



— WYOMING'S —
PLATTE CO.

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.
- Project Budget Form (*with description of funds use*)
- Marketing/Advertising 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 Lodging Tax Board Meeting in January, April, July and October. 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:

**Platte County Chamber
65 16th Street
Wheatland, Wyoming 82201**

Office hours are 9:00 a.m. to 5:00 p.m., Monday through Friday or by appointment. For questions or more information, please contact Shawna Reichert at director@plattechamber.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 Platte County and must have projects that will promote tourism within Platte County. Platte 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 Platte 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 thirty 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 Platte County Chamber's Community 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 thirty 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 Platte 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 and backed by receipts in the final reports.
- Any required permits must be issued to application entity.

Eligible Uses (please check all that apply):

- Marketing/Advertising Budget – 60% of this budget must be spent on advertising outside of the county.
- Program enhancements that will strengthen the tourism value in Platte County.

Grant Program Award

If you are awarded a grant from the LTB, the event promoter agrees to:

- Secure all applicable permits and meet regulatory requirements.
- Agree to insertions of “Funded by Platte County Lodging Tax” and Platte County Lodging Tax and Tourism Board” 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 Platte County.
 - One copy of each publication containing advertising of the event.
- Provide 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 thirty 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.

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. ***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 Platte County and/or town therein: any contractual obligations on behalf of or including the Board or the entity requesting the grant. This grant can not be used to support or fund government municipalities or their entities.

Evaluation

All applications are reviewed by the Platte County Lodging Tax and Tourism Joint Powers Board. The Platte County Lodging Tax and Tourism Joint Powers 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 Platte County Lodging Tax and Tourism Joint Powers 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 30 days of the completed project prior to grant funds reimbursement Platte County Lodging Tax and Tourism Joint Powers 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 Platte County including increase hotel room nights (total number of hotel rooms), benefit restaurants, stimulate retail sales, and promote visits and return visits?	
How do you plan to advertise, including outside of Platte County? (60% of grant funds must be spent on out of county advertising)	

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 Platte County Lodging Tax and Tourism Joint Powers 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.**

Platte County Lodging Tax and Tourism Joint Powers Board

PHOTO RELEASE FORM

Applicant: _____

I hereby authorize Platte County Lodging Tax and Tourism Joint Powers 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 website or any benefits derived there from.

I agree to indemnify and hold harmless the Platte County Lodging Tax and Tourism Joint Powers 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 Platte County Lodging Tax and Tourism Joint Powers 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 Award" (page #3 of the grant) and submit all requirements in the Platte County Lodging Tax and Tourism Joint Powers Board Final Report as they apply to your project application project.**

NOTE: Final Report may be mailed or delivered to Platte County Chamber of Commerce, 65 16th Street, Wheatland, WY 82201.