

Prescott Tourism Grant Application



Event Overview

The Prescott Tourism Grant Program is funded through a local room tax. The Tourism Committee was created to redistribute the funds to organizations and events that support the mission to increase tourism to the City of Prescott.

Grant request applications are accepted throughout the year. Accepted applications are not guaranteed to be approved. The applications will be reviewed and scored based on the applicant's ability to increase tourism within the community. Emphasis will be placed on projects that are promoting overnight stays. Applicants must be running Prescott based events and have a verifiable source of funds to contribute.

Funds must meet one of the following criteria:

- 1: is it reasonably likely to generate paid overnight stays in multiple lodging properties?
- 2: Will it be significantly used by transient tourists?
- 3: Will it be for a Marketing Project, Tourist Information or Tangible Municipal Development? (ad buys/marketing of tourist materials; tourist services creating overnight guests; funding a convention center).

Please visit www.chamberofprescott.com for more information on grant requirements.

Please submit applications 90 days prior to the proposed project to allow time for internal review of your application. Applications are reviewed at regularly scheduled monthly meetings.

EVENT NAME	What's the name of the event?
DATE AND TIME	When will it happen?
APPLICANT/ORGANIZATION/ BUSINESS NAME	Who created this proposal?
POINT OF CONTACT	Who is in charge?
PHONE & EMAIL	Include phone number and email of point of contact

Event Description

Brief Description

Describe the event/project, including a statement of how it will increase tourism.

Objectives

- How will you measure the event/project's success?
- Which organization(s), if any, are you collaborating with for this event/project? Describe the collaboration.
- What is the estimated number of overnight visitors this event/project will bring to the community and how did you arrive at that number?
- If your project is selected for funding, you will be required to sign an agreement on the use of the funding and file an after event report. Grant requests cannot exceed more than half of your total budget. Provide a summary of your budget:
 - Total Grant Request: \$ _____
 - Total Funding you will provide: \$ _____
 - Total Project Budget: \$ _____

Support

Would you like the Prescott Chamber to help promote your event/project? Yes / No

Proposed Program: provide overview of the event

Start Time	End Time	Activity
00:00	00:00	What's the main event for this time slot?

Notes

Use this space for special requests or reminders for the reviewer or approver of the proposal