



2012
STILLWATER CONVENTION & VISITORS BUREAU
Grant Policy and Application Guidelines

PURPOSE: A Stillwater Convention & Visitors Bureau (SCVB) grant is to foster and assist in the promotion of new meetings/events for Stillwater that are designed to attract overnight visitors. Grant applicants must demonstrate economic impact through hotel room nights and sales tax generation. Funding will be determined on a case-by-case basis.

SCVB FUNDING SOURCE: A 4% hotel/motel lodging tax solely funds the operations of the SCVB. This tax is in addition to Stillwater’s regular city, county and state sales taxes and is collected by hotels or lodging facilities on the room rate only. This is a dedicated tax defined by City Ordinance 2178 Section 28-66. “Funds collected pursuant to the provisions of this article shall be set aside and used exclusively for the purpose of encouraging, promoting and fostering conventions, conferences, and tourism development in the City of Stillwater.”

WHO CAN APPLY: The SCVB helps meeting/event coordinators who apply for assistance and meet the established criteria.

ELIGIBILITY: Applicants must follow the grid below for the dollar amount they are eligible to request. Grants can be requested up to the dollar amount listed by following the number of room nights anticipated and number of year’s application is made. Larger grants may be considered on a case-by-case basis where other factors may be considered in addition to the amount of hotel room nights anticipated. Groups can apply up to three years if needed and can request up to the eligible amount. The amount will be cut in half each year up to the third year to help applicants reach a self sustaining and successful event. **Rooming agreement(s) signed/executed by all parties must be included with the grant application for it to be considered complete. * Amounts indicated are total for the year. ***

Levels	Room Nights	First Year Applicant	Second Year Applicant	Third Year Applicant
<i>Level 1</i>	20-50	\$500	\$250	\$125
<i>Level 2</i>	51-100	\$1,000	\$500	\$250
<i>Level 3</i>	101-150	\$1,500	\$750	\$375
<i>Level 4</i>	151 and Up	\$2,000	\$1,000	\$500

CRITERIA: This is to be considered “seed money” for new meetings/events in Stillwater to assist in their development. ***This grant is not a source of permanent funding.*** It is expected that meetings/events that become regular or annual events will develop a sponsorship base and grow to be successful and independent of SCVB grant funding. Promotion is always available through the SCVB.

Applicants will be reviewed based upon the following criteria:

- **Economic Impact:** Number of visitors from outside a 75-mile radius of Stillwater and the number of lodging rooms generated in the Stillwater tax collection area. An estimated total economic impact can be calculated by using \$80 for day visitors and \$140 for overnight visitors. Assistance calculating this formula is available through the SCVB staff.
- **Financial Need:** Financial need of project(s); “seed money” to start something new or expand existing program; number of individuals meeting/event will reach; evaluation of meeting/event effectiveness
- **Quality:** Quality of the meeting/event.
- **Viability:** Attract visitors during slower times: December-February; June-July; weekdays (Monday-Thursday) *Consult the SCVB Community Calendar of Events at visitsstillwater.org to ensure your date does not conflict with other meetings/events, especially those requiring lodging accommodations. The SCVB reserves the right to deny funding requests that fail to exhibit cooperation among meeting/event organizers, which is vital to maximize the number of overnight stays.*

AWARDED FUNDING REQUIREMENTS: SCVB grants issued for advertising must be for promotion of the meeting/event to markets outside of the Stillwater area. A copy of each promotion should be provided to the SCVB. All meetings/events receiving grants are required to include the logo of the SCVB and carry a credit line, “Funded in part by the Stillwater Convention & Visitors Bureau, visitsstillwater.org, 800-991-6717,” in printed and electronic media within pre, during and post event coverage. Downloadable SCVB logos are on the SCVB website at visitsstillwater.org, or by e-mailing kimberly@visitsstillwater.org.

After the meeting/event or project has been completed, it is required that the organizations submit proper documentation of the event’s tourism production and community impact. (*Forms are supplied to you with your grant application for this purpose.*) All grant applications are subject to SCVB Board vote as an action item on the monthly agenda. This action is required in compliance with the Oklahoma Open Meeting Act.

HOW TO APPLY: Applications must be in the SCVB office no later than 90 days prior to the meeting or event. The application must be fully completed and must include supporting documentation. Incomplete applications will not be considered. *A minimum of six months prior to the actual date of your event is suggested to ensure applicants time to find alternate sources of funding if needed.* The SCVB Sales & Services Committee must review applications. (*See meeting schedule on page 8.*) **If post meeting/event reports are not returned within 30 days, event will NOT receive approved funding and will NOT be considered for future SCVB funding.**

- **Request for Meeting/Event Recruitment Support:** All applicants need to supply a comparison to similar meetings, events or projects (including a report of the number of room-nights generated) and a statement outlining the economic impact the meeting, event or project will generate for Stillwater.
- **Event Recruitment Accountability:** This form and other documentation must be submitted to the SCVB office no later than 30 days following an event. This detailed report is required and must be submitted for the grant process to be completed. A copy of the *Events Support Accountability* form is issued with this application so organizations can be prepared for the process. Applicants will not receive awarded funding until this report is returned.
- **Group History-Room Pickup Report:** This is required to be returned to the SCVB no later than 30 days upon completion of the meeting/event. A copy of the *Group History-Room Pickup Report* form is issued with this application so organizations can be prepared for the process. Applicants will not receive awarded funding until this report is returned. The SCVB reserves the right to adjust funding accordingly after the approval based off actual rooms picked up from the event.

All forms must be completed with appropriate documentation for the request to be successfully processed. Applicants are fully responsible for the completion of all SCVB grant requests, necessary documentation and accountability forms. Incomplete submissions will not be accepted or reviewed for acceptance. The SCVB office is happy to provide the appropriate forms and guidance.

FOR MORE INFORMATION:

STILLWATER CONVENTION & VISITORS BUREAU
Kimberly Stewart, Sales Manager • kimberly@visitsstillwater.org
2617 West 6th Avenue • Stillwater, OK 74074
t: 405-743-3697 or 1-800-991-6717 • f: 405-372-0765
visitsstillwater.org

(Motion passed by CVB Board to approve policy and guidelines – 11/16/11)



2012 STILLWATER CONVENTION & VISITORS BUREAU
Application for Meeting / Event Recruitment

ORGANIZATION INFORMATION

Name of Applicant _____ Year Founded _____
Organization/Agency _____ Established _____

Officers:
President/Chairman _____

Daytime phone _____

Secretary _____

Daytime phone _____

Treasurer _____

Daytime phone _____

Event Contact Person _____

Title _____

Address _____

City/State/Zip _____

Telephone _____

E-mail: _____

Website: _____

Type of organization (brief description of activities and primary purpose) _____

Is your organization for profit or non-profit? _____ for profit _____ non-profit _____ gov't

ECONOMIC IMPACT

Economic Benefit/Impact to the Visitor Industry in Stillwater _____

Anticipated Visitor Attendance to Stillwater: Local (within 75 miles) _____

Out of State _____

Expected Total Number of Hotel/Motel Room Nights (# nights x # rooms) _____

Anticipated Stillwater Hotels/Motels to be used:

Host Hotel _____ Overflow Hotels _____

Anticipated Stillwater Meeting / Event Facilities to be used: _____

Any Additional Comments that Support the Need for Event Support or Project's Merit as an Event or Activity Designed to Enhance Stillwater as a Travel Destination

EXPENSE BREAKDOWN:

Special Events (be specific in expense breakdown)

_____ \$ _____
_____ \$ _____

Marketing/Promotion (if paid media specify name/type of media/publication and date of airing/appearance; if audio visual specify slide, film, video, etc...; for all other be specific in expense breakdown)

_____ \$ _____
_____ \$ _____
_____ \$ _____

Collateral Material (ie: brochures, maps, flyers, etc. - specify type and number printed, include breakdown of design, layout and printing cost)

_____ \$ _____
_____ \$ _____
_____ \$ _____

Capital Improvements (be as specific as possible)

_____ \$ _____
_____ \$ _____

Trade and/or Travel Show (specify expense breakdown and show name)

_____ \$ _____
_____ \$ _____

Administrative Overhead

_____ \$ _____
_____ \$ _____

Facility Costs

_____ \$ _____
_____ \$ _____

Other (be specific)

_____ \$ _____
_____ \$ _____

TOTAL EXPENSES:

\$ _____

All applicants will need to supply a comparison to similar events or projects (including a report of the number of room-nights generated) and a statement outlining the economic impact the event or project will generate for Stillwater. If this is an annual event, reports from previous years are excellent comparisons.

Name and Address to Appear on Check _____

“We agree all of the information included in this application is true to the best of our knowledge. We agree to provide a final statement of all income and expenses at the conclusion of the event. We understand the SCVB reserves the right to adjust approved funding based off the actual hotel rooms picked up from the event.”

Signature _____
(Authorized or Administrative Official) (Title)

Date _____

Signature _____
(Authorized or Administrative Official) (Title)

Date _____

Before submitting grant, please make sure

- all pages have been filled out in their entirety. If a question is not answered, please state why it is not answered
- to sign application agreement

To ensure the inclusion of your grant request as an action item, submit the completed grant application two weeks prior to the SCVB Sales & Services Committee meeting. The SCVB Sales & Services Committee will then make a recommendation to the full SCVB Board during the monthly regularly scheduled meetings. It is recommended a representative from the organization requesting funds be present at the SCVB Sales & Services Committee.

2012 SCVB Sales & Services Committee Meeting Schedule:

(The Wednesday before the CVB Board meeting unless indicated in italic & highlighted.)

DATE	TIME	MEETING PLACE
January 18, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
February 15, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
March 21, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
April 18, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
May 16, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
June 20, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
July 18, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
August 15, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
September 19, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
October 17, 2011	4:00 p.m.	Stillwater Convention & Visitors Bureau
<i>November 14, 2011</i>	4:00 p.m.	Stillwater Convention & Visitors Bureau
<i>December 12, 2011</i>	4:00 p.m.	Stillwater Convention & Visitors Bureau

2012 SCVB Board Meeting Schedule:

DATE	TIME	MEETING PLACE
January 25, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
February 22, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
March 28, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
April 25, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
May 23, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
June 27, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
July 25, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
August 22, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
September 26, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
October 24, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
November 28, 2012	4:00 p.m.	Stillwater Convention & Visitors Bureau
<i>December 19, 2012</i>	4:00 p.m.	Stillwater Convention & Visitors Bureau

**The SCVB Sales & Services Committee and SCVB Board meeting schedules are subject to change. Be sure to verify dates, times and locations with the SCVB staff.*

Return to: *Kimberly Stewart • Sales Manager
kimberly@visitstillwater.org
Stillwater Convention & Visitors Bureau
2617 West 6th Avenue • Stillwater, OK 74074*



2012 STILLWATER CONVENTION & VISITORS BUREAU
Meeting / Event Recruitment Accountability Form

EVENT INFORMATION

Name of Meeting/Event: _____

Date(s) of Meeting/Event: _____

Amount SCVB Invested \$ _____ Amount Spent \$ _____

Meeting/Event Description: _____

Overall Evaluation of Meeting/Event: _____

Evaluation of Economic Impact to the Visitor and Tourism in Stillwater: _____

Total Attendance: _____ Total # of Room Nights: _____

Any Additional Information of Meeting's/Event's Success in Achieving Intended Results: _____

EXPENSE INFORMATION *(attach additional sheets if necessary)*

Special Events

_____ \$ _____
_____ \$ _____

Marketing/Promotion

_____ \$ _____
_____ \$ _____
_____ \$ _____

Collateral Material

_____ \$ _____
_____ \$ _____
_____ \$ _____

Capital Improvements

_____ \$ _____
_____ \$ _____
_____ \$ _____

Trade and/or Travel Show

_____ \$ _____
_____ \$ _____
_____ \$ _____

Administrative Overhead

_____ \$ _____
_____ \$ _____
_____ \$ _____

Facility Costs _____ \$ _____

_____ \$ _____

Other (be specific) _____ \$ _____

_____ \$ _____

Amount of Income Over Expenses
_____ \$ _____

OR

Amount of Expenses Over Income
_____ \$ _____

Amount of Organization's Reserves
_____ \$ _____

A FINAL EXPENSE STATEMENT MUST BE ENCLOSED.

Marketing and Advertising Exposure: Please attach a media coverage plan you used for the promotion of the event. Include copies of all newspaper, radio and printed materials (posters, fliers, pamphlets, press releases, direct mailing, etc.) that were used.

If post meeting/event reports are not returned within 30 days, event will NOT receive awarded funding and will not be considered for future SCVB funding assistance.

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Group History-Room Pickup Report

Complete the pickup history request below and fax it back to the SCVB no later than 30 days upon the completion of your event. If post meeting/event reports are not returned within 30 days, event will **NOT** receive awarded funding and will not be considered for future SCVB funding assistance.

Meeting/Event name: _____

Dates of meeting/event: _____

Total attendance: _____

DATES:							
Total # of rooms blocked/night							
Total # of rooms picked up/night							

Host Property Name: _____

DATES:							
Total # of rooms blocked/night							
Total # of rooms picked up/night							

Overflow Property Name: _____

List other hotels utilized with # of rooms blocked and picked up:

PROPERTY: _____ ROOMS BLOCKED: _____ ROOMS PICKED UP: _____
 PROPERTY: _____ ROOMS BLOCKED: _____ ROOMS PICKED UP: _____
 PROPERTY: _____ ROOMS BLOCKED: _____ ROOMS PICKED UP: _____

Form completed by: _____

Return to: *Kimberly Stewart • Sales Manager*
kimberly@visitstillwater.org
Stillwater Convention & Visitors Bureau
2617 West 6th Avenue • Stillwater, OK 74074



2012 STILLWATER CONVENTION & VISITORS BUREAU Pre- and Post Submission Checklist

PRE-CHECKLIST:

- Completed Grant Application submitted to the SCVB office 90 days prior to the event (*If areas are left blank leave explanation as to why.*)
- Gather all documentation required to submit with completed application:
 - Rooming agreements signed/executed by all parties (*from all lodging properties being utilized*)
 - Facility rental contracts
 - Samples of advertising and marketing/promotional items being used for the event
 - Documentation of past rooms nights used with attendance report (*if applicable*)
 - Past budget or expense report OR estimate/working budget
- Notify SCVB if will be attending the SCVB Sales & Services Committee Meeting to answer committee questions on application and event (*check schedule on page 8*)

AWARDED FUNDING CHECKLIST FOR EVENT:

- Ensured the SCVB logo is included on all advertisements, press releases, marketing and promotional outlets being utilized
- If not using logos, include the credit line, “Funded in part by the Stillwater Convention & Visitors Bureau, visitstillwater.org, 800-991-6717”

POST-CHECKLIST:

- Send copies of all marketing/promotional documentation where SCVB was mentioned or where the SCVB logo appeared
- Send all completion forms (**Meeting/Event Recruitment Accountability Form** and the **Group History-Room Pickup Report**) to the SCVB office within 30 days upon completion of the event in order to receive awarded funding (*these are included with the application*)
If post meeting/event reports are not returned within 30 days, event will NOT receive awarded funding and will not be considered for future SCVB funding assistance.
- Gather all documentation required to send in with the completion forms
 - Final expense statement from meeting/event
 - Copies of invoices (*note expenses SCVB grant will cover*)
 - Photos of meeting/event (*Digital copies only. E-mail to kimberly@visitstillwater.org.*)
 - Provide a copy of your W-9 form to enable us to process a check for your grant.