



## 2018 Garfield County Event Funding Application

### OVERVIEW

The purpose of the Garfield County Office of Tourism is to utilize funds generated by Transient Room Tax in promoting the area to increase visitation to all communities in Garfield County. The efforts of the Tourism Bureau are overseen by Garfield County Commission under the advisement of the Garfield County Office of Tourism Advisory Board.

The Garfield County Event Funding is designed to increase the budget of events within a Garfield County community to help with promotion of the event or hard costs of putting on an event. No event will request more than **\$3,000.00** in funding- ***please only request what is necessary to assist in funding your event.*** The board may consider special requests for more than this but only in extenuating circumstances. There will be one funding period during the year established by the Garfield County Office of Tourism Advisory Board. If a new event comes up during the year and there are funds left over the Advisory Board can re-open the funding requests.

### FUNDING CRITERIA

Consideration will be given to those events/organizations that meet the following criteria:

1. Applicant demonstrates that the event/project has the potential to:
  - \*Increase Transient Room Tax revenues in Garfield County.
  - \*Increase visitor stays in Garfield County.
  - \*Generate off-season or shoulder-season promotion to Garfield County.
2. Applicant verifies that the organization is financially stable. Matching funds may also come from a third party.
3. Applicant must be a non-profit organization or a Garfield County municipality.
  - \*If applicant needs to create a non-profit organization a tool-kit can be provided and marketing grant funding can be used for the financial obligation of becoming a non-profit organization.

### FUNDING REQUEST PROCESS

1. Submit the completed application by **December 29, 2017**. Requests will not be accepted after deadline. The oral presentation/interview will be held on **January 9, 2018** at the Travel Council Meeting.  
**Submit request to:**  
Garfield County Office of Tourism  
Attn: Falyn Owens, Director  
PO BOX 77  
Panguitch, UT 84759  
Fax to: 435-676-8239  
Email to: [falynowens@brycecanyoncountry.com](mailto:falynowens@brycecanyoncountry.com)
2. The request will be reviewed by the Garfield County Tourism Advisory Board at the scheduled board meeting. Applicants will then notified and invited to participate in an interview with the Tourism Board. The interview will be a five minute presentation regarding the request plus five minutes for questions from the board. Notification regarding the outcome of your request and all other correspondence will be done via e-mail. If funding is received you have the option to present the success of the event to the board in person or by sending an event follow up email including the budget and participant survey. (see examples)
3. Upon approval, funds will be made available and a check will be sent to the organization. The Office of Tourism must be recognized as a sponsor equal to the level in which funding has been provided. Our logo and a website link must be displayed on your website and logo displayed any other place during your event that sponsor logos are displayed. **The Office of Tourism requests approval on all ads or sponsorships the logo will be used.**



## Event Funding Application

Primary Contact Person: \_\_\_\_\_

Name of the Applicant Organization: \_\_\_\_\_

Event: \_\_\_\_\_ Event Date: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

Total Event Funds Requested \$ \_\_\_\_\_

Other comments: \_\_\_\_\_

I hereby certify that the facts, figures and representation made in this application, including all attachments, are true and correct to the best of my knowledge.

Applicant:

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Signature	Title	Printed Name	Date
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**Submit application to:**

Garfield County Office of Tourism

Attn: Falyn Owens, Director

PO BOX 77

Panguitch, UT 84759

Fax to: 435-676-8239

email to: [falyn@brycecanyoncountry.com](mailto:falyn@brycecanyoncountry.com)

If you have any questions, please call Falyn at 435-676-1160.

**Please submit a detailed budget, including payment/donation of profits.**

Events are now required to give participants a survey and the **compiled** results should be emailed in a summarized final report. It is recommended that you should get at least five percent of attendees to answer the survey. The questions asked should be:

- a. Number of total people in your party?
- b. Did you stay overnight in Garfield County? Number of Nights Stayed?
- c. What city and state are you from?
- d. Did you eat in a restaurant? Number of Times?
- e. How did you hear about this event? Radio, Television, Print ad, Friend, Website, Social Media, Flyer or Poster
- f. Is this your first visit to (name of community)

**Please see attached for an example of an event budget.**

## Event Budget Example

Facility Cost	\$
Administration- Salaries/Benefits	\$
Office Supplies/Expenses	\$
Awards/Prizes	\$
Permits	\$
Marketing/Advertising	\$
Postage	\$
Capital Investment	\$
Total Expense	\$
<b>REVENUE:</b>	
Entry Fees	\$
In Kind	\$
Cash Match	\$
Grants- total all	\$
Other	\$
Total Revenue	\$

Other Information/Details (if needed):