



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

## Event Funding Support Application Guidelines

(Updated 2/13/17)

**Funding is available to assist groups and organizations with events that will bring visitors to Lawton. The CVB Advisory Council reviews applications for funding and provides recommendations to the Chamber's Executive Committee and Board to allot funding. Preference is given to those events which produce a significant number of hotel room nights in Lawton.**

### **Who Can Apply?**

All organizations, including non-profit and for profit, may apply. Applications must be submitted by event organizers, and may not be submitted by the host hotel or facility on behalf of the event organizers.

### **When Should Applications Be Submitted?**

Application must be submitted at least 90 days prior to the event date, and at least 14 days prior to the Advisory Council 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 event budget, the marketing plan, and income/expenses/profit/loss expectations. A host hotel should be identified, or a rate-only designation must be provided by area hotels to allow tracking of room nights.

### **What Are Acceptable Uses for Funds Received?**

The application specifies the following suggested uses for funding – Facility Rental, Advertising, Marketing, Hospitality Services and Other. Applicants must be specific about their intended use. Some follow-up documentation may be required for certain funding uses.

### **Process for Applications Received**

1. Applications will be reviewed by the CVB Director.
2. CVB Director will contact applicant regarding review and determine if additional documentation is needed.
3. Applicant may attend council meeting to answer questions about event.
4. 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. 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, actual hotel room nights, etc. before funds are released. Some funding will be paid directly to facilities or service providers rather than directly to the applying organization.

## **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 Council **Organizations who do not submit the required documentation within the specified timeline will not be eligible for future funding.**

# Convention and Visitors Bureau Event Support Application

## EVENT INFORMATION

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

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

Brief Narrative Description:

## EVENT HISTORY

Date of Last Event \_\_\_\_\_ Number of Years Previously Held \_\_\_\_\_

Location and Host Hotel of Last Event

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## 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 hotel/motel room nights be tracked? Be specific

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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: \_\_\_\_\_

How, specifically, will the requested funding be used?

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? \_\_\_\_\_

Provide description and history that supports the need for funding. Describe the project's merit as an event or activity designed to enhance Lawton Fort Sill as a travel destination.

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

Additional Notes

**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. Budget should include all sources of revenue and all expenses.*

### Marketing Plan

*Must include your media coverage and publicity material which will include the Lawton Fort Sill Convention and Visitors Bureau 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 Hotel/Motel Tax Fund"** with the use of the CVB's appropriate logo.*

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



## 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

***Attach 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 our 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**