



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

PARK CITY CHAMBER & VISITORS BUREAU'S SUSTAINABLE TOURISM EVENTS GRANT

The Park City Chamber & Visitors Bureau has begun the process of working with the community to develop a comprehensive Park City/Summit County Sustainable Tourism Plan. Information about the Sustainable Tourism Plan can be found here: www.visitparkcity.com/sustainabletourismplan. For those who have submitted applications for the Special Event Grant in the past, you will notice that we have modified the application to better align the goals of the grant with the goals of the Sustainable Tourism Plan. The newly created Sustainable Tourism Events Grant will now provide financial and in-kind support for events and programs that align with our broader sustainability goals and specifically address the needs of our community's People, Planet, and Prosperity. Events are still a vital part of our community, but the economic benefits they generate must be balanced with efforts to minimize the negative impacts that they may bring to the community and to the natural environment. We can have a robust economy while still protecting not only the heart and soul of our community (its people) but also the beautiful and yet fragile natural environment that we call home. It is with these Sustainable Tourism Events Grant funds that we hope to incentivize event organizers to recognize the need for a more balanced and sustainable future.

EVALUATION CRITERIA

The Park City Chamber & Visitors Bureau will review grant applications and prioritize grant funds for those applicants who are members of the Chamber and whose events or programs provide meaningful support of the community's People, Planet, and Prosperity. Each application must demonstrate how the event or program will generate positive economic impact (i.e., **prosperity**) while mitigating the negative impacts that the event may have on the community's **people** (i.e., residents, employees, employers, and visitors) and on the community's natural environment (i.e., **planet**). Here are some examples of ways to support People, Planet, and Prosperity:

1. Support People (residents, employees, employers, and visitors):

- Events or programs that support mental and physical wellness of employees and residents
- Events or programs that provide access more equitably for all members of the community
- Events or programs that strengthen visitor connections with the community
- Events that provide incentives or special activities for residents and/or employees to feel valued
- Events that celebrate local business owners, local artists, local makers, local athletes, local Olympians, and other local standouts in the community

2. Support the Planet (protection of our natural environment):

- Events or programs that raise visitor and resident awareness of the fragility of the community's natural environment
- Events or programs that protect the environmental assets of the community (e.g., clean air, clean water, plentiful snowpack, open space, wildlife, etc.) and protect against degradation of these assets
- Efforts that mitigate the event's negative impact on the environment (e.g., recycling programs, carbon emissions-reducing transit options, composting programs, etc.)
- Events or programs that encourage responsible visitation
- Events or programs that support travel philanthropy and voluntourism

3. Support Prosperity (not only traditional efforts to produce positive economic impact but also creative ways to help our community prosper mentally, physically, and socially):

- Events that generate economic impact during need periods (e.g., mid-week, shoulder season, off-peak, etc.) and distribute that economic impact more equitably throughout the community
- Events that strengthen and celebrate the community's character by providing equitable access to the community's arts, culture, history, and Olympic legacy
- Events that attract conscientious and responsible travelers
- Events that balance the generation of economic impact with the mental, physical, and social well-being of all members of the community

For additional examples of steps to take to make your event more sustainable, see the [Sustainable Tourism Event Checklist](#).

Completed applications are due no later than May 31, 2022, at 5:00 pm. To be eligible to receive grant funds, applicants must be a member of the Chamber in good standing as of May 31, 2022. Please submit either a 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.

Grant funds will not be distributed before July 1, 2022. All grant funds must be distributed before June 30, 2023, or will be forfeited by the grant recipient. All grant recipients will be required to submit (before grant funds will be distributed) a post-event Impact Summary documenting the positive effect on the community's People, Planet, and Prosperity which resulted from the expenditure of grant funds by the grant recipient. A form for this Impact Summary is provided on the last page of this application.



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SUSTAINABLE TOURISM EVENTS GRANT APPLICATION

Name of Event or Program:

Name of Individual or Organization Responsible for Organizing This Event or Program (individual/entity):

Total Amount of Grant Funds Requested:

Date(s) of Event:

Name of Contact Person (for grant notification purposes):

E-mail Address of Contact Person:

Phone Number of Contact Person:

Grant recipients must submit an invoice and Impact Summary after the event. Because the Park City Chamber and Visitors Bureau must budget grant fund disbursements for each month of the following fiscal year, **please state the month during which you will submit an invoice and post-event Impact Summary.**

Please be as accurate as possible: _____

A. General Information

1. Please briefly describe the proposed event or program. At a minimum, please answer the following questions: What is it? Where will it take place? When will it take place? What organization or member(s) of our community will benefit?

2. Who is managing the event or program? Please describe his/her/their relevant experience.

B. Financial Information

1. Please provide a detailed overall budget (revenues and expenses) for this event or program and indicate which budget line item(s) would be offset by the requested grant funds. (Attachments are allowed and encouraged.)
2. Please identify the dollar amount of other grant funds being sought by this applicant for this event or program (e.g., Restaurant Tax Grant, RAP Tax Grant, Utah Office of Tourism Grant, etc.)

C. Grant Objective Information

Please explain how the event or program supports the community's People, Planet and Prosperity. If this event or program does not attempt to support the community's People, Planet and Prosperity, simply write "not applicable" as your answer.

1. How does the event or program support **people** (i.e., residents, employers, employees, visitors)?
2. What initiatives will the event or program implement to reduce impact on the quality of life of residents (i.e., **people**)?

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

IMPACT SUMMARY

Submit answers to the following questions after the conclusion of your event or program and concurrently with your invoice to receive grant funds. Invoices submitted without answers to the following questions will not be paid. Do not submit this summary with your application.

Name of Event or Program:

Date of Event:

Dollar Amount of Grant Funds Received:

Describe how the event or program supported People:

Describe how the event or program supported Planet:

Describe how the event or program supported Prosperity: