



Name of Organization: _____

Date Submitted: _____

Internal Use Only Date Received:

Received by: _____

Date: _____

Tourism Advisory Committee (TAC)
Prescott Area Arts and Humanities Council (PAAHC)

TAC/PAAHC Marketing Grant Program

FY2021

Prescott Office of Tourism
201 S. Cortez St., Prescott, AZ 86303 - 928-777-1220

Please review the City of Prescott's Tourism Events Grant Policy prior to filling out the grant application:

For FY 2021, the City of Prescott, through the Bed Tax, will provide a total of \$75,000 in grant funding for special events and/or cultural events in Prescott that also encourage visitors and specifically overnight stays. Since the inception of the grant program, the Tourism Advisory Committee (TAC) and the Prescott Area Arts and Humanities Council (PAAHC), have administered grants in conjunction with the Tourism Office. The grants are available to qualified non-profits based in Prescott.

Starting March 2nd, 2020, the Prescott Tourism Office will begin receiving applications for both the City of Prescott TAC and PAAHC grant programs, with funding from the Transient Occupancy (Bed) Tax budget, for events taking place from July 1, 2020 through June 30, 2021 (FY21). The maximum amount available for any event is \$5,000.00. Awards will be distributed on a sliding scale, depending on how many successful applications are received. Deadline for application is Friday, May 1, 2020.

The review committee will be looking for events which contribute to Prescott in the following ways:

1. The event generates a strong marketing message, with a strong emphasis to marketing outside the Quad Cities area.
2. Creates a positive economic impact in terms of overnight stays, percentage of out of area visitors, and direct spending.

3. Creates a positive community benefit including involvement of local volunteers and coordination with other community organizations; and
4. For PAAHC applications, we will consider the artistic, cultural or creative impact of the program as well.

Other Important Information for Applicants:

1. The Review Committee members will score each application based on a 100 point scale. PAAHC Applications will have a 125 point total score. Assuming that the event meets all criteria, the recommended award will be tied to the overall score. *For example:* An event that received a score of 75 will receive 75% of their request (TAC), subject to a sliding scale based on number of successful applicants.
2. At least 75% of the award must be used as part of your marketing budget.
3. Applications are due Friday, May 1, 2020 by 5:00 p.m.
4. All information must be submitted on this application form only. Provide a brief descriptive overview. Supplemental information will not be reviewed.
5. Applications are only accepted electronically via the Word document or as a hardcopy. No facsimile submittals will be accepted. See final page for details.
6. Note: **A MANDATORY** grant application workshop for ALL applicants will take place on Friday, March 6 at 3 p.m. at Prescott City Hall Council Chambers. All applicants, or a designated representative, must attend in order to be considered for the grant.
7. 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.
8. An organization must declare whether they are applying for a TAC or PAAHC Grant.
9. Recipients of the Grants will not be eligible to receive additional grants from the City of Prescott in the same fiscal year.
10. A post-event report will be due about 60 days after the event ends.

SECTION 1 – APPLICANT INFORMATION

Name of Event:

Date of the Event:

Location of Event:

Which grant are you applying for (choose one):

- Tourism Advisory Committee (TAC)
- Prescott Area Arts and Humanities Council (PAAHC)

Event Contact:

Organization's name, if applicable:

Contact's phone number:

Contact's email address:

Contact's address:

Website, if applicable:

Has this event received funding from the City before?

- Yes
- No

Is this a new event?

- Yes
- No

Is this a reoccurring event? Yes

No

If yes, list the date of last event:

If applicable:

Tax ID#: _____

501(c) #: _____

City Sale Tax #: _____

SECTION 2 – EVENT INFORMATION

Brief Description of Event:

Mark the type of event (mark the one that most applies):

- | | |
|---|---|
| <input type="checkbox"/> History/Heritage | <input type="checkbox"/> Arts and Culture |
| <input type="checkbox"/> Outdoor Recreation | <input type="checkbox"/> Family Friendly |
| <input type="checkbox"/> Traditional Event | <input type="checkbox"/> Culinary |

Other: _____

Target Audience Demographics: (Check all that apply)

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Families | <input type="checkbox"/> Young Adults |
| <input type="checkbox"/> Older Adults | <input type="checkbox"/> Other |

Anticipated attendance: _____

If there is event history, indicate if this is an:

- | | | |
|-----------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Increase | <input type="checkbox"/> Decrease | <input type="checkbox"/> Stayed the Same |
|-----------------------------------|-----------------------------------|--|

Explain: _____

Will your organization be employing an event promoter or a special event manager?

- Yes No

If yes, state the name of the individual or company and their contact information:

Name: _____ Contact Info: _____

SECTION 2A – ECONOMIC IMPACT (0 – 30 pts.)

Event Statistics	
Expected Attendance	
Expected Number of Participants (vendors, volunteers, etc.)	
Expected Number of Hotel Nights	
Expected Event Admission Gate (Receipts if applicable)	
Expected Product Sales- Food and Beverage	

SECTION 2B – MARKETING (0 – 45 pts.)

TAC/PAAHC Grant requested amount? _____

Total Marketing Budget? _____

Marketing Agency Assistance? Yes No

If yes, agency Name? _____

How valuable is the TAC/PAAHC grant assistance to the marketing of your event?

How many years has your organization relied on this TAC/PAAHC Grant?

Provide targeted zip code analysis (preference for 90 miles outside the Quad cities area):

_____ % within 90 miles of the Quad cities

List zips: _____

_____ % outside 90 miles of the Quad cities

List zips: _____

Expected attendee origin by location:

Local: _____% Regional: _____% Statewide: _____% National: _____%

If international attendance is recorded, list countries represented:

Placed Media (advertising): List medium with a check mark and describe where placed media will be purchased, i.e., local, regional, statewide, national. Include the amount spent and the percent of the media budget.

Check which applies	<u>PLACED MEDIA</u>	AMOUNT SPENT	PERCENT (%) OF MKTG. BUDGET
	Radio List specific stations: _____ _____ _____		
	Television List specific stations: _____ _____ _____		
	Newspaper List names of newspapers: _____ _____ _____		
	Digital/Social Sites List names of sites: _____ _____ _____		
	Outdoor Advertising (billboards, etc.) List locations: _____ _____ _____		

	Print Advertising List magazines, newsletters, etc.: _____ _____ _____		
	Other Please describe: _____ _____		
	Total of all placed media	\$	

Earned Media (publicity): List where earned media is obtained with a check mark and describe what medium is used, i.e., public relations activities, editorial coverage, articles written about event/organization, etc. Include the estimated value earned and the percent of the budget affected.

Check which applies	EARNED MEDIA	ESTIMATED VALUE EARNED
	Local List: _____ _____ _____	
	Regional List: _____ _____ _____	
	Statewide List: _____ _____ _____	
	National List: _____ _____ _____	
	Total of all earned media	

SECTION 2C – COMMUNITY BENEFIT (0 – 25 pts.)

Describe how this event will involve volunteers and other organizations:

Involvement of local volunteers. Please describe (be as specific as possible):

Coordination with local community organizations. Please describe (be as specific as possible):

SECTION 2D – FOR THE PAAHC GRANT APPLICATIONS ONLY – Artistic, cultural or creative quality of the event (0 – 25 pts.)

How do you expect this event will provide a cultural/artistic benefit to the community?

SECTION 3 – EVENT BUDGET

EXPENSES				
	2019/20 Actual		2020/21 Projected	
Personnel	\$Cash	\$In-Kind	\$Cash	\$In-Kind
Administrative				
Technical/Production				
City Services				
Artist/Entertainment Fees				
Other:				
General Operations				
Facility/Site Rental				
Marketing/Advertising				
Equipment Rental				
Travel				
Materials & Supplies				
Trash/Clean-up				
Security				
Other:				
<u>TOTAL EXPENSES</u>	\$	\$	\$	\$

REVENUE		
	2019/20 Actual	2020/21 Projected
Sponsorship	\$	\$
Grants		
Admissions		
Booth Rental		
Beverage/Food Sales		
Merchandise Sale		
Other:		
<u>TOTAL CASH REVENUE</u>	\$	\$
<u>Requested Amount</u> (\$5,000 max)		\$

If requested amount is not granted, will this event go forward? Yes No

SECTION 4 – IMPORTANT NOTICE

All applicants are advised that events, whether gated or non-gated, whether charging admission or not, and which are held on City parks, streets and/or sidewalks next to streets, are held on traditional public forums within the exercise of the U.S. Constitution First Amendment rights have been and are traditionally conducted.

The City will not tolerate any restriction of such rights by applicants and/or their promoters, employees, agents, subcontractors, assigns, volunteers, security personnel or other associated with applicants (collectively “Event Personnel”) in the holding of events. In addition, Event Personnel shall comply with all other laws, common laws, statutes, ordinances and rules and regulation, including, but not limited to, those involving the storage of guns at events held without a State of Arizona spirituous liquor license and those concerning the language that is placed on entry signs to such events.

Applicants are encouraged to consult with their own attorneys for independent legal advice about applicants’ duties and obligations concerning the subject matter contained in this paragraph.

The event must have a secular purpose, the primary effect of which may neither advance nor inhibit religion, nor should it cause excessive government entanglement with religion. The event must not seek to influence the outcomes of elections, or the determination of public policy through political activity.

Applicant acknowledges that applicant has read and understood this Notice, agrees to comply with and abide by its terms, and has placed applicant/s initials in the space below to verify such acknowledgement and understanding.

Initials of applicant or applicant’s authorized agent here: _____

SECTION 5 – ACKNOWLEDGEMENT

Applicant acknowledges sponsorship recipient events will **NOT** receive additional financial considerations and/or services from the City of Prescott or its designees in excess of the amount of the event funding awarded.

Applicant further acknowledges reading the section Other Important Information for Applicants section on Page 2 of this document, and is aware of the post-event reporting requirement.

Initials of applicant or applicant’s authorized agent here: _____

SECTION 6 – CERTIFICATION

I hereby certify that the statements made in this application are true and complete to the best of my knowledge, and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees and volunteers from any and all losses, claims, liabilities, damages, costs and expenses, including reasonable attorneys' fees and court costs, resulting from the conduct of the applicant, sponsor or promoter, their employees, suppliers, vendors, agents, any of their guests, invitees or licensees with regard to the event applied for. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees and volunteers from any and all losses, claims, liabilities, damages, costs and expenses, including reasonable attorneys' fees and court costs resulting from any facility, park or lake closure due to inclement weather. In such an instance, I understand that all event participants must follow the City's guidelines and procedures for lake/facility evacuation and that this event is being held inside the City limits and all City rules and regulations apply. I also understand that the City reserves the right to determine if park facilities are unusable as a result of inclement weather.

I realize my submittal of this application request constitutes a contract between myself and the City of Prescott and is a release of liability.

I am the said applicant and submit this application request of my own free will.

_____	_____
Signature of Applicant (or Authorized Agent)	Date
_____	_____
Print Name	Title

Applications must be received electronically or hardcopy, no later than 5:00 p.m. on the due date of Friday, May 1, 2020 at 5 p.m. No postmarks will be accepted. The City of Prescott is not responsible for lost, late or misdirected mail.

Accepted formats for submitting application to address listed below:

- 1. Word or pdf file delivered by email;**
- 2. Delivery of Word or pdf file on a flash drive in person or by mail; or**
- 3. Hard copy by mail or in person.**

Where to submit:

**City of Prescott -Attention: John Heiney
201 S. Cortez St., Prescott, AZ 86303
john.heiney@prescott-az.gov -- 928-777-1220**

Subject line on emails should read: TAC/PAAHC Grant Application

NOTE: No facsimiles will be accepted. Applications received after 5:00 p.m. on the due date will not be considered.