_\_\_

# of in-state participants: \_\_\_\_\_ # of local (county) participants: \_\_\_\_\_

# of people attending event: \_\_\_\_\_

What is the estimated return on investment, in dollars, this event/project will generate in sales and lodging taxes? Combined State/County/City sales tax in Lamar is 8.9%. Lodging Tax is 2% of this

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Describe the purpose and intended audience/attendees or target market of this event/project. Include estimated attendance. Explain how estimated attendance is determined? \_\_\_\_\_

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**Information on Previous Year Event**

Total Revenues: \_\_\_\_\_ Total Expenditures: \_\_\_\_\_

Net Profit or Loss: \_\_\_\_\_

Did you receive funding last year: \_\_\_\_\_ If yes, how much? \_\_\_\_\_ Answer A & B

a. How were the funds used? \_\_\_\_\_

b. What were the short-term & long-term benefits of this event to your organization? \_\_\_\_\_

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# of out-of-area (requiring overnight stay) participants and spectators: \_\_\_\_\_

# of rooms booked: \_\_\_\_\_ # of nights booked: \_\_\_\_\_

# of in-state participants: \_\_\_\_\_ # of local (county) participants: \_\_\_\_\_

# of people attending event: \_\_\_\_\_

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Signature of Applicant (Title)

Date

# PCLTTP Special Events Marketing Information

## VITAL INFORMATION ABOUT YOUR EVENT

Name of Event \_\_\_\_\_

Location of Event \_\_\_\_\_

Date(s) of Event \_\_\_\_\_

Time of Event \_\_\_\_\_

Cost of Event (or free) \_\_\_\_\_

Family Friendly Event YES/NO

Pet Friendly Event YES/NO

Description of your Event \_\_\_\_\_

Additional Important Information \_\_\_\_\_

Official Contact Information for your event:

Main Contact Name \_\_\_\_\_

Website: \_\_\_\_\_

Facebook Page \_\_\_\_\_

Instagram \_\_\_\_\_

Other \_\_\_\_\_

Email Address(es) \_\_\_\_\_

Phone Numbers \_\_\_\_\_

Additional Important Information \_\_\_\_\_

What Age group will attend your Event? (circle all that apply)

Less than 18   18—25   26-----35   36---45   46-----55   56-----65   65+

Will your attendees be? (circle all that apply)

Mostly female   Mostly Male   About Equal

Name some “interests” your attendees are likely to share. Example? If you are hosting a rodeo, your attendees may also be interested in country music festivals or agriculture. Anything that you think will help us “find “ your audience.

Out of Prowers County, where will your attendees be traveling from primarily?

Who is our main point of contact to help us market your event (name, phone, email, etc.)?

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If you have advertised in the past, please tell us about your most successful endeavors. Please be specific. Magazine, radio, social, how often, how far in advance, how much you spend on the advertisements, etc.)

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We need to have great high-resolution photos to promote your event.

**PLEASE EMAIL PHOTOS TO: [lodgingtax@prowerscounty.net](mailto:lodgingtax@prowerscounty.net)**