



Community Event Funding Application
Morgan County Tourism Tax Advisory Board

The Morgan County Tourism Tax Advisory Board (TTAB) serves as the region's statutory destination marketing organization (DMO). The TTAB is charged with investing revenue collected through a lodging tax to promote and market the region as a destination for tourism, outdoor recreation, and leisure travel.

GUIDELINES & QUALIFICATIONS

To be considered for funding, please complete this application in its entirety. One supplemental page supporting the application may be added if desired. Funding will be determined solely on the merits of this application; no presentations will be required.

CONSIDERATIONS

Funding will be awarded only for events/projects where applicants can demonstrate a high likelihood or demonstrated history of attracting overnight guests to lodging facilities in Morgan County. Additional consideration will be given to organizations that demonstrate a marketing/advertising plan with a high potential of reaching potential visitors from out of the region, encouraging overnight stays.

Applicants should submit completed application materials as a single PDF document to the TTAB by email to morgancounty@vistaworks.com with the subject line "Community Funding Application".

It is possible that not all events/projects will be funded. Requests shall be evaluated and funding granted or declined no later than 30 days after submission. All funding determinations made by the TTAB are final.

Form with fields for Organization Name, Website, Contact Name, Email, Phone, Address, City, Zip, Event Management Status (checkboxes for Non-Profit, For-Profit and Non-Profit, For-Profit Only), and Organization and/or Business Federal or State Registration Number.

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| Name of the Event/Project:                            |
| Describe the Event/Project Purpose:                   |
| Event Date(s):  |
| Amount of funding requested (not to exceed \$ 1,000): |

Conditions of Approval:

Reports are due no later than 30 days after your event. Reports should state how funding was used and summarize the outcome of the event/activity.

Failure to provide a written report for funds received in the prior year automatically disqualifies an organization from receiving a grant in the current year.

Please note that if your event/activity does not take place, you are obligated to return funds to the TTAB.

All monies shall be used for marketing only.

**Questionnaire for Community Event Funding**

1. How many overnight hotel stays is the event/project projected to generate in Morgan County? (Think in terms of “heads-in-beds” or room-nights. A room night is one room/campsite, etc. occupied for one night. If none, the event/project fails to meet application qualifications.)
  
2. Did you receive funding last year?
  - a. If yes, how much?
  
  - b. If yes, please answer the following:
    - i. Describe how funds were used.
  
    - ii. What were the short and long-term benefits of this event/project for your organization and Morgan County?

3. What is the event you are requesting funds for?
4. What is the project budget?
5. How will the funds provided by TTAB be invested?
  
6. What is the estimated return on investment, in dollars, this event/project will generate in sales and lodging taxes?
  
7. Describe the purpose and intended audience/attendees or target market of this event/project. Include estimated attendance. Explain how estimated attendance is determined?
  
8. How is the event/project going to be advertised? Please list all proposed advertising mediums, where the advertising will be placed, potential reach, and frequency of the proposed advertising? (You should be able to obtain these figures from your media sources.)

Check here if one supplemental page is attached.

For more information or questions please contact VistaWorks at 719-395-5700 or e-mail: [morgancounty@vistaworks.com](mailto:morgancounty@vistaworks.com).

Thank you for your application and good luck with your event!