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CITY OF EL RENO TOURISM GRANT APPLICATION

Approved by CVB Board on September 19, 2024

Organization Information

Name of Applicant Organization/Agency _____

Year Founded/Established _____

President/Chairman _____ Daytime Phone _____

Secretary _____ Daytime Phone _____

Treasurer _____ Daytime Phone _____

Type of Organization (Brief description of activities and primary purpose.)

Is your organization agency: Profit ____ Non-profit ____

Does your organization receive any tax funding? Yes ____ No ____

If yes, what percent of your budget? _____

Source of tax funding: Local ____ State ____ Federal ____

Event Information

Name of Event _____

Location/Venue for Event _____

Brief Narrative Description of Event

Number of Years Previously Held _____

Event Contact Person _____ Title _____

Address _____

City _____ Phone _____

Date Event to Begin _____ Date Event Ends _____

Total Event Budget (estimated) _____

Amount of Event Support Grant Requested _____

Funds To Be Provided by Applicant _____

Sources of Funding: (i.e. sponsors, ad sales, internal budget, grants, donations, etc.)

_____ Amount _____

_____ Amount _____

_____ Amount _____

List of Primary Sponsors _____

How are you advertising the event? Locally and/or nationally? _____

Economic Impact

Funding Project Justification and Economic Benefit/Impact to the El Reno citizens, businesses and City Government.

Anticipated Visitor Attendance to El Reno: Local (within 20 miles) _____

Out of the Area _____

Expected total Number of Hotel/Motel Room Nights _____

Anticipated Hotels/Motels to be used in El Reno _____

Any Additional Comments That Support the Need for Event Support or Project's Merit as an Event or Activity Designed to Enhance visitor spending in El Reno as a Travel Destination

Statement of Agreement

"We agree that all information in this application is complete and accurate to the best of our knowledge, and do hereby agree to comply with the legal assurances and to provide the post-event report within 30 days after the conclusion of the event."

Name and address to Appear on Check _____

Signature _____
Event Director Title

Date _____

Signature _____
Authorized or Administrative Official Title

Date _____

Submit Application To:

**City of El Reno Tourism
101 N. Choctaw
El Reno, OK 73036**

Event Grant Application Tourism/Economic Development

On January 8, 2008, the voters of El Reno approved a Lodging Tax of 4 ½%. By the approved Ordinance the Lodging Tax revenue shall be set aside and used exclusively as follows:

- A. Sixty percent shall be used solely for the purpose of capital projects and the maintenance and marketing thereof and the projects must be designed primarily for economic development and tourism; and
- B. Forty percent shall be used exclusively for the purpose for tourism promotion, which shall be defined as:
 - (1) Encouraging, promoting and fostering visitor and tourism conventions, conferences and tourism development in the City.
 - (2) Solicitation of visitor attractions, events, tourism, conferences, conventions and meetings in the City.

We recognize there are many individuals and organizations that can develop, organize, promote and operate special events and activities in our community which promote Tourism. To encourage the development and continuation of these events and programs we have developed a grant program with a portion of the Lodging Tax revenue designated for this purpose.

The application for the grant program is relatively simple to complete and submit. To fully evaluate qualifying events we have developed a simple form designed to gather information about you, your organization, type of event you are planning and date(s) for the event. There are also several questions to help us understand the potential for attracting visitors to our community and the length of time they may spend in our community.

Often a large number of people coming to your event will be from El Reno. This is very positive thing to help improve the quality of life and local image. As such, the City may provide some in-kind support where appropriate for these activities. Although quality of life is very valuable to the City and the Community the restrictions will not allow us to use Lodging Tax for those aspects of the event.

Events which may attract visitors range from half-day events to week long events. In evaluating applications those events which have the potential to attract the greatest number of visitors and potentially result in their stay in El Reno for the greatest amount of time will have the highest priority for funding. For example a half-day event attracting

1,000 visitors for three or four hours would not likely qualify for the same grant as a three day event attracting 500 people who stay two days or more. Essentially, the grants are evaluated to determine return-on-investment.

Grants normally range from \$250.00 to \$3,500.00 depending on the events criteria. In unusual circumstance where an event of larger than normal size or durations is being considered other special grant amounts may be considered.

We sincerely want to support the creation, promotion and repetition of quality events in our community. Our grant program is designed to help you get your event established and helping it grow. The grants are not intended to sustain an event from year to year. However, additional grants may be possible when sponsors propose major expansions of the size or length of an event.

How to Apply

1. You may obtain an application from the El Reno Administrative Services Directors Office at City Hall, 101 N Choctaw, El Reno, OK 73036 or by contacting kgore@elrenook.gov.
2. Carefully address each item in the application even if you feel it doesn't apply to you. Not answering questions in some manner may hurt your application. You may also attach any other pertinent documents you feel support your application.
3. Please note the **"Statement of Agreement"** on the signature page. It is imperative that every grant recipient submit a complete the post-event report within 30 days. Failure to submit may be considered a violation of agreement making any grant funds received due back to the City. Failure to file may also result in forfeiting eligibility for future grants. Proprietary information will be protected to the extent allowed by law.
4. When you have your application package completed, please place it in an envelope addressed to the Administrative Services Director, City of El Reno, 101 N. Choctaw Ave., El Reno, Oklahoma 73036 and mail or hand deliver to the same address.
5. Upon receipt your application will be recorded by the Administrative Services Director, and it will be forwarded to the City Manager and appropriate staff for review and evaluation. As a part of this process, you will be required to present your application to the Convention and Visitors Bureau Board.
6. All grant applications are due **sixty (60) days prior-to** the planned event date. Any application received later than 60 days should contain a statement justifying the late application. The City retains the right to determine if the late application can be reasonably reviewed and evaluated and if the justification is sufficient. If a late application is not accepted, the applicant may re-apply for a future event.
7. Typed applications are preferred. If not typed please print information clearly.

Evaluation Criteria

Special Event Grant applications for El Reno Tourism/Economic Development shall be evaluated primarily, but not necessarily exclusively, on the following terms:

1. Overnight hotel stays give events a greater weight.
2. The event compliments the best interest of the El Reno Community.
3. The event or some portion of the event must occur within the city limits of El Reno or otherwise attract visitors into El Reno.
4. The event shall show a strong potential to attract new dollars into El Reno Businesses.
5. Be proposed by an organization (or individuals) that has/have an established history of successful accomplishments.

CITY OF EL RENO TOURISM GRANT POST-EVENT REPORT

(Return this Form within 30 Days of the Event to Receive the Remainder of the Grant Amount Awarded)

Event Name _____

Date(s) of Event _____ Location/Venue Name of Event _____

Number of Ticket Sales (if applicable) _____

Number of Registered Participants (if applicable) _____

(Approximate) Number of Spectators (if applicable) _____

(Approximate) Number of El Reno Hotel/Motel Stays in El Reno during event _____

Did you advertise the event? If so, where and how? _____

Business Participation: Describe the involvement of local businesses in the event (e.g., sponsorships, vendor booths, partnerships). How did their participation contribute to the local economy?

Community Feedback: What feedback have you received from local businesses, residents, or attendees regarding the economic benefits of the event?

Long-term Impact: Assess the potential long-term economic impact of the event on El Reno. How do you expect the event to continue benefiting the community economically in the future?

Recommendations: Based on your assessment, what recommendations do you have for maximizing the economic impact of future events in El Reno?

