



## Visit Stillwater Visitor Development Incentive Grant

*Assistance Provided to New or Growing  
Stillwater Based Events*  
(Adopted 8/17/17 – Revised 7/21/2022)

The Visit Stillwater Visitor Development Incentive Grant is designed to assist events in their infancy stages or when growing from a one- to multi-day event. A maximum of \$5,000 is available for an event the first year with the potential of up to 2 subsequent grants at decreasing amounts for 2 more years.

### Grant Guidelines

- An application must be submitted a minimum of **60 days before** the event.
- A maximum of \$5,000 is available per event and considered on an individual basis.
- Grants will be made payable from Visit Stillwater directly to Stillwater businesses.
- ½ of the total Grant amount may be paid to local businesses upon approval and the second ½ will be paid to local businesses upon receipt of the Grant Post Event Form.
- Multi-year commitments will receive priority consideration and be eligible for maximum grant opportunities.
- Grants may not be used for social (one-time) events such as birthdays, reunions, office parties, holiday parties, showers, weddings, bar mitzvahs, quinceaneras, etc.

### Event Coordinator(s) Requirements

- *Stillwater Guide to the Local Scene* must be distributed to event attendees.
- The Visit Stillwater logo must be included within all pre-and post-event print, website, and social media coverage.
- Visit Stillwater must be included on the sponsor list and any “thank you” lists for sponsors pre-and post-event.
- Add #VisitStillwater to all social media posts.
- Visit Stillwater assistance must be featured in any news releases and/or emphasized during any media interviews.
- Copies of each print promotion and screenshots of the website and social media coverage must be provided with the Grant Post Event Form.
- Refer to the Visit Stillwater Community Calendar of Events at VisitStillwaterOK.org to ensure your event does not conflict with other events, especially those requiring lodging accommodations. Grants will not be considered during city-wide or “sold out” weekends.
- Complete and submit the Grant Post-Event Survey within 45 days.

### Instructions to Receive Visitor Development Incentive Grant

- The Visit Stillwater Board of Directors will review applications for approval.
- The Grant Post Event Form must be completed and returned to the Visit Stillwater Director of Sales no later than **45 days following** the event with the required documents/copies listed above.
- If the Grant Post Event Form is not submitted within 45 days, the applicant forfeits the remainder of the Grant and will not be considered for future Grants.
- Provide invoice(s) to Visit Stillwater pre-and/or post-event to the local business(es) that will receive payment from the approved Grant.
- Provide a copy of vendor W-9 if Visit Stillwater does not already have it on file.
- Each grant is reviewed on an individual basis.

**Visit Stillwater Director of Sales – Nicole Horn**  
**Nicole@VisitStillwater.org – 405-743-3697**  
**2617 W. 6<sup>th</sup> Ave., Stillwater, OK 74074**

# of Years: 1 2 3 Last Amount: \$ \_\_\_\_\_ - Date Grant Request Form Submitted: \_\_\_\_\_

Grant Amount Requested: \$ \_\_\_\_\_

Grant Amount Approved: \$ \_\_\_\_\_



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### Grant Request Form

Event Name: \_\_\_\_\_  
(Please spell out all names – no acronyms.)

Organization: \_\_\_\_\_  
(Please spell out all names – no acronyms.)

Event Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization Website: \_\_\_\_\_

Event Website: \_\_\_\_\_

Social Media Handles: Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

Instagram: \_\_\_\_\_

Event Location: \_\_\_\_\_

Start Date/Time: \_\_\_\_\_

End Date/Time: \_\_\_\_\_

Event Type:  
(Check One)

- Business Meeting  
 Conference  
 Trade Show

- Sports  
 Festivals & Cultural Events  
 Exhibition

Market Segment:  
(Check One)

- Association/Corporate  
 Government  
 SMERF (Social, Military, Education, Religious, and Fraternal)

- Agriculture

Meeting Space:  
(Check One)

- Meeting space in hotel

- Meeting space outside of hotel

Exempt from Visitor & Sales Tax:  Yes  
(Check One)

No

Brief Narrative Description of Event: \_\_\_\_\_

\_\_\_\_\_

Number of Years Previously Held: \_\_\_\_\_

Location(s), Date(s), and Host/Overflow Hotels of Previous 3 Events Held:

	Location	Date(s)	Host/Overflow Hotels
1)	_____	_____	_____
2)	_____	_____	_____
3)	_____	_____	_____

# of Years Committed to Stillwater to Serve as Host Site: \_\_\_\_\_

- Estimated Total # of Attendees: (Day & Overnight) \_\_\_\_\_
  - Estimated # of Overnight Visitors: \_\_\_\_\_ + # of Nights: \_\_\_\_\_
  - Estimated # of Day Visitors: \_\_\_\_\_ + # of Days: \_\_\_\_\_
- Anticipated Visitor Tax Projection  $\frac{\text{Total Rooms}}{\text{Total Rooms}} \times \frac{\text{Room Rate}}{\text{Room Rate}} \times 7\% = \frac{\text{Visitor Tax}}{\text{Visitor Tax}} = \text{Total}$
- # of Rooms in Block: \_\_\_\_\_
- Average Room Rate: \$ \_\_\_\_\_
- Average Ticket Price: \$ \_\_\_\_\_
- Estimated # of Tickets Sold: \_\_\_\_\_

List of Sponsors: \_\_\_\_\_

\_\_\_\_\_

Marketing Plan for Event: \_\_\_\_\_

\_\_\_\_\_

Host Hotel: \_\_\_\_\_

Overflow Hotel(s): \_\_\_\_\_

\_\_\_\_\_

Budget Amount for Entire Event: \$ \_\_\_\_\_

**Amount of Grant Requested: \$ \_\_\_\_\_**

Use(s) of Grant: \_\_\_\_\_

**\*Attach invoice(s) for the expense(s) in which the Grant will be utilized pre-event.**

*"I agree all of the information included in this application is true to the best of my knowledge. I agree to provide all of the required post-event information within 45 days of the conclusion of our event."*

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**For Visit Stillwater Use:**

Exempt from Visitor & Sales Tax:  Yes  No

Hotel Room Nights	Points
20-50	
51-100	
101-150	
151+	

Day Visitors	Points
20-50	
51-100	
101-150	
151+	

Multiple year commitment	Points
2 years	
3 years	
4 years	
5+ years	

**Total Points:** \_\_\_\_\_

**Economic Impact Calculation (EIC: Tourism Economics) \$** \_\_\_\_\_

**Date on agenda for board consideration** \_\_\_\_\_

Year of Grant: 1 2 3	Amount: \$ _____
Check amount \$	Paid to:
Check amount \$	Paid to:
Check amount \$	Paid to:
Check amount \$	Paid to:
Check amount \$	Paid to:



**Date Post Event Form Submitted:** \_\_\_\_\_  
**Grant Amount Approved: \$** \_\_\_\_\_

## **Visit Stillwater Visitor Development Incentive Grant**

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### **The Event Coordinator(s) Requirements**

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- Add #VisitStillwater to all social media posts.
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- Copies of each print promotion and screenshots of the website and social media coverage must be provided with the Grant Post Event Form.
- Refer to the Visit Stillwater Community Calendar of Events at VisitStillwaterOK.org to ensure your event does not conflict with other events, especially those requiring lodging accommodations. Grants will not be considered during city-wide or “sold out” weekends.
- Complete and submit the Grant Post-Event Survey within 45 days.

### **Instructions to Receive Visitor Development Incentive Grant**

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- Provide invoice(s) to Visit Stillwater pre-and/or post-event to the local business(es) that will receive payment from the approved Grant.
- Provide a copy of vendor W-9 if Visit Stillwater does not already have it on file.
- Each grant is reviewed on an individual basis.

### **Grant Requirements Check List:**

- Completed and submitted Grant Post Event Form submitted within 45 days.
- Completed and submitted Post Event Survey submitted within 45 days.
- Stillwater Guide to the Local Scene* was distributed to attendees.
- Copies of pre-and post-event promotions including the Visit Stillwater logo.
  - Copies of print promotions, programs, agendas, advertisements, etc.
  - Screenshots of website
  - Screenshots of social media posts
- Copies of sponsorship or “thank you” lists including the Visit Stillwater logo.
- Copies showing the use of #VisitStillwater in all social media posts.
- Copies of news releases and stories published.
- Invoice(s) for the expense(s) in which the Grant will be utilized post-event.
- W9 from vendors receiving grant payments.



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**Grant Post Event Form**

Event Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Date Grant Post Event Form Submitted: \_\_\_\_\_

**Host Hotel Name:** \_\_\_\_\_

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night								
Avg Room Rate								

**Overflow Hotel Name:** \_\_\_\_\_

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night								
Avg Room Rate								

**Overflow Hotel Name:** \_\_\_\_\_

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night								
Avg Room Rate								

**Overflow Hotel Name:** \_\_\_\_\_

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night								
Avg Room Rate								

- Average Persons Per Room: \_\_\_\_\_
- Estimated # Arriving by Air (%): \_\_\_\_\_ %
- Average Ticket Price: \$ \_\_\_\_\_
- # of Tickets Sold: \_\_\_\_\_

- Actual Total # of Attendees: \_\_\_\_\_
- Actual # of Overnight Visitors: \_\_\_\_\_ + # of Nights: \_\_\_\_\_
- Actual # of Day Visitors: \_\_\_\_\_ + # of Days: \_\_\_\_\_
- Local Share of Day Visitors: \_\_\_\_\_ % + # of Days: \_\_\_\_\_

Hotel Room Nights	
20-50	
51-100	
101-150	
151+	

Day Visitors	
20-50	
51-100	
101-150	
151+	

Host Hotel / DMO Hosting Costs:

- Discounts \$ \_\_\_\_\_
- Cash Incentives \$ \_\_\_\_\_
- In-Kind Services \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_
- \$ \_\_\_\_\_
- \$ \_\_\_\_\_
- \$ \_\_\_\_\_
- \$ \_\_\_\_\_ TOTAL

Organizer Spending:

- Space Rental \$ \_\_\_\_\_
- Food & Beverage \$ \_\_\_\_\_
- Audio / Visual \$ \_\_\_\_\_
- Internet \$ \_\_\_\_\_
- Security \$ \_\_\_\_\_
- Other Services \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_
- \$ \_\_\_\_\_
- \$ \_\_\_\_\_
- \$ \_\_\_\_\_
- \$ \_\_\_\_\_ TOTAL

**Visit Stillwater Post Event Survey:**

Visit Stillwater	Excellent	Good	Fair	Poor	N/A
Friendly, helpful staff					
Housing Assistance					
Collateral materials					
Promotion/Publicity					
Local Resource					
Hotel, Name:	Excellent	Good	Fair	Poor	N/A
Hotel front desk personnel service					
Guest room appearance					
Guest room environment					
Promptness of request					
Overall hotel visit					
Event Venue, Name:	Excellent	Good	Fair	Poor	N/A
Assistance in planning function/needs met					
Building manager/setup crew attitude/service					
Setup/appearance of the room					
Audio/visual equipment					
Overall personal assistance					
Promptness of request					
Overall services					
Catering, Name:	Excellent	Good	Fair	Poor	N/A
Quality of meal					
Food presentation					
Food temperature					
Catering employee's attitude/service					
Promptness of request					
Overall services					
Stillwater	Excellent	Good	Fair	Poor	N/A
Location					
Restaurants					
Attractions					
Shopping					
Entertainment					
Local Hospitality (from residents)					

***Testimonial for Visit Stillwater promotional purposes:***

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