

Washington County Tourism Tax Advisory Board

Capital Project Funding Application

(Also a “study” for UCA 17-50-303)

The mission of the Washington County Tourism Tax Advisory Board (“Tourism TAB”) is to make recommendations on the expenditure of funds collected from the Transient Room Tax (“TRT”) (as described in Utah Code Section 59-12-301) and the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax (“TRCC”) (as described in Utah Code Section 59-12-603).

Washington County created a co-funding program to help secure and support activities that will infuse economic impact, and enrich the quality of life for residents. The Tourism TAB receives and reviews applications from three types of entities; non-profit, for-profit, and governmental. Applications from non-profit entities are received twice a year – no later than March 1 and no later than August 1. Applications from for-profit entities are received once a year – no later than August 1. Applications from governmental entities are received as needed and will be scheduled on the agenda for the next available meeting of the Tourism TAB.

The Tourism TAB receives applications for the following types of funding: Sports/Event Funding, Capital Project Funding, Marketing Funding, and Sponsorships. To receive funding, projects must directly generate hotel room nights or have another articulable positive tourism impact in Washington County.

Sports/Event Funding

Sports/Event Funding is intended to assist in bringing new and continuing events or activities to the area. Sports/Events activities must provide economic impact to Washington County and not solely to any individual or individual business. Events/activities or projects must also require at least one overnight stay in the county. This funding is intended as seed money. The concept is that if an event receives marketing funds for a maximum of three years, that event should be self-supporting enough to move forward without further funding. Events held in March, April and October may not be eligible for funding because of extremely high hotel occupancy.

Capital Project Funding

Project Funding is intended for projects that will increase/improve tourism within the area, such as: tourism facilities, venues, trails, or recreation infrastructure projects. These projects should be submitted by a governmental entity.

Marketing Funding

Marketing Funding is intended to assist an organization/entity with marketing dollars for tourism-related purposes that align with and support the strategic plan, mission, objectives, and goals of the Washington County Tourism Department.

Sponsorships

Sponsorships are utilized to help secure and support major events that infuse economic impact and present opportunities for economic development throughout the county while enriching the quality of life for residents. These are reserved for major contributors to TRT and TRCC or the Washington County Tourism brand and image, such as Tuacahn, Huntsman World Senior Games, etc. Tourism TAB will notify qualifying contributors of such status. Annual applications are necessary, and a presentation and review of the event may also be required. Funding is not guaranteed and amounts may vary, unless a formal agreement is executed by the county commission and the applicant.

Guidelines

TRT and TRCC funds may only be appropriated in furtherance of tourism or related activities or projects. The county may only appropriate money if, in the judgment of the county legislative body, the funding will contribute to the safety, health, prosperity, moral well-being, peace, order, comfort, or convenience of county residents.

Preference will be given to applicants that accomplish the following:

- Create **new** economic impact
- Add positive marketing exposure for the area
- Introduce **new** audiences/markets
- Fill hotel rooms during shoulder, off-season and weekdays
- Fill a critical recreation or tourism-related need

Application Procedures

- Complete the attached application
- Applicants may be asked to present the request to the Tourism TAB and/or to the Washington County Commission during a regular meeting.
- Applicants will be notified via email of the approval or denial of the request.
- Applicants must provide a recap report following the project's completion. Failure to provide a recap report may result in funds not being awarded and/or a denial in future years.
- In the event the project or event for which funds were requested does not materialize, funds will not be dispersed. If funds have already been dispersed, they will need to be reimbursed in full.

Application Requirements

Applicant must submit the following:

- Completed Application
- Proof of Non-Profit Status (if applicable)
- Letters of Support from Communities/Agencies Impacted
- Marketing Plan
- Budget Overview (Please submit the event budget along with the following questionnaire)

Failure to provide this required information will result in application not being processed.

Awarded funds will be paid to the event/project organization listed on the application as reimbursement for approved expenditures. The event/project organization is responsible to contract and pay for any expenses for the event. To initiate payment for approved expenditures, the event/project organization must provide a completed Post Event Report and an invoice with supporting documentation for expenses. Invoices must be submitted within 45 days after the event and must be received prior to the end of the calendar year for the event. Event hosting fees may be considered separately.

Requests may be submitted in person, by return e-mail, or by mail to:

Washington County Tourism
 20 N. Main Street #105
 St. George, UT 84770
 435-634-5747

tourismfunding@washco.utah.gov

Application Date _____
 Application Date _____

Organization Info

PROJECT NAME _____ AMOUNT REQUESTED _____
 ORGANIZATION _____
 CONTACT PERSON _____ PHONE _____
 EMAIL _____ WEBSITE _____
 ADDRESS _____

ARE YOU AFFILIATED WITH A GOVERNMENTAL ENTITY?
 WHICH ENTITY WILL BE RESPONSIBLE FOR MAINTAINING THE COMPLETED PROJECT? _____
 WHAT ARE THE PLANS FOR BOTH SHORT AND LONG-TERM MAINTENANCE OF THE INFRASTRUCTURE?

Project Info

PROJECT DESCRIPTION _____

PROJECT TIMELINE (Estimated begin date and completion date) _____

PRELIMINARY WORK ALREADY COMPLETED (Design, Engineering, Permits, etc.) _____

WHEN WILL IT BE READY FOR CONSTRUCTION?

ESTIMATED COMPLETION DATE:

Project Benefits

WHY IS THIS PROJECT NEEDED? _____

HOW DOES THIS PROJECT BENEFIT WASHINGTON COUNTY? _____

WHO IS THE TARGET MARKET FOR THIS PROJECT? _____

HOW WILL IT BENEFIT THEM? _____

HOW DOES THE PROJECT BROADEN OR ENHANCE THE CURRENT PORTFOLIO OF FACILITIES IN THE AREA? _____

HOW WILL THE PROJECT INFLUENCE OUR COUNTY AND TOURISM BRAND? _____

HOW DOES THIS PROJECT CONTRIBUTE TO THE SAFETY, HEALTH, PROSPERITY, MORAL WELL-BEING, PEACE, ORDER, COMFORT, OR CONVENIENCE OF COUNTY RESIDENTS? _____

HOW DOES THE PROJECT ADD TO THE CULTURE AND CHARACTER OF THE COMMUNITY? _____

ECONOMIC IMPACT

WHAT IS THE CURRENT VISITATION TO THE PROJECT AREA? _____

HOW MANY OUT-OF-COUNTY VISITORS WILL UTILIZE THE FACILITIES EACH YEAR? _____

ESTIMATE THE ANNUAL DIRECT ECONOMIC IMPACT OF THE PROJECT FROM OUT-OF-COUNTY VISITORS

(Number of Visitors _____ x Number of nights _____ x \$175 = _____)

PLEASE ADD EXPLANATION IF VISITOR PROJECTIONS ARE NOT QUANTIFIABLE: _____

HOW DOES THE PROJECT CATER TO NEW AUDIENCES OR DEMOGRAPHICS FOR THIS AREA? _____

DESCRIBE THE ECONOMIC DEVELOPMENT NEEDS / OPPORTUNITIES THIS PROJECT WILL SERVE _____

HOW WILL THIS PROJECT BENEFIT LOCAL BUSINESSES? (Directly or Indirectly) _____

HOW WILL IT AFFECT LOCAL PROPERTY VALUES? _____

WHO WILL MAINTAIN THE INVESTMENT? _____

WHAT ARE THE PROJECTED ANNUAL MAINTENANCE COSTS (Include labor, materials, routine maintenance and periodic major repairs?) _____

TOURISM / RECREATIONAL VALUE

WHAT IS THE DEMAND FOR THIS TYPE OF INFRASTRUCTURE IN THE AREA? _____

HOW WILL IT ENHANCE CURRENT RECREATIONAL INFRASTRUCTURE AND OPPORTUNITIES? _____

HOW WILL THIS PROJECT BE A TOURISM DRAW FOR THE AREA? _____

WOULD THE PROJECT SUPPORT MORE THAN ONE TYPE OF RECREATIONAL USE? (e.g. Mtn Bikes & Horses, Runners & Hikers, etc.) _____

WHAT POSITIVE IMPACT WILL IT HAVE ON THE COMMUNITY'S EXISTING INFRASTRUCTURE? _____

CAN THE COMMUNITY'S EXISTING INFRASTRUCTURE SUPPORT THE NEW PROJECT? (Are there adequate facilities and services to support the demand it will bring?) _____

LIST ANY NEGATIVE IMPACTS FOR LOCALS AND HOW THEY WILL BE ADDRESSED? (Roads, Parking, Congestion, Services, Overuse, etc.) _____

MARKETING

WHAT IS YOUR MARKETING STRATEGY? (How will you make sure the project is celebrated and utilized?) _____

HOW DOES THE PROJECT FIT INTO THE LONG-TERM PLANS TO INCREASE VISITATION? _____

HOW DOES THE PROJECT INCREASE THE POTENTIAL FOR ATTRACTING GROWTH? _____

WHAT MAKES THIS PROJECT BETTER THAN OTHER SIMILAR PROJECTS? _____

SUPPORT

WHAT KIND OF SUPPORT DO YOU HAVE FOR THE PROJECT? WHO IS BACKING IT? _____

(Attach letters of support from communities and/or agencies impacted.)

DESCRIBE ANY COORDINATED PARTNERSHIPS AND THE ROLE EACH PARTNER WILL PLAY _____
PLEASE LIST ANY FINANCIAL SUPPORTERS AND THE AMOUNT OF EACH FUNDING SOURCE (Include the status of each commitment and the timeline/requirements for receiving the funds.)

WHAT IS THE RATIO OR MULTIPLIER OF THESE GRANT FUNDS TO ADDITIONAL FUNDS RAISED? (E.g. \$50k in grant funding could be added to \$100k of the applicant's funding, equating to a 2:1 multiplier for the grant funds.)

PLEASE USE A SPREADSHEET TO SUMMARIZE THE PROJECT FUNDING FROM THE APPLICANT AS FOLLOWS:

- Amount from applicant organization
- Amount from partner organization(s)
- Amount from other grant funding (excluding this grant)
- Amount from fundraising donations
- Amount from "match" non-cash goods/services
- Other funding not specified

ATTACHMENTS (Please include the following with your application.)

- Location Map
- Site Plan
- Conceptual Drawings
- Letters of Support
- Maintenance Agreement
- Landowner Approval
- Project Budget Spreadsheet
- Funding Summary Spreadsheet

OVERVIEW OF GRANT TERMS

- Provide event logo, photos and fact sheet to Washington County for promotional purposes, website, social media, etc.
- Include Washington County as a funding source in all press releases and public statements about the project.
- Include the Washington County logo on all printed materials and in all paid press and electronic broadcasts promoting the project.
- Provide Washington County positive exposure through signage, naming, logo and branding opportunities associated with the project as per the value of the grant.
- Provide regular updates of the project status and a recap report following the project's completion.
- Assist the County with data to support any economic impact studies involving the project.
- Obtain all necessary project permits.
- Agree to notify the Washington County immediately if the project is canceled, rescheduled or downsized.

I understand and agree to the grant requirements as outlined.

Applicant Signature _____

Date _____

OFFICE USE ONLY:

DATE RECEIVED _____

POST REPORT DUE _____

Approved by Tourism Advisory Board on _____ Amount \$ _____