



DESTINATION
PURCELL.

Purcell Lodging Tax Committee

Application for Event Funding Assistance

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The Purcell Lodging Tax Committee (PLTC) was established by City of Purcell Ordinance No. 20-03 to promote and champion efforts to make Purcell an overnight visitor destination.

Contact info: Heart of Oklahoma Chamber of Commerce

(405) 527-3093

info@destinationpurcell.com

Our Purpose

The purpose of the Purcell Lodging Tax Committee is to review and approve proposals for the expenditure of funds collected by the Purcell Lodging Tax pursuant to the City of Purcell Ordinance No. 20-03. The expenditures shall be designated for advertising and promotion of tourism events and venues, tourism event and venue infrastructure and administration.

Our Mission

The Purcell Lodging Tax Committee drives quality of life and economic growth for our citizens through tourism marketing and destination development.

Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. **Section 1** – Information/Procedures for the Lodging Tax funding assistance.
2. **Section 2** – Application for funding assistance.
3. **Section 3** – Budgets and other supporting documents as detailed to the attention of the PLTC.

SECTION 1

Information/Procedures for the Lodging Tax Funding Assistance:

- A. All expensed items must be directly related to promotion, advertising and marketing of the said event.
- B. PLTC meets on the second Tuesday of the quarter. Any applicant failing to submit their application by the scheduled time will be required to wait until the next meeting to submit the funding request.
- C. Submit your proposal and application to the Executive Director at the Heart of Oklahoma Chamber of Commerce.
- D. Applicants are asked to attend a PLTC meeting to make a five (5) minute presentation at which time their application is reviewed. Committee members may ask questions and discuss the application and all aspects of the event. The PLTC meetings are conducted in compliance with the State of Oklahoma Open Meetings Act.
- E. If the PLTC declines an application, the applicant is allowed to request that the PLTC place that item on a subsequent meeting agenda if further clarification or discussion is required.
- F. Once the application has been approved it shall not be altered, changed, or amended.
- G.
 - 1. After the PLTC approves funding for an event, the event sponsor shall present receipts or invoices from third parties (or a cancelled check for the sponsor or a

person associated with the sponsor) evidencing that the expenses for which fund has been approved have actually been paid or incurred by the sponsoring party.

2. For each receipt or cancelled check, the PLTC shall reimburse the sponsor or associated person for such approved expenditure.
 3. For each unpaid invoice from a third party for an approved expenditure, the PLTC will pay the third party directly.
 4. Whenever funding is designated or used for prize money to be paid to the winner of an event or contest, the event sponsor must first pay the advertised prize to the winner, and then submit a copy of a cancelled check (clearly marked as being in payment of the advertised prize) in order to receive reimbursement.
 5. Whenever funding is designated or used for a non-monetary prize to be awarded to the winner of an event or contest, the event sponsor must first purchase the advertised prize, deliver the prize to the winner, and then submit a receipt for the purchase of the prize and receipt for the delivery of the prize in order to receive reimbursement.
 6. Only those costs incurred after the event funding approval date may be invoiced for payment from the funding.
 7. All invoices will be submitted within fourteen (14) working days after the completion of the event or target date.
- H. **ALL** advertisement and promotional material for the event must state “partially funded by the Purcell Lodging Tax Committee” and or use the “Lodging Tax Committee logo”. Logo can be acquired from the Chamber Executive Director and shall NOT be altered. Please email to request logo info@destinationpurcell.com.
- I. In the event that Lodging Tax Funding Assistance is needed for T-Shirt purchases it is mandatory that you present a minimum of at least three (3) bids to the PLTC, of which one must be local to the City of Purcell.

- J. The intent of funding special events from the lodging tax proceeds is to bring overnight visitors into Purcell, thus increasing tourism for the City of Purcell. Funds designated for advertising, promotion, or marketing must include a target audience outside of the City of Purcell. Thus, increasing the likelihood that those people drawn to the event by the marketing efforts will spend at least one night at a lodging establishment in Purcell.

- K. Applicant or Event Sponsor (employees or agent) agrees to defend, indemnify and hold the City of Purcell and PLTC members, harmless for all losses, damages, claims or judgement, execution, actions or demands whatsoever resulting from the applicant's actions or inactions as a result of the event, event not limited to negligence or gross negligence of applicant or event sponsor.

- L. A post-event written report must be submitted to PLTC within **forty days (40 days)** following the event. An oral report may be required at the discretion of the PLTC at the next regularly scheduled meeting following submission of the final written report. **The report must include a post event report of final expenditures and revenues.** Also, a descriptive breakdown of how the event directly produced revenue for tourism (i.e. estimate of numbers of attendees, participants, number of room nights used in local hotels/motels, estimate of direct revenue other than room nights).

M. Instructions for Post Event Report are:

1. All reimbursement information must be categorized per PLTC approved pre-event budget & post-event report.
2. Original invoices must be submitted for payment processing. Copies of invoices will not be accepted. Invoices must be dated and paid by the event after the approval date. Vendor statements will not be accepted in lieu of original invoices.

3. Copies of cancelled checks (front & back) or signed credit card receipts must accompany invoices as proof of payment.
4. Copies/clippings of fliers, banners, tear-sheets of print advertisements, as well as broadcast schedule of radio, and TV ads must accompany each vendor-related invoice.
5. If applicable, include plans for next year's event.

Failure to provide a final report will exempt the applicant/organization from further participation in the Lodging Tax funding assistance.

SECTION 2

Application for Funding Assistance:

Date of Application: _____

Event Name: _____

Event Date: _____

Event Location: _____

Circle One: New Event Existing Event

Applicant's Name & Title: _____

Contact Name (if different from above): _____

Organization's Name: _____

Address: _____

Phone Number(s): _____

Email Address (s):

Federal Tax I.D. Number (add copy of Tax I.D.): _____

Tax Exempt (circle one): YES NO

Amount Requested: _____

Has this event received PLTC funds before (circle): YES NO if yes, what amount \$_____

1. Write a brief synopsis about the event including its purpose and goals. Estimating the economic impact to the city, for example, the number of people & hotel rooms it will sell; length of their stay and where they will be coming from. Be sure to detail how this event will directly relate to bringing visitors and increasing tourism for the Purcell.

2. If this event has received PLTC funding in the past, please state, in detail, what changes and or additions have been made to the event or your organization's promotion of the event that have the potential of increasing the numbers of visitors to the City. Please use the figures of visitors and room-nights from your last final report as a baseline and make your projections for this application in relation to that baseline. The PLTC encourages collaborations and creative solutions to the attraction of new and repeat visitors to the Purcell and your event.

3. The applicant is required to list the name(s), title and phone number(s) of any other organizations you have contacted for funding and or support in addition to the PLTC. Failure to disclose this information with your application may result in denial of funding.

4. Attach your organization’s budget, expenses and income statement for the last year as well as the current year. If this is a first-time event, specify your projections and justification for expenditures. Provide a copy of your promotional literature from your previous year’s event. If this is a first time event, please provide an example piece.

Attachment (circle one): YES NO

5. Any additional information you may find useful for the committee to make its decision will be appreciated, i.e.: a similar event held in another city.

SECTION 3

Pre-Event Budget and Post-Event Report:

Event Name: _____

CATEGORIES DESCRIPTION	PRE-EVENT BUDGET EXPENSES REVENUE	POST-EVENT REPORT EXPENSES REVENUE
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
TOTALS:	\$	\$

NET REQUEST: \$ _____

The Pre-Event Budget and Post-Event Report needs to be completed and submitted for both the application and, if approved, attached to your final report.

Your final report should include a one-to two-page summary of your event. Please note your ticket sales, number of tourists attending your event and how your event compared, both to your application estimates and to last year's event in the number of people attending and revenue generated.

Please summarize the marketing and publicity strategies used to promote your event and the City of Purcell. Make an honest assessment of what strategies worked, which did not and what changes you might anticipate making if this event is repeated.

You may be required to attend the next PLTC meeting scheduled after your final written report has been submitted to make an oral presentation of your final report.

Acknowledgement:

Please sign below acknowledging that you have read and fully understand the Purcell Lodging Tax Committee Application for Event Funding Assistance and that ALL information submitted within the Pre-Event Budget and Post-Event Report is true, exact, and complete.

Applicant's Signature Pre-Event Budget Date

Title/Position

Applicant's Signature Post-Event Report Date

Title/Position

STATEMENT UNDER PENALTY OF PERJURY

(in lieu of verification, pursuant to 12 O.S § 426)

I state under penalty of perjury under the laws of Oklahoma that the forgoing is true and correct.

Applicant's Signature: _____ Date: _____

Title/Position: _____

OFFICE USE ONLY: Date Received: _____ Meeting Date: _____

Decision: _____