



*PROCEDURES FOR THE
FUNDING ASSISTANCE
PROGRAM
FOR TOURIST RELATED SPECIAL
EVENTS*

To acquire the Tourism Funding Assistance Program application and supporting documents, contact the Pauls Valley Tourism Committee (PVTC) through the Tourism director's office at 405-238-3308. Our address is c/o City of Pauls Valley, 100 W. Paul Ave., Pauls Valley, OK 73075. Our office hours are 8:00 a.m. – 5:00 p.m., Monday through Friday.

Listed below are the statutes and policies of Funding Assistance Program for your review. Please read them carefully, **BEFORE** completing the application for Tourism Tax Funding Assistance. This will ensure that you understand the guidelines by which the Pauls Valley Tourism Committee (PVTC) is governed. Failure to comply with any of these requests may result in your application being denied or revoked.

1. Submission of a signed copy of Document 1 – Procedures for the Tourism Tax Funding Assistance program, Document 2 – Application, Document 3 – Budgets and other supporting documents as detailed to the attention of the Pauls Valley Tourism Committee.
 - The application is to be completed and all attachments for support must be supplied at this time.
 - The application must be submitted forty (40) days in advance of the PVTC meeting at which the application will be considered.
 - All expensed items must be directly related to promotion, advertising and marketing.

PVTC meets the First Tuesday of each month. Any applicant failing to submit their application by the scheduled time will be required to wait until the next regularly scheduled meeting to submit a funding request. Please submit your application and all documents to City Hall or email to the tourism director no later than 12pm the Thursday prior to the meeting, unless otherwise directed from director and or holiday closings.

2. Applicants are asked to attend a PVTC meeting to make a five (5) minute presentation at which time their application is reviewed. Board members may ask questions and discuss the application and all aspects of the event. The PVTC meetings are conducted in compliance with the Open Meetings Act.
3. If the PVTC Board declines a request, the applicant is allowed to request that the PVTC place that item on a subsequent meeting agenda if further clarification or discussion is required.
4. If the applicant's request is approved by the PVTC and recommended to the City council, an agreement will be authorized. Once the application has been approved it shall not be altered, changed, or amended except by the written notice to the PVTC by the applicant. The PVTC will then hear the recommendation and vote for its acceptance. Once the application is approved by the PVTC the applicant is strongly encouraged to attend the following City Council Meeting to answer any questions on the application before final approval.
5. Unless otherwise expressly approved by the Tourism Committee, the following procedure shall be followed for submitting request to the Tourism Committee for payment of approved funds. After the Tourism Committee approves funding for an event or project, the event/project sponsor shall present receipts or invoices from third parties (or a canceled 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. For each receipt or canceled check, the Tourism Committee shall then reimburse the sponsor or associated person for such approved expenditure. For each unpaid invoice from a third party for an approved expenditure, the Tourism Committee shall pay the third party directly. 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. Whenever funding is designated or used for a not-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.

- Only those costs incurred after the approval date may be invoiced for payment from the funding.
 - All invoices will be submitted within fourteen (14) working days after the completion of the event or target date.
6. **ALL** advertisement and promotional material for the event must state “partially funded by the City of Pauls Valley Lodging Tax” and or use the “Tourism Committee logo”. Logo can be acquired from tourism director and shall NOT be altered, please email jselman@cityofpaulsvalley.com
 7. In the event that Tourism Funding Assistance is needed for T-Shirt purchases it is mandatory that you present a minimum of at least three (3) bids in which one must be local to the Tourism Board.
 8. The intent of funding special events from the tourism tax proceeds is to bring overnight visitors into Pauls Valley, thus increasing tourism for the City of Pauls Valley.
 - Funds designated for advertising, promotion, or marketing must target an audience outside of a 30-mile radius of the City of Pauls Valley. Thus, increasing the likelihood that those people drawn to the event by radius of the City of Pauls Valley.
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 on Pauls Valley.
 - If an event needs to attract a significant amount of Pauls Valley residents, the event is encouraged to utilize Pauls Valley based (or targeted) media as part of their marketing efforts, using funds from sources other than PVTC for local media and the PVTC allotment for all “out of town” advertising.
 - a.) Example: Your advertising budget is \$6,000.00 PVTC awards your organization \$2,500.00 you would spend the PVTC funding amount (2,500.00) on media outside of Pauls Valley and your remaining advertising budget. (3,500.00) on local media.
 9. Applicant or Event Sponsor agrees to defend, indemnify and hold the City of Pauls Valley and PVTC members, harmless for all losses, damages, claims or judgment, execution, actions or demands whatsoever resulting from the applicant’s actions or inactions as a result of the event.
 10. A post-event written report must be submitted to PVTC within forty days (40days) following the event. An oral report may be required at the discretion of the PVTC at the next regularly scheduled meeting following submittal of the final written report. The report must include a post event budget of expenditures and revenues. Also, a descriptive breakdown of how the event directly produces revenue for tourism i.e. numbers of attendees, participants, number of room nights used in local hotels/motels, estimate of direct revenue other than room nights, next year’s plan.
 11. Instructions for Final Report are:
 - a.) All reimbursement information must be categorized per PVTC approved Pre/Post-budget document.
 - b.) 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 signed agreement date.
 - c.) Vendor statements will not be accepted in lieu of original invoices.
 - d.) Copies of cancelled checks (front & back) or signed credit card receipts must accompany invoices as proof of payment.
 - e.) Copies/clippings of fliers, banners, tear-sheets of print advertisements, as well as broadcast schedules of radio, and TV ads must accompany each vendor-related invoice.

f.) Failure to provide a final report will exempt applicant/event organization from further participation in the Funding Assistance Program

Note: The processing of your payment will be completed in a timely manner provided you submit your information during or immediately after the event. Keep in mind that your approved application with the PVTC becomes a dated agreement and invoices can't be paid if received after your post-event timeline, as referenced in Section 5, has expired. Those monies will then be re-allocated in Funding Assistance Program.

Note: Exceptions to these procedures will be rarely granted by the Tourism Committee, and such exceptions will be granted only for compelling circumstances set forth in the application and specifically approved by the Tourism Committee.

Acknowledgement:

Please sign below that you have read and fully understand the preceding PROCEEDURES FOR THE FUNDING ASSISTANCE PROGRAM FOR TOURIST RELATED SPECIAL EVENTS.

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 foregoing is true and correct.

Applicant's Signature: _____ **Date:** _____

Title/Position: _____

OFFICE USE ONLY Date Received: _____ Meeting Date: _____

Decision: _____



Application for Pauls Valley
Tourism Tax Funding Assistance

PAULSVALLEY.COM

Date of Application: _____

Event Name: _____

Event Date: _____

Check Box: New Event Existing Event

Applicant's Name & Title: _____

Contacts Name (if different) _____

Organizations Name _____

Organization's Address: _____

Event Location Address: _____

Phone Numbers:

Office: _____ Mobile: _____ Fax: _____

Contact's Numbers (if different)

Office: _____ Mobile: _____ Fax: _____

E-Mail Address: _____

Federal Tax I.D. Number: _____

Tax Exempt: Yes No

Amount Requested: _____

Has this Event received PVTC funds before? Yes No if so, what amount? \$ _____

**APPLICATION FOR PAULS VALLEY TOURISM
TAX FUNDING ASSISTANCE**

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 City of Pauls Valley.

2. If this event has received PVTC 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 actual figures of visitors and room-nights from your last final report as a baseline and make your projects for this application in relationship to that baseline. The PVTC encourages collaborations and creative solutions to the attraction of new and repeat visitors to the City of Pauls Valley and your event.

3. The applicant is required to list the name(s), title and phone number(s) of any other organizations you have contracted in addition to the PVTC. 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.

Mandatory Yes

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 Yes No

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



PRE- AND POST EVENT BUDGET

Event Name: _____

Name of Business/Foundation	Amount	Date Awarded or Anticipated Date
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Specify other revenue	Amount	Date
Sources contacted: _____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

Projected

Actual

Categories Description

Expenses-Revenue

Expense's-Revenue

Newspaper _____	\$ _____	\$ _____
Magazine _____	\$ _____	\$ _____
Poster _____	\$ _____	\$ _____
Brochure _____	\$ _____	\$ _____
Radio _____	\$ _____	\$ _____
T.V. _____	\$ _____	\$ _____
Creative _____	\$ _____	\$ _____
Printing _____	\$ _____	\$ _____
Postage _____	\$ _____	\$ _____
Direct Mail _____	\$ _____	\$ _____
Production _____	\$ _____	\$ _____
Billboards _____	\$ _____	\$ _____
Web Site _____	\$ _____	\$ _____
SocialMed _____	\$ _____	\$ _____
Other (specify) _____	\$ _____	\$ _____
TOTALS:	\$ _____	\$ _____

NET REQUEST	\$ _____
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Total Hotel/Motel Rooms Filled: _____

Total Revenue generated from room sales: \$ _____ \$ _____

Total number of Attendees:
(tickets sold, registered guest, public) _____

Total number of Participants:
(out-of-town vendors/volunteers working event) _____

The Pre- and Post-Event Budget 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 tourist 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 Pauls Valley. 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 PVTC meeting scheduled after your final written report has been submitted to make an oral presentation of your final report.

Acknowledgement:

Please sign below acknowledgement that you have read and fully understand the preceding and that ALL information submitted within the Pre- and Post-Event Budget is true, exact, and complete.

Applicant's Signature Pre-Budget Date

Title/Position

Applicant's Signature Pre-Budget Date

Title/Position