



PARK CITY CHAMBER/BUREAU SPECIAL EVENT GRANT

The Park City Chamber/Bureau offers financial and in-kind assistance for qualified events to enhance the business and social community of Park City. As such, each application will be reviewed and evaluated based on the event's potential to:

- a. **Drive** overnight visitors to Park City/Summit County and thus have positive and measurable economic impact on local businesses including, but not limited to, lodging properties, restaurants, and retail stores;
- b. **Generate** positive editorial coverage of the event and/or the community from electronic, print, broadcast, and social media;
- c. **Enhance** the community's event calendar for visitors, part-time residents, and full-time residents.

Events occurring during a shoulder season month (i.e., April, May, October, or November) may receive additional consideration.

Completed applications are due no later than **April 12, 2019 at 5:00 PM**. Please return hard copy of the completed application to Bob Kollar, 1850 Sidewinder Drive, Suite 320, Park City, Utah 84060 or an electronic copy of the completed application to bob@visitparkcity.com.

By submitting a completed application, event organizers grant to the Park City Chamber/Bureau (1) the right to conduct intercept surveys of participants/spectators during the respective event and (2) access to respective event data that could be relevant to an economic impact study of Summit County special events.

No grant funds will be distributed before July 1, 2019, and all grant funds must be distributed and spent before June 30, 2020. All grant funds not distributed before June 30, 2020, will be forfeited by grant recipient. All grant recipients will be required to submit, before grant funds will be distributed, a post-event economic impact summary stating the positive economic impact that the event had on Summit County businesses (i.e., lodging properties, restaurants, retail stores, etc.) A form for this economic impact summary is provided on the last page of this application.



SPECIAL EVENT GRANT APPLICATION

Name of Event: _____

Name of Event Organizer: _____

Date(s) of Event: _____

Total amount of grant funds requested _____

Name of contact person (for grant notification purposes): _____

Phone of contact person: _____

E-mail address of contact person: _____

If awarded the grant, you will submit your Post-Event Economic Summary during which month?



A. General Information

1. Is the event free to the public or will tickets be sold/entry fees charged? If tickets sold/entry fees charged, please provide a breakdown of ticket prices/entry fees.

2. Is the event a fundraiser? If so, what organization is the beneficiary? Is the beneficiary organization a Summit County-based non-profit? How much money is raised annually for the beneficiary organization by this event?

3. At what venue(s) will the event take place?

4. Who is managing the event? Please describe his/her/their relevant event production experience.

5. Please add any additional information about the event that you feel is relevant but has not been mentioned elsewhere in this application.



B. Financial Information

1. Please provide a detailed overall budget (revenues and expenses) for the event and indicate which budget line items would be offset by the requested grant funds. Include a detailed marketing budget and a detailed explanation of how each marketing dollar will be spent to drive spectators or participants to Summit County. Please provide information regarding the marketing plan’s target markets both geographic (Park City/Summit County; Salt Lake City/Wasatch Front; Utah; Mountain West Region; National; International) and demographic (kids, families, adults, men, women, etc.) (Attachments are allowed and encouraged.)

2. Please identify the dollar amount of other grant funds being sought by this event and/or event organizer (e.g., Restaurant Tax, RAP Tax, Utah Office of Tourism, etc.)?



C. Grant Objective Information

1. Will the event attract overnight visitors to Park City/Summit County? If so, provide names of lodging properties with which the event will partner. Provide the number of event-specific room nights projected to be generated at those lodging properties for this year’s event. Provide actual event-specific room nights generated in each of the event’s previous three years. (Pick-up reports from lodging properties are allowed and encouraged.)

2. How will the event increase restaurant and/or retail sales in Park City/Summit County?

3. How will the event generate positive publicity from electronic, print, broadcast and social media?

4. How will the event enhance the community and the events calendar for the visitors and residents of Park City/Summit County?



POST-EVENT ECONOMIC IMPACT SUMMARY

Submit answers to the following questions after your event and concurrently with your invoice to receive grant funds. Invoices received without answers to the following questions will not be paid.

Do not submit this summary with your application.

Name of Event: _____ **Date of Event:** _____

How many attendees/participants did your event attract to Summit County? _____

Of those attendees/participants, what percentage were from outside Utah? _____

What percentage were from Utah? _____

What percentage were from Summit County? _____

Of all attendees, what percentage paid for an overnight stay at a Summit County lodging property? _____

How many room nights and how much room revenue were generated by your event? _____

(A pick-up report from a lodging property, if available, should be submitted with this report.)

Estimate the amount of restaurant sales your event generated? _____

Estimate the amount of retail sales your event generated? _____