



# BEST Investment Fund Grant Application 2025

Hamilton County Tourism’s Business of Entertainment, Sport and Tourism (BEST) Investment Program is a capital improvement grant fund authorized by the Hamilton County Tourism Commission and managed by Hamilton County Tourism, Inc. The fund is designed to support capital projects that will create or enhance compelling, unique tourism products and/or tourism events that have a transformative and positive impact on Hamilton County. The goal of the program is to induce new visitor spending—especially via overnight stays—and create positive, long-term impact on the local economy.

## **BEST APPLICATION FORM**

Use this form to apply for a BEST grant. Proposed projects must have an eligibility form, application grant with any requested documents, and presentations completed by June 13, 2025 to be eligible for 2026 funding. A BEST Review Committee will review all proposals in July 2025 to determine if projects advance to the Hamilton County Tourism Commission for award determination in August 2025.

Submit a completed, dated and signed application form to [kradcliff@hamiltoncountytourism.com](mailto:kradcliff@hamiltoncountytourism.com). No handwritten applications will be considered. If “UNKNOWN” is used for any answer, you must state why.

## **I. ORGANIZATION INFORMATION**

**Organization Name:** \_\_\_\_\_

(The word “organization” will be used to refer to the applicant and may be a municipality, government entity, non-profit, or redevelopment corporation.)

**Non-profit Designation:** \_\_\_\_\_ **Tax ID:** \_\_\_\_\_

**Registered State of Organization:** \_\_\_\_\_ **Year Organization Established:** \_\_\_\_\_

**Organization Mailing Address:** \_\_\_\_\_

(Include city, state, and zip code)

**Primary Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Primary Contact Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Secondary Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Secondary Contact Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Accounting Contact Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

## **II. ORGANIZATION BACKGROUND**

**Provide a brief overview of the organization and evidence of its impact on tourism in Hamilton County.**

**What is the organization's mission statement?**

**Does the organization have a statement on diversity, equity, and inclusion? If so, what is it?**

**How has the organization promoted ecologically sustainable practices?**

**How has the organization preserved culturally significant sites?**

**What is the organization's annual operating budget?**

### III. PROJECT SUMMARY

**What is the project title?**

**Provide a summary of the project.**

**Does the project align with Hamilton County Tourism's areas of focus? If so how?**

Areas of focus include: (1) Beneficial to the local economy, residents, and site location, (2) Provides for significant public assembly, gathering, or entertainment space, (3) Provides net new out-of-county visitation especially during winter and weekdays.

**What are comparable projects across the county and across the country?**

**Which of the following best describes your project?**

- New operation
- Expansion of existing operation
- Acquisition of an existing operation
- Major annual event

**Provide the project timeline:**

**What is the breakdown of the facilities/rooms/spaces on the project by size (square feet) and use? If an expansion, please outline existing vs proposed sizing.**

**Where will the project be located and what is the number of acres of the proposed site? Explain the use of other projects on the proposed site.**

**Who are all the strategic partners connected to this project? Describe the collaborative outcomes intended.**

#### **IV. TOURISM ECONOMIC AND MARKET ANALYSIS**

**What is the percentage breakdown of the annual attendance to the proposed project?**

(The total must add up to 100%)

- \_\_\_\_\_ % Local residents of Hamilton County?
- \_\_\_\_\_ % Visitors not living in Hamilton County and originating from 20-100 miles away who might drive in for the day?
- \_\_\_\_\_ % Visitors originating 100+ miles away and might drive in for one or more overnight stays?

**How many net new FTE jobs will be created from this proposed project?  
And what is the total annual compensation earned from those jobs?**

**What is the demographic of population served by this project?**

**What is the estimated number of annual hotel room nights the project is expected to generate, and how did you arrive at this number?**

**Number of days open to the public, corresponding months if seasonal, and projected hours of operation.**

**If a major event, what is the proposed number of event days and months of the year?**

**Will the project allow for large meetings, gatherings, and events? And will those times be made available for future special event bookings brought forward by the Hamilton County Tourism team?**  
\*If yes, explain how a collaboration might be structured between your organization and Hamilton County Tourism or Hamilton County Sports Authority to allow for special tourism events such as major conventions, marquee sporting events, large consumer shows, activation.

## **V. FINANCING**

**What is the breakdown of projected operating revenues including revenues subject to sales or hotel taxes?**

**What is the breakdown of projected operating expenses?**

**What is the total project cost to build?**

**What is total amount requested of BEST funding?**

**Does the total amount of funding requested exceed 25 percent of total project costs?**

**How much hotel tax revenue is projected to be generated in the first 5 years, by year 10, and again at 15 years? (Current local hotel tax rate is 8%.)**

**Has the project previously received BEST Investment Program funding or received other incentives or funding from the county, city, state, or federal governments?**

**Has the project received funding from other sources?**

**What will the ownership breakdown be for any owners over 20%?**

**If awarded, how will the BEST funds be used?**

**VI. SIGNATURE/DISCLAIMER**

On behalf of this organization/municipality, I hereby certify that I have read and understand the guidelines for the Hamilton County Tourism BEST Investment Program and that the information included with this application is true and correct to the best of my knowledge. I understand that noncompliance may prevent my organization from receiving future support.

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**For additional information:**

Contact: Karen Radcliff [kradcliff@hamiltoncountytourism.com](mailto:kradcliff@hamiltoncountytourism.com)