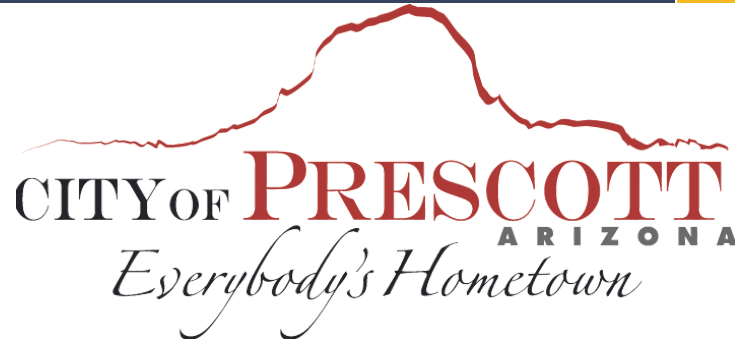


# TAC/PAAHC Grant Application



## Tourism Advisory Committee (TAC)

## Prescott Area Arts and Humanities Council (PAAHC)

## TAC/PAAHC Marketing Grant Program

**Fiscal Year 2024 (FY2024) (July 1, 2023 to June 30, 2024)**

## Prescott Office of Tourism

Please review the City of Prescott's Tourism Events Grant Policy prior to filling out the grant application: For **FY 2024**, the City of Prescott, through the Bed Tax, will award a total of \$75,000 in grant funding for special events and/or cultural events in Prescott that also **encourage visitation and specifically overnight stays**. Since the inception of the grant program, the Tourism Advisory Committee (TAC) and the Prescott Area Arts and Humanities Council (PAAHC), have administered grants in conjunction with the Tourism Office. The grants are awarded to qualified non-profits based in Prescott. The score sheet will be available upon request.

Starting **March 6th, 2023**, the Prescott Tourism Office will begin accepting applications for both the City of Prescott TAC and PAAHC grant programs, with funding from the Transient Occupancy (Bed) Tax budget, for events commencing between **July 1, 2023, through June 30, 2024 (FY24)**. The maximum amount available for any event is \$5,000.00. Awards will be distributed on a sliding scale, depending on the number of successful applications received. One award per organization is permitted.

Applications must be received no later than 5:00 p.m. on  
**Monday, April 10th, 2023**

Accepted formats for submitting an application to the address listed below:

- pdf file delivered by email
- Delivery of pdf file on a flash drive in person or by mail
- **Handwritten applications will no longer be accepted.**

Where to submit:

City of Prescott - Attention: Cristina Binkley  
cristina.binkley@prescott-az.gov

The subject line on emails should read: TAC/PAAHC Grant Application  
NOTE: No facsimiles will be accepted. Applications received after 5:00 p.m.  
on the due date will not be considered.

**\*\*Applications Must Be Completed in its Entirety by the Due Date or They WILL NOT be considered\*\***

# TAC/PAAHC Grant Application



The review committee will be looking for events that contribute to Prescott in the following ways:

1. The event generates a marketing message, with a strong emphasis on marketing outside the Quad Cities area.
2. Creates a positive economic impact in terms of overnight stays, percentage of out-of-area visitors, and direct spending.
3. Creates a positive community benefit including involvement of local volunteers and coordination with other community organizations; and
4. For PAAHC applications, the Office of Tourism and TAC Committee Members will consider the artistic, cultural, or creative impact of the program as well.

Other Important Information for Applicants:

The Review Committee members will score each application based on a 100 point scale. PAAHC Applications will have a 125 point total score. Assuming that the event meets all criteria, the recommended award will be tied to the overall score. For example, An event that received a score of 75 will receive 75% of their request (TAC), subject to a sliding scale based on the number of successful applicants.

1. At least 75% of the award must be used as part of your marketing budget.
2. Applications are due **Monday, April 10th, 2023 by 5:00 p.m.**
3. All information must be submitted on this application form only. Provide a brief descriptive overview. Supplemental information will not be reviewed.
4. Note: A MANDATORY grant application workshop for ALL applicants will take place on **Wednesday, March 8th at 3:30 p.m.** at Prescott City Hall in the Council Chambers. All applicants, or a designated representative, must attend in order to be considered for the grant.
5. Please be advised that all events, whether chosen for event grant funding or not, must submit a Special Event Application through the City of Prescott Recreation Services Department, and complete the special event process. Events receiving grant funding have no priority over non-funded events on the Event Calendar. All applicants will receive a copy of the Special Events Guidebook and are **encouraged to use it actively.**
6. An organization must declare whether they are applying for a TAC or PAAHC Grant.
7. If you or your organization is receiving any other funding from the City of Prescott please disclose that information.
8. A post-event report will be due 60 days after the event ends.

# TAC/PAAHC Grant Application

## IMPORTANT NOTICE

All applicants are advised that events, whether gated or non-gated, whether charging admission or not, and which are held on City parks, streets, and/or sidewalks next to streets, are held on traditional public forums within the exercise of the U.S. Constitution First Amendment rights have been and are traditionally conducted.

The City will not tolerate any restriction of such rights by applicants and/or their promoters, employees, agents, subcontractors, assigns, volunteers, security personnel, or others associated with applicants (collectively "Event Personnel") in the holding of events. In addition, Event Personnel shall comply with all other laws, common laws, statutes, ordinances and rules and regulations, including, but not limited to, those involving the storage of guns at events held without a State of Arizona spirituous liquor license and those concerning the language that is placed on entry signs to such events.

Applicants are encouraged to consult with their own attorneys for independent legal advice about applicants' duties and obligations concerning the subject matter contained in this paragraph.

The event must have a secular purpose, the primary effect of which may neither advance nor inhibit religion nor should it cause excessive government entanglement with religion. The event must not seek to influence the outcomes of elections or the determination of public policy through political activity.

Applicant acknowledges that applicant has read and understood this Notice, agrees to comply with and abide by its terms and has placed applicant/s initials in the space below to verify such acknowledgment and understanding.

## ACKNOWLEDGEMENT

Applicant acknowledges sponsorship recipient events will NOT receive additional financial considerations and/or services from the City of Prescott or its designees in excess of the amount of the event funding awarded.

Applicant further acknowledges reading the section Other Important Information for Applicants section on Page 2 of this document, and is aware of the post-event reporting requirement.

## CERTIFICATION

I hereby certify that the statements made in this application are true and complete to the best of my knowledge and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees, and volunteers from any and all losses, claims, liabilities, damages, costs, and expenses, including reasonable attorneys' fees and court costs, resulting from the conduct of the applicant, sponsor or promoter, their employees, suppliers, vendors, agents, any of their guests, invitees or licensees with regard to the event applied for. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees, and volunteers from any and all losses, claims, liabilities, damages, costs, and expenses, including reasonable attorneys' fees and court costs resulting from any facility, park or lake closure due to inclement weather. In such an instance, I understand that all event participants must follow the City's guidelines and procedures for lake/facility evacuation and that this event is being held inside the City limits and all City rules and regulations apply. I also understand that the City reserves the right to determine if park facilities are unusable as a result of inclement weather. I realize my submittal of this application request constitutes a contract between myself and the City of Prescott and is a release of liability. I am the said applicant and submit this application request of my own free will.

\_\_\_\_\_  
Signature of Applicant or Authorized Agent

\_\_\_\_\_  
Printed Name & Title

\_\_\_\_\_  
Date of Application

# TAC/PAAHC Grant Application

Name of Event:

Tax ID:

City Sales TAX #

Event Organization's Name:

501(c)#

Location of Event:

Proposed Date of Event:

Description of the Event: (Please limit text to the Space Provided)

## Event Contact Information :

First Name:

Last Name:

Address:

Postal Code:

Phone #:

Website:

Email Address:

## Which Grant are you applying for (choose one):

Tourism Advisory Committee (TAC) Grants

Prescott Area Arts & Humanities Council (PAAHC) Grants

Has this event received funding from the City before?

Yes

No

Is this a new event?

Yes

No

Is this a reoccurring event?

Yes

No

If yes, what date was your last event?

Mark the Type of Event - Select All That Apply

History/Heritage

Arts & Culture

Outdoor Recreation

Food & Beverage

Festival/Party

Family Friendly

Traditional Event

Educational

Fundraiser

Demonstration

Other (Describe)

Initials Of Applicant

Date of Application

# TAC/PAAHC Grant Application

TAC/PAAHC Grant Requested Amount?  
(Maximum Amount \$5000)

Will your organization be employing an event promoter or special event manager? (Yes or No or N/A)

Estimated Total Marketing Budget:

If yes, state the name of the individual or company and their contact information:

Explain in detail how you will use or benefit from TAC/PAAHC Grant Assistance for the marketing of your event? (Please limit text to the Space Provided)

How many years has your organization relied on this TAC/PAAHC Grant?

What Percentage of the Grant would be contributed to the total estimated marketing budget?

## Economic Impact :

Projected Attendance:

Projected # of Vendors, Volunteers & Staff:

Identify Percent of Expected Attendance By Region:

% Local Zipcodes

% Regional

% Statewide

% National

% International > If international attendance is recorded, list countries represented:

- 5 Regions Together Should Equal = 100%

Local = Quad Cities (Prescott, Prescott Valley, Chino Valley & Dewey/Humboldt)

Regional = Yavapai County

Statewide = The Rest of Arizona

National = USA Excluding Arizona

International = Worldwide Excluding USA

List the Top Five Zipcodes You Expect Attendance From Outside of 90 Miles from Prescott

Expected # of Room Nights Event Attendess Will Stay in Prescott:

Do you expect Admission Sales (\$), Product Sales &/or Food & Beverage Sales (Please answer yes or no)

\*If event does not have these items, it will not be counted against you.

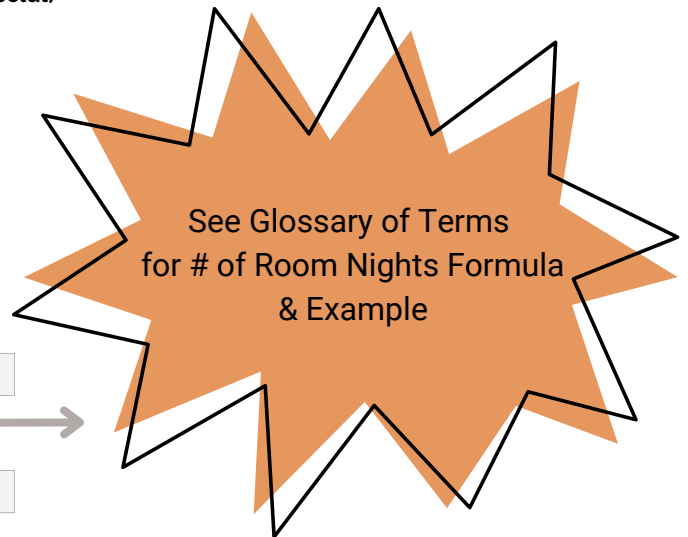
If the event is reoccurring, have event numbers and sales:

Increased

Decreased

Stayed the Same

N/A



# TAC/PAAHC Grant Application

Please do your best to fill out this section to the best of your ability, if you have questions regarding this section please reference the guidebook.

## Strategic Marketing Efforts & Placement

**Placed Media (advertising):** Describe where advertising will be purchased, i.e., local, regional, statewide, and/or national. Include the amount spent and the percentage of the media budget.

**Earned Media (publicity):** List where publicity is obtained and describe what medium, i.e., public relations activities, editorial coverage, articles written about event/organization, etc. Include the estimated value earned and the percent of the budget affected.

### Placed Media (advertising):

Check the purchased media you plan to use:  Radio  Television  Newspaper  Digital  Outdoor Advertising  
 Print  Social  Other (Describe) \_\_\_\_\_

Radio: (List Specifics Stations, Radio Programs, Amount Spent & % of Total Marketing Budget):

Television: (List Specifics Stations, TV Programs, Amount Spent & % of Total Marketing Budget):

Newspaper & Print (List Specific Papers, Print Organizations, Amount Spent & % of Budget)

Digital/Social: (List Specifics, Amount Spent & % of Budget)

Other: (List Specifics, Amount Spent & % of Budget)

# TAC/PAAHC Grant Application

Please do your best to fill out this section to the best of your ability, if you have questions regarding this section please reference the guidebook.

## Strategic Marketing Efforts & Placement

### Earned Media (publicity):

Local: (List Specific Medias, Outlets, Publications, Amount Earned & Estimated Value)

Regional: (List Specifics, Amount Earned & Estimated Value)

State: (List Specifics, Amount Earned & Estimated Value)

National: (List Specifics, Amount Earned & Estimated Value)

Total \$ of Placed Media:  Total \$ of Earned Media:

Total \$ of Marketing Efforts:

Additional comments, clarifications or disclosures: (If you or your organization is receiving any other funding from the City of Prescott please disclose that information here:

# TAC/PAAHC Grant Application

## Community Benefit

Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):

Explain coordination with local community organizations (be as specific as possible):

**(PAAHC ONLY)** Describe how do you expect this event will provide a cultural/artistic benefit to the community?

\_\_\_\_\_  
Initials Of Applicant

\_\_\_\_\_  
Date of Application





**SECTION TO BE COMPLETED BY PRESCOTT OFFICE OF TOURISM STAFF**

Was the application received on time?

Is there event contact information?  
(Name, Email, Phone Number)

Is the Economic Impact Section Complete?

Is the Strategic Marketing Efforts Section Complete?

Is the Community Benefit Section Complete?

Is W-9 Included With the Application?

Is the application signed?

If the application does not meet these seven requirements it will not be scored and funding will not be granted. \*\*\*

# Glossary of Terms

Room Nights - is a hospitality industry term for room occupancy at a hotel property. Room night is a statistical metric for the hotel industry. It is calculated by multiplying one room times the nights stayed. Room night example: One guest booking one room for three nights would be said to generate three room nights.

1 room X 3 nights = 3 room nights

Local- Prescott, Prescott Valley, Chino Valley, Dewey, and adjacent County.

Regional- All of Yavapai County - All of the above plus Verde Valley including Sedona, Cottonwood, Clarkdale, Camp Verde. Plus Mayer, Cordes Lake, Black Canyon City, Seligman, and Ashfork.

Statewide - Everything in Arizona outside of Yavapai County including Flagstaff, and Phoenix.

National - All of the United States, outside of Arizona.

International - Outside of the United States

Participants - Staff, volunteers, vendors, etc - People working or supporting the event.

Attendees - is guests attending the event that are not considered a participant

## Room Nights Formula

STEP ONE: (A) # of Attendees + (B) Number of Participants = (C) Event Total Attendance

STEP TWO: (C) Total Event Attendance / 2 (assumes double occupancy) = (D) Number of Rooms Needed

STEP THREE: (D) Number of Rooms Needed x (E) Number of Nights Stayed = (F) Total Number of Room Nights

STEP FOUR: (F) Total Number of Room Nights X .25 (Represents Out of Town Visitors from 90+ miles or more)

= Answer for Grant Application

EXAMPLE - A tourism event has 100 Staff & Volunteers (Participants), They anticipate 10,000 attendees.

It's likely that out-of-town visitors will stay 3 nights for their four-day event.

STEP ONE - (A) 10,000 + (B) 100 = (C) 10,100

STEP TWO - (C) 10,100 / 2 = (D) 5,050

STEP THREE - (D) 5,050 x (E) 3 = (F) 15,150

STEP FOUR - (F) 15,150 x .25 = 3,788

It's estimated that the tourism event will generate 3,788 room nights.

# TAC/PAAHC Score Sheet

SECTION TO BE COMPLETED BY TAC COMMITTEE MEMBERS

EVENT NAME & DATE: \_\_\_\_\_

## a. Economic Impact

RANK THE FOLLOWING:	MAX POINTS	Event Score
Project Total Attendance	7	
Project # of Participants	5	
Expected # of Nights Event Attendess Will Stay in Prescott:	17	
Expected Event Revenue	6	
<b>TOTAL SCORE</b>	<b>35</b>	

Reviewers Comments & Feedback:

## b. Strategic Marketing Efforts

RANK THE FOLLOWING:	MAX POINTS	Event Score
% of Marketing Outside of Local Zipcodes (Minimum 50%)	25	
Placed Media	10	
Earned Media	10	
<b>TOTAL SCORE</b>	<b>45</b>	

## c. Community Benefit

RANK THE FOLLOWING:	MAX POINTS	Event Score
Involvement of Local Volunteers	10	
Coordination with local organizations	10	
<b>TOTAL SCORE (TAC)</b>	<b>20</b>	

Artistic, Cultural, or Creative Quality of Event (PAAHC ONLY)	25	
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TOTAL POINTS AVAILABLE TAC 100 | TOTAL POINTS AVAILABLE (PAAHC) 125

	A	B	C	TOTAL
TOTALS of A + B + C =	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

TAC Member Signature \_\_\_\_\_

TAC PRINTED NAME \_\_\_\_\_