



Event Funding Grant Program

The purpose of the Carbon County Office of Tourism Grant Program is to assist in stretching your out-of-county marketing dollars to promote your in-county event. The main goal of this funding is to increase revenues in both Transient Room and Restaurant taxes. This program is overseen by the Carbon County Office of Tourism. Positive recommendations are given by the Carbon County Tax Advisory Board with final approval by the Carbon County Commission.

Timeline:

- **SUBMISSION DEADLINE: April 19, 2024**
- Interviews will take place on Tuesday, April 23, 2024 at 3:00 p.m. with the Tax Advisory Board Members where participants are asked to join in person or virtually. Applications will then be reviewed and scored.
- Grant Award Announcements will occur once the contract has been executed.

Application: In completing the following application, please keep the following points in mind:

- Please take time to **review the Co-Op Program Guidelines**
- The maximum amount an applicant can request for an event is \$1,000.00.
- There is no cap to how many times an applicant can apply to the program
- The project end/completion date must fall within the same calendar year as application

After the submission deadline, applicants (s) will receive notification for an interview at a scheduled Tax Advisory Board (TTAB) meeting. Following the interview, the TTAB will review, score, and rank applications. The grant award announcement will occur once the Carbon County Commission has approved the positive recommendation by the Carbon County Tax Advisory Board.

APPLICATION

Name of Applicant/Organization:

List of Co-applicant Organization (s):

Primary Point of Contact:

Point of Contact Email:

Point of Contact Phone Number:

Federal Tax ID#

Street Address

Project Name:

Project Start Date:

Project End Date:

Total Project Cost:

Total Amount Requested:

Describe your event & marketing efforts (paid & unpaid) you will use to promote the event (10 points)

List the source of all funds contributed to this project (i.e. third party funds, sponsors, etc.) (10 points)

Describe how your event has the potential for bringing **new** visitors to Carbon County and generating Transient Room Tax (TRT) & Restaurant Tax (TRCC) Revenues. Include the primary goals and objectives of your project or event. (45 points)

Describe how your project has the potential for off-season or shoulder season promotion. (10 points)

What is your overall budget for this project? Include a budget summary attachment (15 points)

How will you measure the success of this project? Indicate what will be measured and what information will be collected (i.e., increase in room nights, increase in TRT or Restaurant Tax revenue). **Please be specific.** (10 points)

I hereby certify that the facts, figures, and representation made in this application, including all attachments, are correct to the best of my knowledge. (Enter your name below as a signature)

Signature

Date

This application shall be effective upon approval by the Carbon County Commission.