

Evanston, WY Lodging Tax Board (Visit Evanston)
Advertising & Marketing Grant and Sponsorship Grant
Guidelines and General Instructions



1200 Main Street, Evanston, WY
82930

Attention: Grant Applicant

The Evanston Lodging Tax Board grant process has been revised **EFFECTIVE SEPTEMBER 16, 2024** to better serve all applicants. Please read the following guidelines carefully as **changes have been made and are highlighted in yellow.**

Grant Overview

- **The purpose of the Evanston Lodging Tax Board** is to provide for the promotion of Travel & Tourism, to generate, and increase overnight stays in lodging properties in Evanston, WY.
- **The grant process** is designed to support Evanston organizations in marketing and promoting events, encouraging the development and expansion of local events while fostering the growth of the city's tourism industry.

The Visit Evanston Board has developed **two grant categories** (*each event may qualify for one grant*):

1. Advertising & Marketing
2. Sponsorship

All grant decisions of the VE Board are based on:

- Number of participants from outside of Evanston.
- Number of room nights generated
- Estimated economic impact on the area as a whole
- Opportunity to maintain and grow the event in Evanston on an annual basis

Eligibility

Grants are available to Evanston and Uinta County **non-profit organizations**. Sectarian groups and religious institutions are NOT eligible. A Tax ID/EIN number must be submitted for verification.

Required Recognition

The VE Board requires recognition for its financial participation as follows:

- Audible identification on all radio advertising: "Produced in cooperation with Visit Evanston, the Evanston Lodging Tax Board."
- Visit Evanston logo and/or audible identification on all television advertising: "Produced in cooperation with Visit Evanston."
- Visit Evanston logo with website (VisitEvanston.com) on all print media (Board will provide logo): including brochures, posters, promotional fliers, registration forms, programs, magazine advertising, and newspaper advertising.
- Visit Evanston logo with website (VisitEvanston.com) on all electronic advertising, websites, and electronic registration.
- Visit Evanston logo with website (VisitEvanston.com) on all billboards.
- Visit Evanston LTB event banner visibly hung at event site throughout the entire event. (Board will provide event banner).
- Visit Evanston LTB logo on all T-shirts, if sponsors are recognized in this manner.
- Visit Evanston LTB logo and written identification on all awards (Board will provide stickers to place on each award): "Produced in cooperation with Visit Evanston LTB."
- Any other considerations and/or benefits the event organization provides investors or sponsors at the same level of investment, with a minimum of 2 event tickets provided to the Board and staff.

(The Visit Evanston Lodging Tax Board will provide applicants with the appropriate materials listed above for recognition upon application approval.)

Event Logo and Photography

The Board requires that event photography that is on-hand before the event and also photography taken at the event is to be shared with the Lodging Tax Board pre-event and post-event.

- Event photography will be used to help market the event on the VisitEvanston.com event calendar, Visit Evanston e-newsletters, LTB marketing, etc.

The Lodging Tax Board requires that the event logo be shared with the Board pre-event.

- The event logo will be used to help market the event on the VisitEvanston.com event calendar, Visit Evanston e-newsletters, LTB marketing, etc.
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1. Advertising & Marketing Grants

Applicants that need to advertise to generate out-of-town attendees and participants to an event may qualify for an Advertising & Marketing Grant. The **Advertising & Marketing Grant Application** form is to be printed from Grant & Board Information page on VisitEvanston.com page, filled out and completed, and turned into the LTB office by the appropriate deadline, also found listed on the Grant & Board Information page on VisitEvanston.com , that aligns with the respective event.

Advertising Mediums

The Evanston Lodging Tax Board will consider the following advertising mediums eligible for Advertising & Marketing Grants. However, reimbursement is limited to 30% of in-town advertising expenditures and 100% of out-of-town advertising expenditures:

- Brochures
- Posters and Promotional Flyers – Three (3) print bids are required by the Board.
- Billboards
- Magazine advertising
- Newspaper advertising
- Radio advertising
- Television advertising

The maximum application amount is \$3,000.00.

Marketing Bonus (Advertising & Marketing and Sponsorship Grants)

The Evanston Lodging Tax Board will provide marketing bonuses to grant applicants that would benefit from additional out-of-town advertising. The marketing bonus will be 25% of the approved grant amount and will be implemented by the LTB office and the grantee will be notified after the approval given at the Grant Hearing held by The Evanston Lodging Tax Board.

Exceptions:

The Board will not provide advertising & marketing grant funds for the following:

- Phone expenses
- Equipment, portable advertising space, entertainment, or administration
- Officials, judges, presenters, teachers, facilitators etc.
- Event programs and other print projects for on-site use only or sold for profit
- Alcoholic beverages

Note: A minimum of 3 competitive bids from qualified vendors must be included with grant application for projects that require printing fees and/or production costs. Preference will be given to in-county vendors when the bid does not exceed the lowest bid from an out-of-county vendor by more than 5% (percent), except when the quality of the product or service is inferior to the lower bid.

2. Sponsorship Grants

Events that draw substantial out-of-town overnight visitors to Evanston without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity) may qualify for a Sponsorship Grant. The **Sponsorship Grant Application** form is to be printed from Grant & Board Information page on VisitEvanston.com page, filled out and completed, and turned into the LTB office by the appropriate deadline, also found listed on the Grant & Board Information page on VisitEvanston.com, that aligns with the respective event.

The Lodging Tax Board will provide Sponsorship Grant funds for the following event expenses:

- Event Registration Forms
- Entertainment at Event
- Event Officials/Judges
- Event Awards (given away)
- Event T-shirts
- Speakers/Presenters at Event
- Rental Equipment for Event
- Event Space Rental
- Free Event Programs
- Event Brochures – Three (3) print bids are required by the T&T Board
- Event Posters – Three (3) print bids are required by the T&T Board
- Refreshments (food and/or non-alcoholic beverages) at Event

The maximum application amount is **\$5,000.00**.

Exceptions:

The Board *will not* provide Sponsorship Grant funds for the following:

- Advertising
- Alcoholic Beverages
- Items sold for profit at event
- Cash prizes

Note: A minimum of 3 competitive bids from qualified vendors must be included with grant application for projects that require printing fees and/or production costs. Preference will be given to in-town vendors when the bid does not exceed the lowest bid from an out-of-town vendor by more than 5% (percent), except when the quality of the product or service is inferior to the lower bid.

Application Instructions

Ten (10) copies of the grant application should be made for the Evanston Lodging Tax Board (one for each Board Member). The applications should be stapled in the top left hand corner and be compiled in the following order:

1. Completed application along with your Tax/EIN # for verification
2. Completed bid sheet & bids
 - i. Include 3 competitive bids directly from vendor, clearly stating the print projects the grant will be applied towards
3. Project narrative
 - i. Detailed description of event, including date, time, and location
4. Detailed marketing plan
 - i. How and to whom your group plans to promote the activity
 - ii. Advertising plan and schedules
5. Summary of promotional projects
 - i. Clearly state the promotional projects the grant will be applied towards
6. Detailed budget or spending plan
 - i. List of revenues and expenditures

Grant Hearings are held the 3rd Monday of Each month. Current deadlines are found listed on the Grant & Board Information page on VisitEvanston.com.

Applications will only be accepted if received by mail or hand delivered:

- No more than 12 (twelve) months before the scheduled start date of event, and
- No less than 10 (ten) *business* days prior to grant hearing.
- All applications must be completed on the official application form (found on the Grant & Board Information page on VisitEvanston.com page) and must be mailed or hand delivered to the Evanston Lodging Tax Board Office at 1200 Main Street in Evanston. Incomplete applications will be rejected.

All applications must be mailed or hand delivered to:

Evanston Lodging Tax Board
1200 Main Street
Evanston, WY 82930

Grant Application Timeline

After the grant hearing, applicants will be notified within ten (10) days of the board decision.

If approved, within fifteen (15) days of board decision grantee will receive two (2) contracts and two (2) letters of acceptance; one of each must be signed, notarized, and returned to the LTB office within ten (10) days of receipt. The second copies of each are to keep for grantee records.

Grantee will also receive a Request For Payment Form, with the contract and letter of acceptance, to keep throughout event process and to turn in with required reimbursement documents (receipts, paid invoices, cancelled checks, etc.) before one hundred and twenty (120) days after the last day of the event to receive awarded grant reimbursement monies. *Please read below for further reimbursement details.*

Payment/Reimbursement

In order to receive payment reimbursement, the grantee must abide by the following guidelines:

1. Grantee must maintain all receipts, paid invoices, and collect canceled or certified copies of checks of purchases applying to grant. Original credit card receipts or invoices marked "paid in full" are required. The original credit card receipt or invoice must be dated, state the amount due, and vendor's name. Statements are *not* acceptable if they reflect only the amount due. Please note: the grantee agrees that any funds paid by the Evanston Lodging Tax Board will be applied directly to the credit account the items were charged on.
2. Applicants have one hundred and twenty (120) days following the end of the event to file a Request For Payment Form. Grant funding commitments by the Lodging Tax Board becomes null and void after 120 days from date of event.
3. Items *not* submitted for payment within the specified time period becomes the sole responsibility of grant applicant.
4. Incurred expenses are the responsibility of the sponsoring organization and the Lodging Tax Board will only reimburse approved expenses.

(The Evanston Lodging Tax Board is a tax-exempt, government entity and therefore is not able to reimburse for tax on purchases.)

Request For Payment Form Must Include:

Payment reimbursements will be contingent on grant applicant fulfilling out-of-town advertising commitments stated in the grant application.

1. Request for Payment Form
 - a. Completed and appropriate attachments checked off
2. Final Report
 - a. A brief description/overview of completed event
3. Itemized List of Expenditures
 - a. An expenditure list with vendor name, purpose/reason of expenditure, and amount
4. Receipts, Paid Invoices, and Cancelled Checks (or Bank Certified Copies)
 - a. Copies of Publications (for Advertising & Marketing grant applicants only)

After Request For Payment Form and documents are mailed or hand delivered to the Evanston Lodging Tax Board office and found to be complete and approved, the reimbursement check will be cut after approval at the next Board meeting. Then the Lodging Tax Board will mail a payment reimbursement voucher that must be signed, stating that whom signs the check is responsible for receiving the reimbursement check, the grantee must return that voucher by mail or hand delivered to the LTB office. The grantee can also come into the office and sign the voucher, rather than utilizing the mail system. Once the signed voucher is received, the payment reimbursement check is then released and mailed and/or given to grantee at the LTB office.

The Evanston Lodging Tax Board reserves the right to terminate funding due to non-compliance, amend grants, reject and/or void grants which are contrary to law or public policy, and amend its policies as it relates to the approval process for future grants.

