



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

Event Funding Support Application Guidelines  
(Updated 7/23/2020)

**Funding is available to assist groups and organizations with events that will bring visitors to Lawton. The CVB Advisory Committee 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 Committee meeting date in which it will be reviewed. The CVB Advisory Committee meets the second Wednesday 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. Incomplete applications will not be considered. 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 and the use cannot be changed.** Some follow-up documentation may be required for certain funding uses.

**What Is the Process to Receive Funding?**

1. Applications will be reviewed by CVB Advisory Committee.
2. A representative of the CVB will contact the group regarding review and determine if additional documentation is needed.
3. Applicant may attend Committee meeting to answer questions about event.
4. Advisory Committee 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. Once funding has been approved it cannot be changed in any manner.
8. CVB will contact applicant to advise them of final decision.

### **When Will Funds Be Received by Applicant?**

The CVB 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. Funding will be paid directly to facilities or service providers rather than directly to the applying organization. Funds may go to the applying organization with Board approval.

**\*The Convention and Visitors Bureau is funded by the City of Lawton through the 'City of Lawton Hotel Tax Ordinance'. All event funding approved by the Convention and Visitors Bureau is contingent upon availability of funds.**

### **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 within 30 days following the event. The CVB 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 Funding Policies**

### **Event Funding Requests**

**Event Funding Requests** for events that bring visitors to the Lawton Fort Sill area are submitted when event organizers have chosen or are considering Lawton to host their event. An Event Funding Application must be completed and submitted to the CVB Staff 90 days prior to an event. The CVB Staff is responsible for reviewing all applications to ensure they have included all the required documentation, placing the request on the meeting agenda of the appropriate tourism committee, and distributing it to the committee prior to the meeting. Specific guidelines are attached to the front of the application regarding who can apply and when applications must be submitted. When reviewing requests, consideration should be given to multiple factors including, but not limited to, the following:

- Whether the event will attract visitors on a national, state or regional level
- Number of hotel room nights to be expected from the event
- Total number of projected day visitors
- Event organizers' willingness and ability to assist in tracking visitors
- Past event history with Lawton Fort Sill as well as other communities
- Our community's ability to host the event
- Competing communities
- Comparison of past proposals to similar events or organizations
- Specific needs of the event organization
- Type of entity organizing the event, i.e., Individual, LLC, Corporation, etc.
- Distribution of funds generated by the event
- Completion of a Post Event Report in previous years

A checklist of these and other factors to be considered will be presented by the CVB Staff to the committee with each request to assist with the evaluation. The committee makes a recommendation regarding funding to the Executive Committee. The Executive Committee will then approve or deny the recommendation to be reviewed by the Board of Directors. The Board of Directors shall have the final authority to approve or deny any requests submitted from any organization. If funding for the event is approved by the Board of Directors, the event organizers are also required to complete a Post-Event report within 30 days following the event. If this report is not completed, the event will not be funded in subsequent years. The CVB Staff is responsible for ensuring that Post-Event Reports submitted have been totally completed. The committee responsible for reviewing the original application is also responsible for reviewing the Post-Event Report.

**Convention and Visitors Bureau Event Support Application**

**EVENT INFORMATION**

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

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 \_\_\_\_\_  
\_\_\_\_\_

**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. \_\_\_\_\_

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? \_\_\_\_\_

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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.

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

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Additional Notes \_\_\_\_\_

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**CONTACT INFORMATION** Chamber Member

Sponsoring Organization Information	
Name	
Address	
Contact	
Daytime Phone	
Cell Phone	
Email	
Organization’s Purpose	

## **MARKETING**

### **How will the event be promoted?**

- Facebook (Social Media)
- Newspaper
- Television
- Radio
- Internet
- Flyers
- Industry Publications
- Organization Meetings
- Word of Mouth

***The Lawton Fort Sill Convention & Visitors Bureau desires to help you and your guests have a wonderful experience while in our community. Additionally, we want to help get the word out about your organization/event to the residents of Lawton Fort Sill and surrounding areas. Below are some of the services we can provide. Please select any that are of interest.***

- Host Hotel options
- Rate Requests
- Media Advisors
- Social Media promotion
- Welcome Bags
- Registration/check-in assistance
- Itinerary preparation
- Opening/Welcome Remarks
- Dignitary Invites

***Please read carefully***

The group/organization will provide recognition of the Lawton Convention & Visitors Bureau as part of any or all promotional material developed. The recognition will be listed as follows:

*Funding and/or support of this event is partially provided by the Lawton Fort Sill Convention & Visitors Bureau.*

Please include the CVB's Logo with the full statement.

Organization Coordinator signature \_\_\_\_\_ Date \_\_\_\_\_

CVB Personnel signature \_\_\_\_\_

**Return completed application to:**

Lawton Fort Sill Convention & Visitors Bureau  
302 W. Gore Blvd.  
Lawton, OK 73501  
[info@visitlawtonok.com](mailto:info@visitlawtonok.com)

***For additional information contact our CVB team at 580.355.3541 or 800.872.4540***

**Dawson Dudark**  
CVB Projects Coordinator  
[ddudark@visitlawtonok.com](mailto:ddudark@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. Example "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:***

**Lawton Ft Sill Convention & Visitor's Bureau**

**Lawton Fort Sill Chamber of Commerce**

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

**(580) 355-3541**

**[info@visitlawtonok.com](mailto:info@visitlawtonok.com)**

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