## BCVBLogo.jpg

 **BARTLESVILLE CONVENTION & VISITORS BUREAU***Event Funding Policy and Application Guidelines*

**PURPOSE**: A Bartlesville Convention & Visitors Bureau (BCVB) grant is to foster and assist in the promotion of meetings/events for Bartlesville that are designed to attract overnight visitors. Grant applicants must demonstrate economic impact through hotel room nights and sales tax generation.

1] **FUNDING TYPES:**

a] Audience Development (Events/Festivals) *funds will only be awarded for non-local promotions to generate visitors*

b] Hosting/Hospitality (Athletic Tournaments*) funds will only be awarded for hospitality and hosting needs*

c] Sponsorships/Enticements (Meetings/Conventions*) funds will be awarded for general sponsorships to entice groups to hold meetings in Bartlesville that would not otherwise be occurring in Bartlesville.*

2] **FUNDING CRITERIA**: In awarding CVB Event Funds, greatest consideration will be given to projects, events, conferences, tournaments and conventions – hereinafter referred to as events – based on two primary criteria:

a] *Economic Impact:* Number of visitors from outside a 50-mile radius of Bartlesville and the number of lodging rooms generated in the Bartlesville tax collection area. An estimated total economic impact can be calculated by using $20 for day visitors and $90 for overnight visitors. Assistance calculating this formula is available through the BCVB staff.

 Additional preference will be given to:

b] Multiple day events

c] First-time events

d] Events with sponsorships from other sources in the form of financial, in-kind, or human resources.

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3] **ELIGIBILITY**: Individuals are ineligible, and ineligible events are those that give political gain to any organization, or personal or political gain to an individual, or those that have already been completed.

4] **APPLICATION**: The applicant organization must complete and submit a CVB Event Funding Application, description of how funds will be utilized, an event budget, event schedule, action plan with management and marketing plans and sponsorship recognition plan. Only completed applications will be considered for funding.

Applications are accepted on a quarterly basis (February 28, May 31, August 31 and November 30). Applications must be for events taking place at least one month following the application deadline.

5] **AWARD PROCESS**:

a] Funding decisions will be determined on a case-by-case basis by events committee members of the Visitors Inc. Board of Directors.

b] The full amount of funding will be dispersed following completion of the event and when the evaluation report has been received and reviewed to the satisfaction of the CVB Executive Director.

c] Funding is contingent upon the event reasonably occurring as proposed and reasonably within the proposed time. The applicant must notify the CVB if significant changes are expected that would impact the event as proposed.

6] **REQUIREMENTS FOR FUNDING EVENTS**:

a] Bartlesville Convention & Visitors Bureau must be recognized as a sponsor, commensurate with the level of the award, in the event’s advertising or promotional materials.

b] The CVB evaluation form must be completed and returned no later than 30 days after the event, unless prior arrangements are made.

c] The CVB will put together a survey for your organization to send to your attendees after the event. You will be required to forward the survey to individuals attending the event/conference to receive feedback for the CVB

# EVENT FUNDING APPLICATION FORM

Bartlesville Convention and Visitors Bureau

GENERAL APPLICANT INFORMATION

Application date: Amount requested from the CVB:

Type of event:

[ ] Athletic Tournament [ ] Event/Festival [ ] Meeting/Convention

Legal name of applicant organization:

Nature of purpose of organization: State Tax ID/Tax Exempt #:

Address: City: State: Zip:

Contact person & title: Phone:

E-mail address: Website:

EVENT INFORMATION

Describe the event for which you propose to use requested CVB event funds:

Event dates: Event Location(s):

Is Bartlesville the confirmed host site: [ ] Yes Is this the first time in Bartlesville? [ ] Yes If no, when else?

What are future plans for the event?

How specifically will the funds be utilized:

*\*Funds are available for the hosting of athletic tournaments, non-local audience development of festivals/events and general sponsorships of meetings/conventions. Please keep this in mind when applying as these are the only uses that will be given consideration.*

How could this funding affect the future of this event?

Projected per day attendance: Out-of-town attendees: Local attendees:

FINANCIAL INFORMATION

Total revenue budgeted: Total expenses budgeted:

If projecting a profit, what are the plans for those funds?

Date funds are needed: Is this the first funding request to the CVB for this event? [ ] Yes [ ] No

If no, date(s) of previous requests: Amount previously received:

How will the CVB be recognized for sponsorship?

SPONSORSHIP INFORMATION

Major event sponsor: Amount In-kind/Financial (describe in-kind): Status:

ADDITIONAL INFORMATION

The following information must be attached to complete the application:

1] Event budget *major elements of revenue and expense*

2] Event schedule *major activities, participants and venues*

3] Event *management how, when and who will plan and carry out the event including promotional plans*

Only completed applications will be considered for funding.

Signature of applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EVENT FUNDING EVALUATION REPORT

GENERAL APPLICANT INFORMATION

Event: Date of Event:

Type of event: [ ] Athletic Tournament [ ] Event/Festival [ ] Meeting/Convention

Legal name of applicant organization:

Address: City: State: Zip:

Contact person & title: Phone:

E-mail address: Website:

EVENT SUMMARY

Anticipated Visitor Attendance to Bartlesville: Local (within 75 miles) \_\_\_\_\_\_\_\_\_\_\_

Out of State \_\_\_\_\_\_\_\_\_\_\_

Expected Total Number of Hotel/Motel Room Nights (# nights x # rooms) \_\_\_\_\_\_\_\_\_\_\_

Anticipated Bartlesville Hotels/Motels to be used:

Host Hotel:

Overflow Hotels:

Region or areas participants came from:

Were restaurants visited during the event? [ ] Yes [ ] No

Were retail businesses visited during the event? [ ] Yes [ ] No

Were any attractions visited during the event? [ ] Yes [ ] No If yes, where?

Success of the project/event?

Area of improvement needed for project/event?

Was there media coverage of the event? [Before/After/During and where was it covered?]

Any Additional Comments that Support the Need for Event Support or Project’s Merit as an Event or Activity Designed to Enhance Bartlesville as a Travel Destination

Any other information beneficial to the Bartlesville Area Convention & Visitors Bureau:

How will CVB grant monies be used to support the event?

How many e-mail addresses did the survey supplied by the CVB get sent to?

How was the CVB recognized as a sponsor?

 *\*Form must be completed and returned within 30 days of the event, along with receipts and documentation of how CVB grant monies were applied to the event.*