



Event Funding Support Application Guidelines

Funding is available to assist groups and organizations with events that will bring visitors to Lawton. Committees review applications for funding and provide recommendations to the Chamber's Executive Committee and Board to allot funding. Preference is given to those events which produce 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 committee meeting date in which it will be reviewed. The tourism committees (Agriculture, Sports and Tourism Promotion) meet the second week of every other 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, Prize Money and Other. If 'Other' is selected, 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. Tourism Director will contact applicant regarding review and determine if additional documentation is needed
3. Applicant may attend appropriate committee meeting to answer questions about event
4. Committees 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. Tourism Director will contact applicant to advise them of final decision

When Will Funds Be Received by Applicant?

The Tourism Director will request funds immediately following the Board decision. 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 Tourism Director within 30 days following the event. The Tourism 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.

Tourism Event Support Application

Event Name _____

Brief Narrative Description _____

Date of Last Event _____ Number of Years Previously Held _____

Location and Host Hotel of Last Event _____

Date Event Begins _____ Date Event Ends _____

Amount of Funding Requested: Cash _____ Advertising _____ Hospitality Services _____

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? _____

| Sponsoring Organization Information | |
|-------------------------------------|--|
| Name | |
| Address | |
| Contact | |
| Daytime Phone | |
| Cell Phone | |
| Email | |
| Organization's Purpose | |

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 _____

Anticipated Visitor Attendance

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

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. _____

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 _____

Additional Notes _____

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 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"***

Return completed application to:

Taylor Burgess

CVB Director

Lawton Fort Sill Convention and Visitors Bureau

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

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

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

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