
APPLICATION

Date: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone Number: _____

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: **Non-Profit:** _____ **Private/For Profit:** _____

Tax ID#: _____ **Entity's Creation Date:** _____

Purpose of your organization: _____

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: _____

How will the funds be used: _____

Primary Purpose of Funded Activity/Facility: _____

Percentage of Hotel Tax Support of Related Costs:

_____ Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
_____ Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.

The following categories will be funded through this process. Check which categories apply to funding request and amount requested under each category:

1. Civic Center Rental: use of civic center facility; \$ _____

3. Advertising, Solicitations and Promotions: actual cost of advertising space, design is not allowable; \$ _____

4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ _____

5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ _____

6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ _____

Questions for All Funding Requests:

How many years have you held this Event or Project: _____

Expected Attendance: _____

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: _____

How many nights will they stay: _____

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used

How will you measure the impact of your event on area hotel activity? _____

Please list other organizations, government entities and grants that have offered financial support to your project: _____

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$_____
- Newspaper \$_____ Radio \$_____ TV \$_____
- Press Releases to Media \$_____
- Direct Mailing to out of town recipients \$_____
- Digital or Social Media \$_____ Other \$_____

What cities/regions/demographics do you reach with your advertising and promotions?

What number of individuals will your proposed marketing reach who are located in another city or county? _____