



CITY OF PRESCOTT
201 S. Cortez St.
Prescott, AZ 86303
928-777-1220
www.visit-prescott.com

“Tourism Events Grants”

FY 2019 (July 1, 2018 – June 30, 2019)

POLICIES, PROCEDURES and CRITERIA

Dear TAC Grant Applicant:

Welcome to the FY 2019 Tourism Advisory Committee (TAC) Event Grant program. The TAC Grant program is designed to provide locally based non-profit event organizers with funding for marketing of their events outside of Prescott, to encourage overnight visitors. This packet contains guidelines. The application is a separate document, available at visit-prescott.com, beginning March 22, 2018.

Here are some key dates and information for you:

March 22, 2018	Grant Applications Open
March 28, 2018, 4 p.m.	Mandatory Meeting for ALL applicants.
April 27, 2018. 5 p.m.	Application Deadline
May 17, 2018	TAC Grant Review Meeting (tentative, subject to change).
June, 2018 (TBA)	City Council Budget Review and final approval

Of course, feel free to contact us if you are new, or if you have questions.

Sincerely,

**John Heiney
Community Outreach Manager
Prescott Tourism Office**

The City of Prescott's ("City") annual Transient Occupancy (Bed) Tax budget may include an allocation for Tourism Events Grants subject to the availability of funds and approval of the City Council.

Events are an important component of Prescott's overall image, "its product", and lifestyle. The City and its residents often benefit from events held in Prescott through increased cultural opportunities, recreational activities, increased economic activity, enhanced community status, and additional marketing exposure. Funding is limited to a maximum of \$5,000. This is based on a sliding scale, depending on how many successful applications are received. At least 75% of the award should be used for marketing purposes.

"Tourism Events" are defined as:

- Multi-Day events.
- Are promoted outside of the area.
- Have the potential to generate earned media coverage.
- Contribute to Prescott's image as a tourism destination.
- Support one or more of our tourism drivers (western history/heritage, arts & culture, outdoor recreation).
- Generate a significant and measurable increase in hotel occupancy.

Note: Additional consideration will be given to events which promote visitation during shoulder season and winter months (November through mid-April) and/or promote mid-week visitation.

The Tourism Events Grants Application Process

The City works on a fiscal year budget which begins July 1 and ends the following June 30 of each year. Applications must be received by the City no later than **April 27, 2018**, for consideration of Fiscal Year 2019 funding.

- Grant applications are available on line (www.visit-prescott.com) **beginning March 22, 2018**.
- **A MANDATORY grant application workshop** for ALL applicants will take place on **Wednesday, March 28 at 4 p.m.** at Prescott City Hall. All applicants, or a designated representative, must attend in order to be considered for the grant.
- **Grant applications are due by 5:00 p.m. on April 27, 2018.** Applications may be submitted electronically (fillable form) or hard copy. No facsimile copies will be considered.

- All Tourism Events Grant applications are reviewed by the **Tourism Advisory Committee (TAC)** in a public meeting, tentatively scheduled for Thursday, May 17 at 12 noon.
 - If a TAC Member is an applicant, they will recuse themselves from discussion and voting.
- The TAC will submit their recommendations to Tourism Office staff and the City Manager's Office for review, and recommendations will then be presented to the **Prescott City Council for final approval in June 2018.**
- The TAC and/or City staff at its sole discretion may, without cause or reason being stated, decline to support any application and may elect to support others. The TAC, City staff and/or the City Council may discontinue or modify all or a portion of this policy at any time.
- Tourism Events must submit a **post event report** to the City with the following information;
 - Number of Attendees.
 - Attendee Zip code analysis.
 - Estimated number of hotel room nights generated.
 - Estimated economic impact of the event.

Other Important Information for Applicants

- TAC members will score each application based on a 100 point scale. Assuming that the event meets all criteria, the recommended award will be tied to the overall score. **For example: An event that receives a score of 75 will receive 75% of their request, subject to a sliding scale based on number of successful applicants.**
- **(New)** At least 75% of the award must be used for marketing purposes.
- Tourism Events Grant funding is intended to help market the event to out of town visitors. Applicants will be expected to detail their marketing plan, including paid advertising, social media, and earned media (PR) efforts as part of their application.
- All information must be submitted on this application form only, however, attachments, up to one page total, can be used where space is limited. Supplemental information will not be reviewed.
- Applications are **due by Friday, April 27, 2018, at 5:00 p.m.**
- **Applications are accepted electronically via the fillable form, or hardcopy only. No facsimile submittals will be accepted. See final page for details.**
- **Note: A MANDATORY grant application workshop for ALL applicants will take place on Wednesday, March 28 at 4 p.m. at Prescott City Hall. All applicants, or a designated representative, must attend in order to be considered for the grant.**
- Please be advised that all events, whether chosen for event grant funding or not, must submit a Special Event Application through City of Prescott Recreation Services Dept. and complete the special event process. Events receiving grant funding have no priority over non-funded events on the Event Calendar.
- Recipients of the TAC Grants will not be eligible to receive additional financial considerations and/or services from the City of Prescott or its designees.

CRITERIA

The Committee will be looking for events which contribute to Prescott in the following ways.

This list is shown in order of importance:

1. The event generates a strong marketing message, with a strong emphasis to marketing ***outside*** the area, and;
2. Creates a positive economic impact in terms of ***overnight stays, percentage of out of area visitors, and direct versus indirect spending, and;***
3. Creates a positive community benefit including ***involvement of local volunteers and coordination with other community organizations.***

Applications for funding through the Tourism Events Grant program shall require the following information:

- Demonstrate estimated number of room nights generated by out of town visitors whose primary reason for visiting Prescott was to attend the proposed event.
- Demonstrate how this event will complement and supplement the positive image of Prescott.

- Report of the return on investment (ROI) by providing documented economic impact within sixty (60) days after the conclusion of the event (see Page 2 above).
- Special consideration will be given to events that attract out of town visitors during shoulder season, and winter months (November through mid-April) and mid-week.
- Applications for Tourism Events Grants will only be accepted from non-profit organizations.

RESTRICTIONS

- The TAC and City staff will submit their recommendations for funding to the City Council for final approval. Funds will be distributed only after the City Council has approved Transient Occupancy (Bed) Tax allocations. This typically occurs in June.
- An organization that has received City support but has not submitted the required post event documentation within sixty (60) days of completion of the event will not be eligible for support the following year.
- Any changes in dates, operating time, and/or nature of the event once funding is approved must be approved by the City and the TAC.
- Events are not permitted to receive funding from more than one program funded from the Transient Occupancy (Bed) Tax in the same fiscal year. Example: events receiving funding from Prescott Arts & Humanities Council (PAAHC) cannot request funding for the same event from the Tourism Events Grant program and vice versa.

REQUIREMENTS:

In order for an event to qualify for the City's Tourism Events Grant program, applicants must meet the following requirements:

- **Mandatory grant application workshop will be scheduled for Wednesday March 28, 2018, at 4 p.m. at City Hall. Someone from the organization, or a designated representative, MUST attend this meeting.**
- Complete signed copy of the Tourism & Community Events Grant Application must be submitted to the City's Office of Tourism no later than **April 27, 2018 at 5:00 p.m.** for an event that takes place between July 1, 2018, and June 30, 2019. Applications will be reviewed by the TAC.

- Successful applicants shall hold the City harmless from all claims and/or liability arising out of the activities of the applicant, its agents, and employees which engage in the performance of this event. A Hold Harmless Agreement must be submitted on producer's personal letterhead to the City with the Tourism and Community Events Grant Application.
- Successful applicants must agree to maintain, in full force and effect at all times during the term of their agreement with the City, insurance acceptable to the City. Proof of this must be provided to the City at the time the insurance certificate is submitted to the City.
- Tourism Events shall acknowledge the financial contribution by the City of Prescott on promotional literature by using the official logos provided by the City staff. Marketing materials using the city logo must be reviewed by the City of Prescott prior to distribution.
- Email applications in a pdf or Word document to: John Heiney john.heiney@prescott-az.gov, or deliver a flash drive or hard copy by mail or in person to: City of Prescott-Attention John Heiney, 201 S. Cortez St., Prescott, AZ 86303.
- The Tourism Advisory Committee meeting where the applications will be reviewed is a public meeting and will be posted according to the Open Meetings Act.
- Applicants will receive a written response outlining the disposition of their application following approval of the Transient Occupancy (Bed) Tax budget (including Tourism and Community Events Grant program funding) by the Prescott City Council.
- Applications received after the due date will not be considered.

For more information about the TAC Grant process, contact:

John Heiney, Community Outreach Manager

928-777-1220

Wendy Bridges, Tourism and Economic Development Coordinator

928-777-1204