

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

INTRODUCTION

Osceola receives funds from room taxes imposed on lodging facilities and is to be used to promote tourism marketing or promotion. A Room Tax Commission is appointed by the Village Board to review applications. These grants are for advertising or promotion of events or activities in a variety of media. The project should draw out-of-area day visitors to the region and/or motivate visitors to stay nights in Osceola lodging establishments.

ELIGIBILITY

Business organizations, volunteer managed organizations and individuals. Projects must have a significant impact on tourism for Osceola and reach markets outside of Polk County.

APPLICATION GUIDELINES

The grant should strive to match on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both. In-kind services include contributions of space, materials, loaned equipment and donated professional services. Applications must be legible and signed by applicant. Only complete applications will be considered. All events must create a positive image of Osceola and the surrounding area.

REVIEW CRITERIA

Projected tourism impact, including visitor spending and room night generation. Level of community impact and public benefit. Uniqueness of project. Quality of the proposed project. Evidence of careful financial planning. Evidence of need and sustainability.

Eligible Expenditures: Multi-media reaches primarily outside of Polk County (newspaper, magazine, TV & radio and internet advertising) Design & print of posters, flyers, brochures, banners and other promotional materials.

Ineligible Expenditures: Administrative costs, salaries capital & operating costs, any newspaper, TV, radio advertising and promotional materials within Polk County.

APPLICATION PROCEDURES

Applications are competitive. Applicants are informed of their funding status approximately four weeks after the application deadline. Upon submission of all required follow-up criteria, the Village of Osceola Room Tax Commission will award payment. Grants are awarded on a reimbursement basis. Proof of expenditures (receipts or cancelled checks) must be submitted no later than 60 days after your event/activity. The Room Tax Commission reserves the right to accept or reject any or all applications.

ROOM TAX GRANT APPLICATION FORM

Project Title:

Name of Organization:

Mailing Address:

Contact Person:

Phone: ()

E-Mail:

Grant Amount Requested: \$

Total Project Cost: \$

Time Frame in Which Funded Project Will be Completed: From:

To:

Time Frame in Which Total Project Will be Completed: From:

To:

(could be same or different from Funded Project time frame)

QUESTIONS You may use additional pages to provide information for each question

Was this event/activity funded previously with Room Tax Grant Funding? YES NO

If answered Yes , how much was funded? \$_____

Please list all past years funded with room tax funding and the amount

Other Funding: What efforts have been made since the last time you received funds from the Room Tax Fund to access funding from additional sources?

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Promoting Your Festival/Event/Activity: Provide a detailed breakdown of your advertising & marketing campaign. Including geographical location as well as projected costs.

Project Description: Detailed description of the proposed project/activity. Include information on the area the project will serve/impact and what the grant funds will be used for. Describe how the project/activity will enhance tourism and/or result in 'heads in beds'-overnight stays.

Goals/Monitoring: Describe the goals of the project. Will the project result in an increase in overnight stays by visitors to Osceola? If so, how will this increase be tracked/monitored?

Financial Statement: Your organization's most recent financial statement and/or operating budget.

Project Activity/Performance: Describe how the project/activity's performance will be measured (How will an increase in tourism be determined? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur as a result of the project and how will that be tracked?) Has a feasibility study been conducted?

Coordination and Collaboration: Provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area.

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Event/Activity Budget Detail: Provide a detailed budget breakdown of your event/activity. Include both expenses and projected revenue.

Certification

"I hereby certify that I represent (organization name) _____

_____ and have the authority to speak for and bind by signature the Organization. I hereby certify that the information supplied in this application is true and correct and that I have read and understood the procedures and guidelines that govern this grant. Further, I acknowledge that any variance to the procedures and guidelines governing this program may result in non-reimbursement of any or all expenditures connected with this grant.

Name (Print): _____

Title: _____

Organization: _____

Signature: _____

Date: _____

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For Organization Committee Use Only – Please do not fill out this portion of the application.

Room Tax Grant Application Score Sheet

Name of Organization: _____

Event/Activity: _____ Requested Grant Amount: \$ _____

| Qualifier | Scoring Criteria | Notes | Points |
|---|--|-------|--------|
| Tourism Related Yes <input type="checkbox"/> No <input type="checkbox"/> (If no, do not continue) | 1 point – Unknown tourism revenue expectations 3 points – Likely to generate mainly tourism revenue 5 points – Likely to generate lodging, visitor spending & tourism revenue | | |
| Number of Days of Event/Activity | 1 point – 1 Day 3 points – 2 Days 5 points – 3 Days or more | | |
| Number of Participants Reached | 1 point – less than 500 3 points – 500 to 3000 5 points – Over 3,000 | | |
| Budget (Line items must be provided to qualify) | 1 point – Room Tax = 40% or more of budget 2 points – Room Tax = 20-40% of budget 5 points – Room Tax = Less than 20% of budget | | |
| Promotes out of Polk County Visitor Reach | 1 point – Not documented 3 points – Documented out of county visitors 5 points – Documented out of county visitors from 40 + miles | | |
| Promotes outside of Peak Season | 1 point-June 15 th -September 15 th 5 points-Any other date(s) | | |
| Promotes overall tourism businesses -visitor spending | 1 point-Partnerships/promotions with at least 2 tourism businesses/packages-special offers 3 points-Partnerships/promotions with at least 3 5 points-Partnerships/promotions with at least 5 | | |
| TOTAL POINTS (Maximum = 35, minimum to qualify = 20) | | | |

Grant Request: Approved Denied Votes: Yes _____ No _____ Abstained _____

In the amount of: _____ Date: _____

Notes regarding decision: _____