



APPLICATION FOR FUNDING

I. Introduction

KRS 91a.350(2) “The local governing bodies of counties containing cities of the second through sixth classes and the local governing bodies of the cities of the second through sixth classes located therein may, by joint or separate action, establish tourist and convention commissions for the purpose of promoting convention and tourist activity.” Therefore the law is definite as to how the Whitley County Tourism Board shall use its funding... “for the purpose of promoting convention and tourist activity.”

The Whitley County Tourism Board, hereafter “the Board,” has designated a portion of its budget to a funding program designed to aid special events in Whitley County that promote tourist activity and primarily increase overnight visitation.

II. Statement of Policies

- A. To be considered for funding, a special event must attract visitors to Whitley County. The Increased visitation should directly and consistently increase transient lodging occupancy.
- B. Grant funds from the Board are intended to supplement the special event’s advertising and promotions budget unless otherwise specified.
- C. Any funds granted will be subject to audit by the Board, and any unused monies shall be returned to the Board.

III. Procedures for Application

A. To be eligible for funding, requests for greater than \$1,001 to a maximum amount of \$5,000 per Fiscal Year Budget per entity are to be made on the attached application and submitted with all required materials prior to the regular scheduled meeting for the requested funding in which the Board will decide whether to fund the project. (Regular Board meetings occur on the second Tuesday of each month)

- B. Factors which shall enter the Board’s consideration for funding include:
- 1. Estimated number of out-of-town visitors and their estimated length of stay, with supporting documentation, if possible.
 - 2. Promotion and advertising plan.
 - 3. Itemized budget detailing projected income and expenses of the event.
 - 4. Current revenues, including contributions, if any.
 - 5. The amount of funds requested may NOT exceed \$5,000 per Fiscal Year Budget. Application requests that exceed the limit amount may be denied or reduced to the maximum limit.
 - 6. Probability of the event recurring annually.

IV. IMPORTANT Notices Regarding Applications

A. A post-event report must be submitted to the Board within 2 months following conclusion of the event. This report must include an accounting of the spending of funds and, if applicable, the return of surveys gathered during the event.

B. This funding may be terminated with 24 hours written notice by the Board for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein. If these funds have already been disbursed and breach occurs, the applicant may be responsible for full repayment.

C. Applicant understands that if these rules are not followed, no future funding will be awarded to this organization by the Board.

D. The Board reserves the right to refuse any Funding Application or Reduce the Amount of Funds being requested as deemed necessary by the Board without cause. The Board's refusal to fund an event, group or project may be caused by upcoming financial commitments for future projects, or may be deemed not applicable as a Tourism Related Project.

APPLICANT: I, _____, _____
(Name – Print or Type) (Title)

(Organization)

understand and comply with the above conditions should the request for funds be granted.

(Signature)

(Date)

WHITLEY COUNTY TOURISM BOARD

Application for Funding
Use extra sheet(s) if necessary

Print or type all information

1. Name of Event _____

2. Sponsoring Organization _____

3. Director/Contact Person _____

Address _____

Home Telephone # _____

Cell # _____

4. Non-Profit Organization _____ Yes _____ No

IRS Classification _____

Tax ID# _____

5. Organization's Main Activities _____

6. Organization's Main Income Sources for event. Attach detailed budget if possible.

<u>Income Source</u>	<u>Amount from Source</u>	<u>Remarks</u>
<u>Admission Fees</u>	_____	_____
<u>Sponsorships</u>	_____	_____
(Other)_____	_____	_____
(Other)_____	_____	_____

7. Location of Event _____

8. Dates/Times of Event _____

9. History of Attendance _____

Anticipated # visitors/participants _____

Total room nights needed _____

Historical # room nights used (if available) _____

10. Statement of Work – Describe in detail the planned activities of the event, including the implementation schedule, along with the tourism related business and direct or indirect benefits it will attract to Whitley County (i.e. incremental overnight visitors, new dollars to the local economy, other financial and/or non-financial benefits).

11. If the event has been held in Whitley County previously, when was it held: _____

12. Did the last year's event have media coverage? _____ N/A _____ Yes _____ No. If yes please attach clippings or other documentation of coverage.

13. What plans have been made for promotion of this year's event (locally, regionally, and beyond a 60-mile radius of Whitley County)?

14. Amount requested from the Board: \$ _____

15. How will the Board's funds be spent? _____

16. What plans exist to coordinate this event with other tourism related programs? _____

17. How will the Board and its contribution be acknowledged? _____

18. This application plus the signature page ensuring an understanding and compliance with the conditions of this agreement should be returned to:



Whitley County Tourism Board
Judge/Executive's Office
Whitley County Courthouse
PO Box 237
Williamsburg, KY 40769

WHITLEY COUNTY TOURISM BOARD
SPECIAL EVENTS FUNDING

Post Event Criteria
Agreement of Terms

The Post Event Report must include:

1. The Board requests an accounting of monies and emphasizes that funds are to be exclusively used in promoting and advertising the event unless otherwise agreed upon by the Board.
2. The return of any surveys required by the Board to be available to event attendees for the purpose of collecting information for the improvement of tourism-related activities.
3. The post event report must be returned to the Board no later than 2 months following the conclusion of the event, in accordance with your written agreement with the Board.
- 4. Failure to comply with the aforementioned requirements within 2 months of the conclusion of the event may disqualify the applicant from being considered for future funding from the Board unless an extension is agreed upon by the Board.**

Applicant: I, _____
(Name – Print or Type)

_____, understand and comply with the above conditions should the request for
(Title)

funds be granted.

(Signature)

(Date)



POST EVENT REPORT

Name of Event: _____

Sponsoring Organization: _____

Contact Person: _____

Telephone: _____

Date(s) of Event: _____

Total Number of Participants: _____

Estimated Number of Room Nights Used: _____

Dollar Amount Granted by the Board: _____

List Expenditures Using Board Funds: _____

Please submit all surveys completed if applicable