

CITY OF SURPRISE
TOURISM ~~PROMOTION FUND GRANT~~
ALLOCATION- APPLICATION PROCESS

INTRODUCTION

The purpose of the City of Surprise's Tourism ~~Promotion Fund Allocation- Grant Application~~ Process is to promote eligible tourism activities within the City of Surprise. Eligibility is defined broadly to encourage wide participation and innovative proposals. The source of the funds is the City's share of sales taxes collected on overnight stays within the City of Surprise (Bed Tax Rates). Recommendations on use of the funds are developed by the City of Surprise Tourism Advisory Commission.

Tourism promotion fund applications will be evaluated and awarded for the marketing or operations of special events and festivals designed to attract tourists to the City of Surprise and will be distributed on a reimbursement basis.

The desired outcome of activities funded with bed tax revenue is to increase economic activity in the City of Surprise resulting from tourists.

ELIGIBILITY

Tourism is defined as, activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing and operations of special events and festivals designed to attract tourists.

Tourists are people travelling:

- For business or pleasure staying overnight in paid accommodations
- To a place 50 miles or more one way from their place of residence or business
- From another country or state outside of their place of residence or their business

For purposes of this grant program, funding is limited to promotional activities which draw tourists, as defined above, to the City of Surprise.

Narrative responses to Sections 1-63 shall not exceed 4 pages (1" margins, 12 pt font, single spaced). Only submit attachments as requested. Attachments are not included in page limit.

The City of Surprise does not discriminate on the basis of race, national origin, or citizenship; religion or creed; physical or mental disability; sex/gender, sexual orientation, gender identity, marital or familial status; age; military status, political or union affiliation; or involvement in prior complaints of discrimination or harassment.

Staff will not forward applications to the Tourism Advisory Commission which do not meet these minimum criteria.

SELECTION AND AWARD PROCESS

Qualifying applicants (defined as meeting eligibility criteria) will be invited to attend a Tourism Advisory Commission meeting to present their Tourism Promotion Fund application request.

The Tourism Advisory Commission will rate the application using the approved rating criteria (attached) form during the next scheduled Commission meeting and will subsequently forward any agreed upon funding recommendations to the Surprise City Council for final decision and budget authorization. ~~Upon Council approval, execution of a formal contract is required before fund recipients are authorized to incur reimbursable costs.~~

~~The contract defines the project goals and eligible costs, specifies payment procedures and limits of City liability, and outlines other customary requirements. Recipients are required to process, sign and return contracts within 30 days of receipt. Failure to return the contracts in a timely fashion may result in withdrawal of funding.~~

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GUIDELINES AND REQUIREMENTS

1. Event or program must occur within Surprise boundaries and/or exclusively promote Surprise.
2. Recipient, event and program must comply with the Surprise City Council Strategic Plan.
3. Events attracting guaranteed overnight stays in Surprise will receive preferential priority funding.
4. First time events need to show that promoter has past professional experience with similar events.
5. Recipient, event and program must create a community economic and tourism impact.
6. Recipient must provide full two year financial statements for the organization; and a budget and actual financial statement for the event or program submitted for funding.
- ~~6-7.~~ Proof of 501(c)(3) non-profit status required.
- ~~7-8.~~ Funded activity must obtain all legally required permits, licenses, insurance and approvals before City funds will be released.
- ~~8-9.~~ Promotional materials regarding ~~your~~ proposed activity should include the name and logo of the City. ~~It is not expected that this credit is displayed in all materials, but at a minimum it should be placed in such documents as programs and annual reports. City of Surprise must give approval of placement of logo on all collateral material prior to production.~~
10. Events that promote Surprise with regional and national media exposure will be preferred.
11. A post-event presentation is due to the Tourism Advisory Commission 90 days after funded event. Failure to submit the summary within 90 days or submission of summary with incomplete or missing information may affect funding of future applications. Summary must include:
 - a. Estimated attendance and hotel room nights generated. Describe method used to estimate attendance.
 - b. Summary of advertising placed to promote the event. Include all placed, trade and in-kind advertising.

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c. General assessment of the event, which addresses the event's success and any concerns or recommendations for the changes.

9-d. Examples of advertisements and marketing pieces.

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City support for funded projects is reimbursement-based; no funds will be provided in advance in support of a project, and costs incurred prior to City Council approval and budget authorization are not eligible for reimbursement. The City will make payment to recipient no later than 30 days after reimbursement request is received and approved by the City.

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COMMISSION MEMBER: _____ 3RD PARTY APPLICANT _____

<u>CRITERIA</u>	<u>% RATING</u>	<u>POINTS POSSIBLE</u>	<u>RATING</u>
1. Generate overnight room nights and economic impact for the City of Surprise	25%	0-6	_____
2. Business Plan Efficiency <ul style="list-style-type: none"> • The project teams ability to manage and sustain the project or event • Historical success by the applicant with similar/prior events 	20%	0-5	_____
3. Marketing and Outreach Strategy <ul style="list-style-type: none"> • In Surprise, and positively promotes Surprise to a regional, state and national audience • How is the applicant going to bring people to Surprise and from how far abroad? • How is the applicant going to present Surprise as a community to the largest audience? • How is the applicant going to promote the project and who and how as an audience does the applicant reach? 	20%	0-5	_____
4. Budget <ul style="list-style-type: none"> • Budget has to be project centric • Event management fees, employee salaries, operational supplies, travel/mileage, food, beverage, permits, insurance do not qualify for grant dollars • History • Event to be self sustaining after 3 years 	15%	0-4	_____
5. Event attendance and vendor/artist participation	10%	0-2	_____
6. Measurement Evaluation <ul style="list-style-type: none"> • Does the applicant clearly state the desired outcome of the project and have a clear plan to measure results? 	10%	0-2	_____
TOTAL % - MAXIMUM POINTS	100%	24 Points	_____

Points Rating Evaluation Recommended Calculation

- 0 - 12 points - no consideration
- 13 - 15 points - possible minor funding consideration
- 16 - 20 points - partial funding consideration
- 21 - 24 points - funding approved

* Note all funding consideration is discretionally determined by the Tourism Advisory Commission on a project by project basis for recommendation to the Surprise City Council. The calculation process is only a measurement tool for discussion and determination by the Tourism Advisory Commission and is not a guarantee of funding and or binding by the Tourism Advisory Commission and or the City of Surprise.

**CITY OF SURPRISE
APPLICATION FOR
TOURISM ~~PROMOTION GRANT~~ FUND MONIES**

APPLICATION SUMMARY

Project Title: _____

Contact Name/Title: _____

Organization Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ email: _____

Applicant Status: Non-Profit Public Agency For-profit

*Non-profits, provide copy of 501(c) (3), (4) or (6) letter

*For-profits, provide copy of current/valid Surprise Business License and IRS Employee Tax I.D. number

Amount Requested: \$ _____

Total Project Budget: \$ _____

Please provide information for contract signatory and title **only** if different from above:

Name/Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ email: _____

Sign: _____ Date: _____

Should you have any questions regarding the application, please contact Tara Combs at 623.222.2239 or tara.combs@surpriseaz.gov.

SECTION 1. PROJECT DESCRIPTION

& BUDGET

~~Briefly describe your proposal~~ Describe your event clearly and concisely and how it assists in bringing visitors to Surprise and/or how it builds local tourism infrastructure (such as signage, maps, destinations, informational pieces, etc). Your description should include name and purpose of the event, dates, location, target audience, length of the event and market origin of attendees. Explain how bed tax funding is critical to the success of the event/project. If you do not obtain funding, will you still proceed? Is your proposal a one-time request or will it need on-going public funding support? ~~Please be specific in the narrative and/or in the attached budget about how and where tourism promotional grant funds will be spent meeting the definition of a tourist, as defined above~~ Include the types of advertising and promotional materials, the vendors utilized, the locations/venues where the advertising will be displayed and matching funds.

SECTION 2. COMMUNITY ECONOMIC IMPACT

Please describe the expected economic benefit to the tourism sector and to the general community by explaining your target market and how and where you will reach your market.

Please provide estimates for the following:

1. Estimated total attendance
2. The estimated number of participants who will attend in each of the following categories:
 - a) Staying overnight in paid accommodations away from their place of residence or business
 - b) Staying overnight in unpaid accommodations (e.g., with friends and family) and traveling fifty miles or more one way from their place of residence or business
 - c) Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business
 - d) Attending but not included in one of the three categories above
3. Please explain how you calculated the above estimates?
4. How will your organization collect and verify the above information for your activity? (e.g. surveys, registrations, ticket sales, hotel rooms, etc.)
- 4.5. Explain why the date was chosen for the event. Events held on low occupancy dates will score better. If the event is held on a date when the City's occupancy is already high, describe how the event will extend visitor stays. Explain efforts to move the event to a lower occupancy date or explain why such a move is not feasible.

For applicants who have received tourism grants from the City of Surprise in the past three years **attach** a one page summary outlining previous history in attracting tourists to Surprise and generating overnight stays resulting in your marketing efforts.

Describe any methods your organization will undertake that will accurately document and demonstrate accomplishment of your goals, including how surveys will be administered or calculations made.

SECTION 3. BUDGET

Please **attach** a detailed budget outlining proposed use of Tourism grant funds and matching funds associated with your request.

SECTION 4. MARKETING AND MEDIA PLAN

Please attach a detailed marketing plan which includes all types of media, names of publications, stations, websites as well as flight dates, ad sizes, costs, impressions, audience and any other relevant information.
~~Please attach your Marketing & Media Plan.~~

SECTION 5. BUILDS SURPRISE AS A TOURIST DESTINATION

Applicants are encouraged to convince the Tourism Advisory Commission that ~~your~~ their proposal helps them build Surprise as a tourist destination. Describe how your project impacts the community's standing in terms of advancing Surprise's role such as visual or performing arts, hosting regional sporting and outdoor recreation events, and/or heightening awareness of the area's history or natural amenities.

SECTION 6. SPONSORSHIP

Please attach the event's sponsorship solicitation packet and what steps are being taken to secure additional funding for the event.

SECTION 7. SIGNATURE OF APPLICANT

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I have contacted the City of Surprise and will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and reporting requirements. If my activity is funded I agree to use the approved City of Surprise logo in all promotional material.

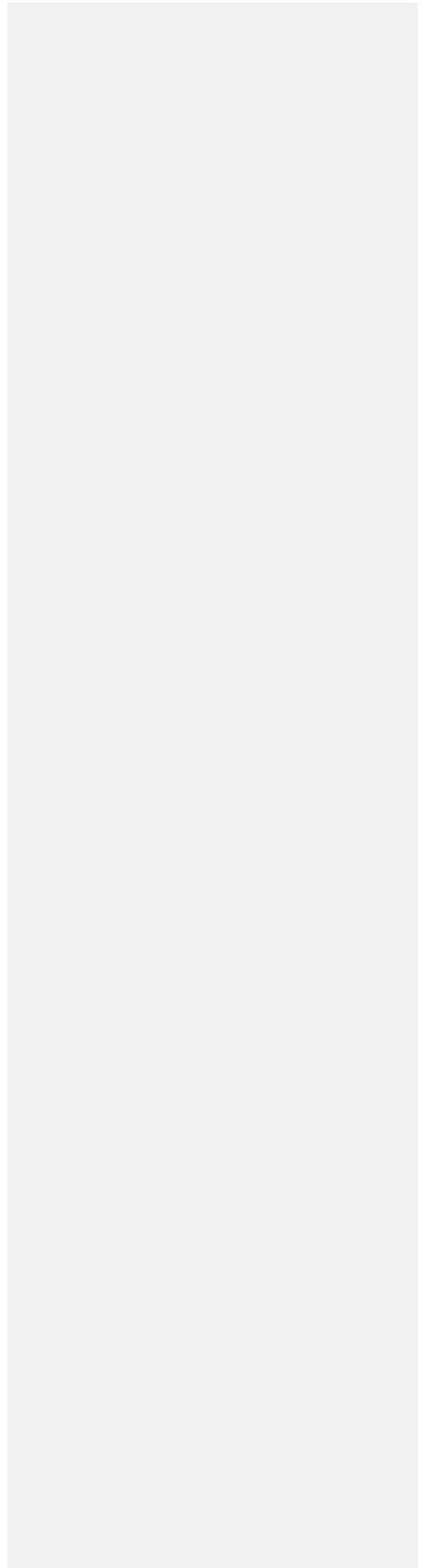
Name of Applying Organization

Name of Activity or Program

Organization Representative Name

Organization Representative Signature

Date



SAMPLE BUDGET FOR GRANT APPLICANTS

Please detail the costs you intend to pay for out of this grant in the table below.

BUDGET SHEET

Project Name: _____

BUDGET ITEM – FOR GRANT FUNDED ITEMS ONLY	TOTAL EST. COST	TOURISM PROMOTION GRANT PORTION
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
10.	\$	\$
11.	\$	\$
12.	\$	\$
TOTAL	\$	\$

APPLICATION CHECKLIST

1. **Cover Letter or Cover Page** (Optional, 1 page)
2. **Application Summary (Required, 1 page)**
3. **Narrative Proposal (Required, Narrative responses to Sections 1-36 shall not exceed 4 pages (1" margins, 12 pt font, single spaced). NOTE! The Section header must be included in the narrative proposal, for example applicants must include "Section 1. Project Description ~~and Budget~~", but the instructions and description following the header do not need to be included in proposal.**
4. **Attachments: (Attachments are not included in page limits provided above.)**
 - A detailed budget, outlining proposed use of Tourism grant funds and matching funds associated with your request
 - A budget showing ALL expenses and revenues for the entire project or event (not just those items associated with the grant request).
 - Applicants who have received tourism grants from the City of Surprise in the past three years attach a one page summary outlining previous history in attracting visitors from outside of Maricopa County and overnight stays resulting in your marketing efforts – be specific and provide documentation.
 - ~~_____~~ Your Marketing & Media Plan.
 - [Sponsorship packet](#)
 - Non-profits, provide copy of 501(c) (3), (4) or (6) letter / For-profits, provide copy of current/valid Surprise Business License and IRS Employee Tax I.D. number
5. **Submit completed application:**
 - **Email:** tara.combs@surpriseaz.gov
 - **Fax:** Attention Tara Combs – 623.222.2000
 - **Mail:** City of Surprise
Attention: Tara Combs
15960 N. Bullard Ave.
Surprise, AZ 85374