



PINEDALE TRAVEL AND TOURISM COMMISSION LODGING TAX GRANT GUIDELINES

PURPOSE

The Town of Pinedale Travel and Tourism Commission uses the lodging tax to provide grants that support “*the wider promotion and marketing of the Town of Pinedale in order to attract local travelers and tourism*” pursuant to Lodging Tax Ordinance 2010 Section 403-3. The Commission offers grants during one cycle, Fall, to promote the economic development of Pinedale through events that are “*reasonably likely to draw out of town visitors.*”

ADMINISTRATION

The Pinedale Travel and Tourism Commission (the “Commission”) administers the grants, with approval from the Town Council as appropriate.

BASIC REQUIREMENTS

- Pursuant to Lodging Tax Ordinance Section 403-5, grants may only fund projects provided they “*support the wider promotion and marketing of the Town of Pinedale in order to attract local travelers and tourism.*”
- Eligible events occur July 1, 2023 through June 30, 2024 to be qualified for the 2023-24 grant cycle.
- Eligible events are intended to take place within the Town of Pinedale since the source of funds comes from lodging businesses within the municipality. The Commission reserves the right to allow for exceptions if it is deemed that event will still positively affect the Town of Pinedale.
- Grants that seek to match state general funds under the matching funds program administered by the Wyoming Business Council may be subject to certain limitations imposed by Lodging Tax Ordinance Section 403-5.
- At the close of the event, grant recipients are required to provide a report to the Commission within a reasonable time period of 6-8 weeks unless otherwise approved by the Commission.

ELIGIBLE APPLICANTS

The Commission will only consider applications from qualified organizations with a demonstrated capacity to accomplish the proposed activity or project.

GRANT FUNDING

Eligibility of projects is defined broadly to encourage wide participation and innovative proposals and to support advertising schedules to audiences prior to a project or event. The source of the funds is the Lodging Tax that is collected on overnight stays in commercial lodging businesses within the Town of Pinedale. Because of this, the amount available in any given year fluctuates in direct proportion to the level of tourism business. Funding is limited and fully-eligible and worthy projects may not be awarded grants.

APPLICATION PROCESS

The Commission will typically consider grant applications for projects and events one time per year. Submissions must be made electronically to maureenrudnick@townofpinedale.us. Questions may be directed to Maureen via email or by phone at (307) 367-4136.

EVALUATION CRITERIA

The Commission will evaluate applications according to the following criteria. Notwithstanding these criteria, the Commission reserves the right to approve or deny any application.

1. **Application Package:** Is the application package complete with an Executive Summary, Application, and Budget?
2. **Eligibility:** Is the project presented eligible? If not, can it be easily adjusted to qualify or are there individual eligible elements that could be funded?
3. **Tourism:** Will the project efficiently and effectively increase overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?
4. **Timeliness:** Will the project or event occur no more than seven months from October 1st?
5. **Balance:** How well does it contribute to a balancing of annual calendar of events, both regarding dates and types of events? Is this or can this be coordinated with other events?
6. **Community Benefit:** Does this enhance the lives of local residents as well as visitor experience and does it allow for a meaningful interaction?
7. **Mission:** How well does it meet the PTTC's mission and vision to "support the wider promotion and marketing of the Town of Pinedale in order to attract local travelers and tourism"?
8. **Growth Potential:** Is the event financially sustainable? Is this a viable event with potential to grow?
9. **Leveraging Value:** How great is the potential to attract sponsorships and media exposure, thereby increasing the impact of the PTTC funds?
10. **Cost Effectiveness:** Does the project propose an efficient, economical use of the PTTC funds?
11. **Cooperative Nature:** What kind and degree of inter-organizational or partnerships does the project exhibit?
12. **Community Support:** Does the project have broad based community support?
13. **Cultural Heritage:** Is the project an expression of Pinedale's heritage, including traditions, history and distinctive character?
14. **Clarity:** Does the proposal clearly and concisely present a definite, well described product for which the Town's assistance is being sought? If appropriate, does the proposal describe how the Town's supported product will be integrated into a larger effort (i.e. a brochure which promotes a cultural event: does the proposal describe the brochure as well as summarize the purpose and scope of the event and the role the brochure will play in its success?)
15. **Marketing:** How will the proposed project be marketed out of the area and how will their marketing coordinate with current PTTC marketing efforts? Are they currently utilizing visitpinedale.org or wyomingtourism.org to advertise their event?
16. **Recognition:** How will the project recognize the support provided by the Lodging Tax Grant? Advertising must include a credit line wherever appropriate that reads "Support provided by the Pinedale Travel and Tourism Commission."

17. **Coverage:** Will the project provide PTTC with copies of any film or photographs from the project for the purpose of promoting Pinedale?
18. **Evaluation:** Does the applicant, in the scope of work, provide for an adequate method of the evaluation of outcomes of the proposed project upon completion?

CONTRACT PROCESS

When applicant is awarded funding, PTTC staff will notify you. A funding agreement and package will be sent to applicant that must be signed and submitted along with insurance certificates, permits, and documentation where required.

Organizations will indemnify, hold harmless and list the Town of Pinedale as an additional insured for commercial and general liability insurance, \$1,000,000 per occurrence, \$2,000,000 general aggregate. The Town cannot process an agreement that does not meet basic insurance requirements.

Once the agreement is signed by all parties, an original will be mailed to the applicant. Within 60 days of the end of your project, applicants must complete and return the Project Summary Report, a Final Budget Report, and a Request for Funds. Payment will be made directly to the entity whose name appears on the application. The payment voucher will then be processed by the Commission and Town according to the terms of the funding agreement.



**TOWN OF PINEDALE - PINEDALE TRAVEL AND TOURISM COMMISSION
GRANT APPLICATION PACKAGE REQUIREMENTS**
Executive Summary, Application Package, Budget

Executive Summary shall include: (One Page Maximum)

- Applicant Name
- Name of Project/Event
- Date of Event
- Project Producer
- Address
- Phone
- Email
- Proposed start date
- Proposed end date
- Project cost
- Amount requested and % of total project budget
- Estimated # of out of area attendees (if applicable)
- Estimated # of local attendees, not including volunteers or producers (if applicable)
- Project Summary (Limit 250 Words)
- Hotel Contact Checklist

Application Package (6 Page Maximum)

NAME OF EVENT

PROPOSED DATE(S)

AMOUNT OF FUNDING REQUESTED

Producing Entity:

1. President or Executive Director's Name
2. Name and Title of Person Completing the Application
3. Business Address: Please include the physical address as well as the mailing address.
4. Contact Info: Telephone-Main/Cell, Email Address
5. Organization's Board of Directors and Officers
6. Event and organization websites
7. Number of years your organization has been in business
8. Mission Statement
9. Organization's tax status: Private, Non-Profit (501C-3), or Not-for-Profit (501C-6) organizations, please attach current tax identification letter. Does the event/project benefit a charity? If yes, please name the beneficiary.

Project Description:

1. Brief description of the project or event and its activities.
 - a. Number of participants (athletes, artists, exhibitors, etc.) anticipated
 - b. Number of volunteers needed.
 - c. Number of project or event staff
 - d. Total Number of spectators/attendees anticipated and your rationale for these estimates:
 - i. % Local
 - ii. % In-state (non-local)
 - iii. % Out of State
2. Brief description of the “*Return on Investment*” to Pinedale, including an estimated number of overnight stays and increased spending generated.
 - a. What economic benefits should Pinedale expect?
 - b. What other benefits should Pinedale expect?

Supportive Points for Consideration:

1. Does this event express the heritage of Pinedale, including cultural traditions, history and/or distinctive character?
2. How does this project/event encourage authentic and meaningful interaction between visitors and residents?
3. Please explain if this is a recurring annual project/event or a one-time – only project/event.
4. Please explain why your organization is the appropriate entity to sponsor and develop this project or event.
5. Please describe the potential you see for long-term growth of this program/event. Please explain why this vision is realistic and achievable. Please discuss examples from other similar communities and provide an analysis of other similar events in other communities and this project/event’s ability to compete for visitor appeal.
6. Please explain who will be responsible for managing the coordination of this project or event. Please provide a one paragraph summary of this individual’s experience and qualifications regarding project or event production. Please describe any efforts you have made, or plan to make, to coordinate your project or event with other events in the same time period.

Budget: (One Page Maximum)

Please attach a complete and detailed event budget, including anticipated revenues and expenses, and explain any line item that is not self-explanatory.

1. What percent of the total event budget is the PTTC being asked to fund?
2. Describe briefly how you will use the funds that you are requesting from the PTTC.
3. Should the PTTC decide not to support this event, will it still occur?
4. What is the dollar amount of sponsorships from other sources reflected in the event budget?
5. What percent of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.)
6. Do you anticipate requesting funding from the PTTC next year?

Additional Required Information:

1. Explanation of how you will direct prospective attendees to book lodging in Pinedale and a description of how you will track the number of lodging nights generated.
2. Summary of marketing plan and explanation of potential for sponsorships and media exposure (maximum 2 pages.)
3. Past or projected demographics of event attendees, spending and an explanation of source of data.
4. Is your event currently promoted on visitpinedale.org and wyomingtourism.org?

No additional information will be accepted or reviewed.