



Date Received: \_\_\_\_\_

## Arts and Attractions Support Application Guidelines

(Updated: 2/13/17)

**Funding is available to assist groups and organizations with marketing arts and attractions in Lawton. The Convention and Visitors Bureau Advisory Council reviews applications for funding and provides recommendations to the Chamber's Executive Committee and Board to allot funding.**

### Who Can Apply?

All organizations, including non-profit and for profit, may apply. Applications must be submitted by art or attraction host, and may not be submitted on behalf of hosts or organizations.

### When Should Applications Be Submitted?

Application must be submitted at least 90 days prior to opening day, and at least 14 days prior to the committee meeting date in which it will be reviewed. The CVB Advisory Council meets the second week of every month.

### What Must Be Included with Applications?

Applications must be complete to be reviewed and must contain the marketing strategy, a tracking procedure for identifying the number of guests and zip codes of attendees, budget and a target audience (regional, state, national).

### What Are Acceptable Uses for Funds Received?

Arts and attractions funds are set aside for marketing purposes. Any plans or applications for brick and mortar attractions may be subject to additional paperwork and questioning by council

### Process for Applications Received

1. Applications will be reviewed by the CVB Director.
2. The CVB Director will contact applicant regarding review and determine if additional documentation is needed.
3. Applicant may attend CVB Advisory Council meeting to answer questions about event.
4. The Advisory Council will review and make a recommendation to the Executive Committee.
5. The Executive Committee will review and make a recommendation to the Board of Directors.
6. The Board will review and funds, if any, will be authorized.
7. The CVB Director will contact applicant to advise them of final decision.

### When Will Funds Be Received by Applicant?

The CVB Director will request funds 30 days prior to event. Occasionally, requests will be made for proof of advertising before funds are released.

### Post Event Reports

All organizations receiving funds are required to submit the Post-Event Report, which is part of the application, and return to the CVB Director within 30 days following the event. The CVB Director may request additional information prior to sending the report to the committee. **Organizations who do not submit the required documentation within the specified timeline will not be eligible for future funding.**



## Arts and Attractions Support Application

### EVENT INFORMATION

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

Brief Narrative

Description

Date Event Begins \_\_\_\_\_ Date Event Ends \_\_\_\_\_

Describe the project's merit as an art or attraction designed to enhance Lawton Fort Sill's quality of life and tourism appeal.

How, specifically, is this event being marketed?

Additional Note

### EVENT HISTORY

Date of Last Event (if applicable) \_\_\_\_\_

Location Last Event \_\_\_\_\_

Number of Years Previously Held \_\_\_\_\_



**VISITOR INFORMATION**

**Anticipated Visitor Attendance**

<b>Local</b> <i>Within 75 miles of Lawton Fort Sill</i>	
<b>Regional</b> <i>Outside of 75 miles but within Oklahoma</i>	
<b>Out of State</b>	
<b>Total</b>	

Expected total number of hotel/motel room nights \_\_\_\_\_  
*Number of nights multiplied by the number of rooms each night. Example: 100 rooms x 3 nights = 300 room nights*

How will guests be tracked? Be specific

Do you have a group block agreement with a Lawton Fort Sill hotel?      Yes       No

Name of Host Hotel/Motel \_\_\_\_\_

Name of overflow hotels \_\_\_\_\_

Total number of hotel room nights from previous year \_\_\_\_\_

**FUNDING AMOUNT**

Amount of Funding Requested: Advertising: \_\_\_\_\_

Has this event previously received funds from the Lawton Fort Sill Chamber of Commerce Hotel/Motel Tax Fund?

Yes       No       If yes, what amount was received? \_\_\_\_\_

Describe funding justification and economic benefit and impact to the visitor industry of Lawton Fort Sill

## **CONTACT INFORMATION**

### **Sponsoring Organization Information**

Name	
Address	
Contact	
Daytime Phone	
Cell Phone	
Email	
Organization's Purpose	

## **Required Attachments**

### **Complete Budget**

*Must include total event budget for current project as well as the previous year's profit and loss statement if the event is not a start-up. Budget must have itemized expenses, funds raised by contributions, sponsorships, grants, etc., projected use of any net profits*

### **Marketing Plan**

*Must include your media coverage and publicity material which will include the Lawton Fort Sill Chamber of Commerce Hotel/Motel Tax Fund as a contributor. Credit line will read: **"Funding and/or Support of this event is partially provided by the Lawton Fort Sill Convention and Visitors Bureau with the use of the CVB's appropriate logo.***

### **Target Audience**

*Must include an explanation of your target audience (regional, state, national) and how you plan to reach them.*

### **Tracking Procedure**

*Must include your Tracking Procedure in Place for Identifying Number of Guests & Zip Codes of Attendees. This completed information will be required post-event for consideration of future funding.*

### **Return completed application to:**

**Taylor Burgess, CVB Director**  
**Lawton Fort Sill Chamber of Commerce**  
**302 W Gore Blvd, Lawton, OK 73501**  
**(580) 355-3541**  
[tburgess@visitlawtonok.com](mailto:tburgess@visitlawtonok.com)



## Post Event Report

Due 30 days following event. Must be submitted on time to be considered for future event support

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

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

### Actual Visitor Attendance

<b>Local</b> <i>Within 75 miles of Lawton Fort Sill</i>	
<b>Regional</b> <i>Outside of 75 miles but within Oklahoma</i>	
<b>Out of State</b>	
<b>Total</b>	

Actual Number of Hotel/Motel Room Nights \_\_\_\_\_

Hotels/Motels Used \_\_\_\_\_

Restaurants Visited \_\_\_\_\_

Other Business Services Used \_\_\_\_\_

Other Lawton Events/Activities Visited \_\_\_\_\_

Do you plan to apply for funding assistance next year?    Yes     No

Marketing and Advertising Exposure: Please attach the media coverage plan that was used for this event. Include copies of all advertising that was used to promote this event. You must include your media coverage and publicity material which will include the Lawton Fort Sill Chamber of Commerce Hotel/Motel Tax Fund as a contributor. Credit line should read: **“Funding and/or Support of this event is partially provided by the Lawton Fort Sill Convention and Visitors Bureau with the appropriate logo.**

**Completed by:**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Return completed form to:**

**Taylor Burgess, CVB Director**

**Lawton Fort Sill Chamber of Commerce**

**302 W Gore Blvd, Lawton, OK 73501**

**(580) 355-3541**

**tburgess@visitlawtonok.com**

**Provide full financials including income, expenses, net profits and disbursements of profits**