

# Town of Alpine Travel and Tourism Grant Guidelines



**Mission.** Town of Alpine Travel and Tourism Board's mission is to help create positive experiences for visitors and residents by funding Lodging tax dollars for projects and/or events in Town of Alpine.

**Purpose.** The purpose of Town of Alpine Travel and Tourism Board is to provide for the promotion of travel and tourism within Town of Alpine and to administer the distribution of lodging tax revenue, ideally for the benefit to local businesses and residents of Alpine.

## BASIC REQUIREMENTS

- Pursuant to Alpine Lodging Tax Ordinance Section \_\_\_\_\_, grants may only fund projects provided they meet State Statute SS39-15-204(a)(ii):
  - (I) Except as provided by subdivision (III) of this subparagraph, at least ninety percent (90%) of the amount distributed shall be used to promote travel and tourism within the county, city or town imposing the tax. Expenditures for travel and tourism promotion shall be limited to promotional materials, television and radio advertising, printed advertising, digital content, social media, promotion of tours, staging of events, educational materials, and other specific tourism related objectives, provided that none of these funds shall be spent for capital construction or improvements....;
  - (II) Except as provided by subdivision (III) of this subparagraph, the amount remaining not to exceed ten percent (10%) of the total amount distributed shall be used for general revenue within the governmental entity imposing the tax....;
  - (III) If any of the conditions specified in subparagraph (H) of this paragraph are met, the amount collected less the cost of collection as provided by subparagraph (a)(ii)(A) of this section shall be distributed as follows:
    - (1) Sixty percent (60%) shall be used to promote travel and tourism within the county, city or town imposing the tax in accordance with subdivision (I) of this subparagraph;

(2) Ten percent (10%) shall be deposited in the general fund of the county. If the amount is collected under a tax imposed countywide, the joint powers board established under subdivision (a)(ii)(B)(I) of this section shall distribute the amount to the county for deposit in its general fund in the proportion that the amount collected outside the corporate limits of its cities and towns bears to the total amount collected within the county, and to incorporated cities and towns within the county for deposit into their treasuries in the proportion that the amount collected within the corporate limits of each city and town bears to the total amount collected within the county;

(3) Thirty percent (30%) shall be used for the provision of visitor impact services within the governmental entity imposing the tax....As used in this section, "visitor impact services" includes, but is not limited to, provision of vehicle parking, public transportation, public restrooms, pedestrian and bicycle pathways, museums and other displays.

- 5% of the funding budget will be allocated to Art Project(s). An Art Project will attract visitors and enhance the culture of Alpine. (Culture = Western, Mountain, Environment, Wildlife, Recreation, etc.)
- Eligible events occur July 1 through June 30 of the calendar year to be qualified.
- Eligible events are intended to take place within the Town of Alpine since the source of funds comes from lodging businesses within the municipality. The Commission reserves the right to allow for exceptions if it is deemed that event will still positively affect the Town of Alpine.
- At the close of the event, grant recipients are required to provide a report to the Commission at their October meeting for events April 1through Sept 30 and at the Committees April meeting for events Oct 1through March 30 unless otherwise approved by the Commission.

## **ELIGIBLE APPLICANTS**

The Committee will only consider applications from qualified organizations (501(c)3's, municipalities, non-profits, etc.) with a demonstrated capacity to accomplish the proposed activity or project. For Art Projects, Artist needs to show a portfolio of previous work.

## **EVALUATION CRITERIA**

The Committee will evaluate applications according to the following criteria. Notwithstanding these criteria, the Committee reserves the right to approve or deny any application.

1. **Application Package:** Is the application package complete with an Executive Summary, Application, Marketing Plan (If needed) and Budget?
2. **Eligibility:** Is the project presented eligible? If not, can it be easily adjusted to qualify or are there individual eligible elements that could be funded?

3. **Tourism:** Will the project efficiently and effectively increase overnight stays, benefit local restaurants, stimulate retail sales, and promote visitor intent to return?
4. **Balance:** How well does it contribute to a balancing of annual calendar of events, both regarding dates and types of events? Is this or can this be coordinated with other events?
5. **Community Benefit:** Does this enhance the lives of local residents as well as visitor experience and does it allow for a meaningful interaction?
6. **Mission:** How well does it meet the ToATT's mission and vision to "help create positive experiences for visitors and residents" to the Town of Alpine?
7. **Growth Potential:** Is the event financially sustainable? Is this a viable event with potential to grow?
8. **Leveraging Value:** How great is the potential to attract sponsorships and media exposure, thereby increasing the impact of the ToATT funds?
9. **Cost Effectiveness:** Does the project propose an efficient, economical use of the ToATT funds?
10. **Cooperative Nature:** What kind and degree of inter-organizational or partnerships does the project exhibit?
11. **Community Support:** Does the project have broad based community support? Or, what is the opposition?
12. **Cultural Heritage:** For Art Project(s): is the project an expression of Alpine's culture, including traditions, history and distinctive character?
13. **Marketing:** How will the proposed project be marketed out of the area and how will their marketing coordinate with current ToATT marketing efforts? Are they currently utilizing wyomingtourism.org to advertise their event?
14. **Recognition:** How will the project recognize the support provided by the Lodging Tax Grant? Advertising must include a credit line wherever appropriate that reads "Support provided by Town of Alpine Travel and Tourism."

#### **Reimbursement:**

Awards will be reimbursed from eligible receipts.

1. Grant recipients must maintain all receipts/invoices and collect cancelled or certified copies of checks of expenses related to the grant.
2. Copies of contracts or other documentation may be requested in exceptional circumstances.
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4. Any rental space, product, brochure, speaker, or any other item contracted prior to approval of the grant does not qualify for grant funds.
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6. Incurred expenses are the responsibility of the sponsoring organizations. Only paid and approved expenses will be reimbursed by ToATT.

7. Any organization that is approved for event funds, runs advertising for said, and cancels the event prior to its schedule date, will be solely responsible for the cost of all ads for that cancelled event.

**Request for payment must include:**

1. Sponsorship Grant Final Report: A brief description/overview of the event or project. Make sure to include financial data, social media metrics, event/project accomplishments, event/project challenges, summary of event/project, and local and visitor impact.
2. Attendance tracking: Give numbers of local and visitor attendees.
3. An expenditure list with vendor name, purpose/reason for expenditure and amount.
4. Paid invoices with cancelled checks (or certified copies), cash and/or credit card receipts.
  - a. Examples of all printed and promotional materials.
  - b. Speaker evaluation data from attendees.

**Non-Eligible Uses:**

1. Phone expenses
2. Administration or overhead of the organization
3. Items sold for profit
4. Alcoholic Beverages
5. Sales Tax
6. Postage