

# MILLARD COUNTY TOURISM GRANT APPLICATION

## *MILLARD COUNTY TOURISM BOARD MISSION STATEMENT*

*The mission of the Millard County Tourism Board is to ensure that tourism is a significant and stable contribute to the economy and quality of life in Millard County.*

*By creating and promoting cultural and recreational opportunities in Millard County. We will attract new visitors, keep intentional visitors here longer and encourage return visits.*

*We will foster participation with local businesses whose services and facilities benefit visitors and locals alike.*

*We take our fiduciary responsibilities seriously, ensuring that County Tourism funds are used effectively to achieve these goals.*

The purpose of Millard County Tourism Grants is to further the goals of the Tourism Mission Statement. All grants pursuant to State code 17-31-2 are subject to the requirements of Marketing and Promoting Tourism. The grants listed below may be used for advertising and marketing cost only, in promoting in and outside of Millard County.

The maximum grant amount is \$3,000 per event per entity, per year. Funding is contingent on available funds in the Tourism budget.

The maximum for the Millard County Tourism Quick Grant is \$1,000 per entity, per year. Quick grants are for single day events, new events, late grant applications.

Applicants who are repeating an application for the previous year's grants must submit their request for repeat funding no later than October 31 of the previous year. New events with grant requests can submit applications until August 31. It is advisable to have adequate planning done before submitting a grant request. No grants are available in the fourth quarter.

All invoices for payment must be submitted to the Tourism office no later than Nov 1. The invoice should be made out to Millard County Tourism in care of the entity requesting the funding. A W-9 will be required for all payees prior to any payment being issued.

Grant applicants are urged to submit grant applications on-line through the Tourism website [www.millardcounty.com](http://www.millardcounty.com) or by e-mail at millardcountytravel@gmail.com.. Type-written applications will be accepted at Millard County Tourism, 71 South 200 West, PO Box 854, Delta, Utah 84624 or Fax to 435-864-1404.

Submitting a request for funding does not guarantee approval. If grant is approve please provide 4 tickets for board members to attend.

Please fill out the information on the following pages to qualify your organization for funding. This must be completed and submitted prior to being placed on the agenda of the next available Tourism Board meeting. You will be given 10 minutes to explain your request and answer questions. In addition, a successful grant applicant will be required to report back to the Tourism Board the results of the event (successes, things to improve etc.) within two months of the event at a regularly scheduled meeting.

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1. Name or title of the event:
2. Proposed date of event:  <b>What other community events are you aware of that are scheduled at the time of your event?</b>
3: How many hotel/motel rooms or RV camping sites do you believe your event will fill? <b>Explain</b> how did you come up with this number?
4. Will this event increase tourism participation among those who live outside Millard County?  <b>Will this event increase overnight lodging and/or restaurants sales?</b>
5. <b>Justify the</b> total dollar amount requested:  <b>This grant is a matching grant with a 1 to 1 match, If you ask for a \$3,000 marketing grant you will be asked to provide details of a matching \$3,000 in kind, cash match, or partnering match of your choosing for this event.</b>
6. Provide a detailed budget <b>for all marketing and promoting</b> for the event including ALL expected revenues and expenditures. Attach a separate sheet if necessary.
7. Please describe your event and explain how it furthers the goals of the Tourism Board's <b>goal of promoting visitors stays in Millard County</b>

8. If this event is an annual event?

What is the history of this event?

Is there potential growth for the event?

Can this event become self-sufficient and sustainable?

9. Are any special permits or licenses (sales tax) required for your event?

10. If your event will carry liability insurance, please state the company and the liability limits

11. Who will be the responsible part for paying the bills and, if necessary, guaranteeing the payment of any deficits?

12. Will the event require the services of the Millard County Sheriff's office, Ambulance or Sheriff's posse? If so, who will be responsible for contacting them?

13. Please provide a **complete** list (including mailing address, phone number and email) of those who will be involved with the management of the event.

14. Name, address, phone number and e-mail of person submitting this request.

15. Any other information you believe would be helpful to the board regarding your event.

**MILLARD COUNTY TOURISM  
EVENT EVALUATION**

Upon approval of a funding application at a regularly scheduled board meeting, applicant will be given a date within 2 months after the event to report back to the Tourism Board. The following information should be provided to the board at that time.

1. Name or Title of Event:
2. Date Event was Held:
3. Actual number of participants:
4. Estimated number of spectators/visitors (in addition to participants)
5. Number of hotel/motel rooms actually used:
6. Number of RV camping sites used:
7. Number of meals eaten at restaurants:
8. Do you feel this event was an overall success? Please provide a brief explanation of your answer, as well as suggestions for improvement.
9. Attach samples of all materials purchased or funded by Millard County Tourism if possible.
10. Attach a financial report detailing the revenue and expenses of the event.
11. Will this event be held again next year? If so, grant application for next year must be submitted no later than October 31 of the year the original event was held. All applications for the next year will be reviewed at the meeting in November.