



APPLICANT CHECKLIST

LODGING TAX GRANT PROGRAM

- ☐ Signed Lodging Tax Grant Program Terms Form
- ☐ Typed, signed and completed Lodging Tax Grant Program Application
- ☐ Narrative response to Grant Program questions
- ☐ Required consultation with designated grant consultant, prior to submission of application.
Currently, Goshen County Economic Development, Community Development Director.
- ☐ Project Budget Form (*with description of funds use*)
- ☐ Marketing/Avertising Budget
- ☐ Written estimates attached (*from third party vendor*)
- ☐ Copy of permit/license attached (if applicable) [] Does not apply
- ☐ Photo Release

(Please note – Applicant must use fillable form and fill in completely; access provided, if needed. If information is not applicable marks as “N/A.” Handwritten submissions NOT accepted.)

Application Deadline

Applications will be reviewed and awards are made at the next Lodging Tax Board Meeting. Applications and supporting materials must be received (not postmarked) by grant consultant by noon on the following due dates:

First Tuesday of the month January, April, July and October.

Applications can be emailed, mailed (mail early to meet deadline) or hand-delivered to:

**Go Goshen Visitor Center
2042 Main Street
Torrington, WY 82240**

Office hours are 9:00 a.m. to 4:00 p.m., Monday through Friday or by appointment. For questions or more information, please contact Sandy Hoehn, Community Development Director: 307-532-3879 or email at sandy@goshenwyo.com

LODGING TAX GRANT

PROGRAM TERMS

Note: The following statement must be completed and signed for applicant to be eligible.

Eligibility

Entities eligible to apply for grants must have the capability of attracting visitors to Goshen County and must have projects that will promote tourism within Goshen County. Goshen County and municipalities can utilize these funds for educational materials and other specific tourism related objectives, including those identified as likely to facilitate tourism or enhance the visitor experience, provided that none of these funds shall be spent for capital construction or improvements.

Goals

The goals of the grant program are to attract more visitors to Goshen County, provide meaningful visitor resident interaction and positive benefits, support events that offer local, regional, and national public relations value, encourage collaboration between event producers, and promote self-sufficiency of the event.

How the Grant Program Works

Applicant will submit a completed application and provide cost estimates. Applicants have the option to present their project(s) to the Grant Committee. The Grant Program will reimburse funds based on submittal of paid receipts and a Final Report of the project within sixty days of event completion. All invoices must be marked paid.

Considerations

- Does the event potentially increase hotel room nights, benefit restaurants, stimulate retail sales, and promote visits and return visits?
- Have you reviewed the calendar for conflicting and/or compatible events?
- Does the event enhance the lives of residents and visitors?
- Are there opportunities for community engagement?
- Does the event show potential for growth?
- Grants are subject to availability of funds.
- If approved, applicant has sixty days from completion of the event to submit a final report for reimbursement.
- LTB reserves the right to not award any grant applications.

Qualifications Required

- Event takes place in Goshen County.
- Applications must be complete and provide all information and attachments requested.
- Specific dollar amount must be requested with explanation of how funds will be utilized.
- Any required permits must be issued to application entity.

Eligible Uses (please check all that apply):

- ☐ **Marketing/Advertising Budget**
- ☐ **Program enhancements that will strengthen the tourism value in Goshen County.**

Grant Program Reimbursement

In consideration for reimbursement of grant funds the LTB, the event promoter agrees to:

- Secure all applicable permits and meet regulatory requirements.
- Agree to insertions of “Funded by Lodging Tax” and GoGoshen County Tourism Promotion” logos on all marketing and promotional materials associated with the event. Display banner during the event (*to be supplied by LTB*).
- Provide the LTB with:
 - Photographs of the event to promote Goshen County.
 - One copy of each publication containing advertising of the event.
- Requests for reimbursement of radio, TV, and social media advertisement must be accompanied by list of air dates and length of each air spot on letterhead of the media company.
- Invoices must show name of vendor, date of purchase, what was purchased, quantities and cost per item or advertising insert, or dates service was rendered. Submit copies of all ad copy.
- In the event of brochure distribution, a list of number of brochures delivered, date delivered, and point of delivery must accompany request for reimbursement. Submit copies of all brochures.
- Event applicant(s) shall submit a written post – event report to the LTB within sixty days of the completion of the event. This report must, at a minimum, address all points in the LTB Grant Fund Final Report guidelines (page 9).
- If grant funds are awarded and not utilized, the applicant will provide the LTB with a letter surrendering the remaining funds to the LTB.
- Up to ½ of the amount approved will be released prior to the event with board approval, upon submittal of an invoice accompanied by verification of initial expenditures. No funds can be disbursed until actual expense has occurred. Remaining funds will be released after receipt of final report and remaining expenses accompanied by an itemized report and paid receipts.
- Application and post-event report needs to be professional and complete

NOTICE

All contracts for goods and services under the grant program shall be between the applicant and the vendor. **IN NO CASE WILL THE LODGING TAX BOARD BE PART OF ANY CONTRACTS BETWEEN APPLICANT AND VENDORS.** The grant recipient is responsible for payments to vendors. Board will pay grantee up to the amount approved verified by receipts. *Producer must include actual paid receipts with final report upon completion of event.*

Ineligible Uses

The Board will not support certain activities such as: fundraising, buildings or capital improvement, equipment purchases, lease of facilities or equipment, wages of any kind, awards to participants unless distribution and content clearly promote Goshen County and/or town therein: any contractual obligations on behalf of or including the Board or the entity requesting the grant.

Evaluation

All applications are reviewed by the Goshen County Lodging Tax Board. The Goshen County Lodging Tax Board reserves the right to make a final determination on all projects.

Certification

The failure of applicant to comply with any of the terms in this agreement shall constitute an event of default and require repayment of all funds to the Goshen County Lodging Tax Board. If approved for the grant, the applicant will provide paid receipts for all goods and services purchased, submit a final report of the project consisting of all application requirements within 60 days of the completed project prior to grant funds reimbursement. Goshen County Lodging Tax Board reserves the right to use the results of the Final Report in published reports and/or articles as an example of the project(s) funded by the Grant Program.

Signature _____ Date _____

Printed Name _____ Title _____

Lodging Tax Grant Application

| GENERAL CONTACT INFORMATION | |
|---|------------------------------|
| ORGANIZATION/APPLICANT: | |
| ADDRESS: | FOR INTERNAL USE ONLY |
| CITY/STATE/ZIP: | Date Application Received |
| CONTACT: | Date approved |
| PHONE/FAX: | Amount approved |
| EMAIL: | Date payment mailed |
| TOTAL PROJECT COST: \$ | Date payment picked up |
| EVENT NAME: | |
| EVENT DATE(S): | |
| PROPOSED FUNDING AND SOURCES | |
| 1. Funding Request from Lodging Grant Program | \$ |
| 2. Other Funding Sources | \$ |
| 3. In-Kind Donations | \$ |
| 4. Other Grants(Please describe and include amounts) | |
| | |
| 5. Other (Describe) | \$ |
| Total Other Funds(add lines 2-5) | \$ |
| APPLICANT CERTIFIES he/she is duly authorized to verify the foregoing application and to the best of his/her knowledge and belief, the data in this application is true and correct. | |
| AUTHORIZED SIGNATURE: | DATE: |
| | |
| NAME: | TITLE: |
| | |

Grant Program Narrative Questions

| | |
|--|-----------------------|
| Organization/Applicant Name: | Event Date(s): |
| Brief description of the event and its activities: | |
| If this is an annual event, briefly described the event, number of years in production and outcomes of the event including the capability of attracting visitors to the county and promote tourism in county. | |
| Describe the potential benefits to Goshen County including increase hotel room nights, benefit restaurants, stimulate retail sales, and promote visits and return visits? | |
| How do you plan to advertise, including outside of Goshen County? | |

How will attendees be counted; how will you know where they came from?

How does the event show potential for growth?

Additional Information regarding the project you would like the Lodging Tax Board to consider:

Eligible Uses Budget Form

| | |
|---------------------------------|--|
| Applicant: | |
| Project: | |
| Time this budget covers: | |

Project Expenses: List expense items for this project in the table below.

| Expense Item | Amount Requested from Grant Program | In-Kind Donations | Other Funding | Total Budget |
|-----------------------------------|--|----------------------|---------------|--------------|
| Radio | | | | |
| Television | | | | |
| Brochures | | | | |
| Print Publishing | | | | |
| Social Media(specify) | | | | |
| Program Enhancements (specify) | | | | |
| Other (specify) | | | | |
| Total Project Expense: | | | | |

*** Please attach a detailed event budget and marketing budget on separate page.**

GOSHEN COUNTY LODGING TAX BOARD

PHOTO RELEASE FORM

Applicant: _____

I hereby authorize Goshen County Lodging Tax Board (LTB) to publish any photographs taken by representatives of LTB and any pertinent information associated with the photograph, submitted, to LTB, for use in printed publications and on-line.

I acknowledge that since participation in publications and websites produced by LTB is voluntary; the event will receive no financial compensation. I agree that the photography may be edited and otherwise altered at the sole discretion of LTB and used in whole or in part for any and all broadcasting, audio/visual, and/or exhibition purposes in any manner or media, in perpetuity, throughout the world. I understand that I have no rights to the printed publications and web site or any benefits derived there from.

I agree to indemnify and hold harmless the Goshen County Lodging Tax Board from and against all claims, losses, expenses, and liabilities of every kind including reasonable attorney's fees arising out of any inaccuracy or breach of any provision of the agreement. I expressly release the Goshen County Lodging Tax Board from any and all claims arising out of the use of the printed publications and website.

This agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

Signature: _____

Date: _____

LTB Grant Fund Final Report

Please submit a typed narrative of the following questions as they apply to your project.

- 1. An overview outlining the event's strengths and weaknesses: specifically, what went well and what measures could be taken to improve the event.**
- 2. An event budget showing actual profit and loss, paid receipts, and how the funding was utilized.**
- 3. Include ad copy of all advertising.**
- 4. Separate the in-kind support from cash revenues.**
- 5. Provide a detailed list of sponsors.**
- 6. How many people attended the event and how it was calculated.**
- 7. Where did attendees come from and how this was determined.**
- 8. For reoccurring events, explain the potential for growth in future years and the development of sponsorships and media exposure.**
- 9. Review "Grant Reimbursement" (page #3 of the grant) and submit all requirements in the Lodging Tax Board Final Report as they apply to your project application project.**

NOTE: If Grant funds are awarded for your project, this Final Report must be submitted within 60 days of the completed project. Funds will be disbursed upon receipt of the Final Report and approval of the report by Goshen County Lodging Tax Board. Final Report may be mailed or delivered To Go Goshen Visitor Center/ Goshen County Chamber, 2042 Main Street, Torrington, WY 82240.