

# Ottetail Convention & Tourism Bureau

## Request for Promotional Funding

The mission of the Ottetail Convention and Tourism Bureau is to:

- Promote and market convention and recreational opportunities in the City of Ottetail;
- Increase awareness in the general public of Ottetail as a convention and tourism destination;
- Promote and enhance local businesses involved in convention and tourism;
- Increase year round occupancy for our association members

To properly assess a request, the following criteria are used to evaluate if your event matches our mission and strategies. The Board of Directors has the right to refuse any funding request if the appropriate criteria are not met or if the project does not match our objectives.

The Ottetail Convention and Tourism Bureau Board of Directors (OCTB) will review funding requests for Ottetail area promotional opportunities. The Board will review requests in April and October. OCTB will fund existing events up to \$1,000 per event, or the total dollars spent on promotion not to exceed \$1,000. Once the board approves the funds for your event, payment will be disbursed in two installments (50% of the amount approved will be paid before the event, and 50% will be paid after the event has occurred and paid receipts have been received). After the event has occurred, the board requires a written report indicating how many hotel rooms were sold as a result of the event. To receive the final installment, OCTB requires the contact person to submit receipts of promotional expenditures within 90 days of the event.

**Name of Event:**

**Date of Event:**

**Host Group/Organization:**

**Are you a Non-Profit Organization?**

**If You Are a Non-Profit Organization, What is Your Tax ID #?**

**Contact Person:**

**Position:**

**Mailing Address:**

**Phone:**

**Email Address:**

**Event Description:**

**Event Structure:**

- 1) Is this a new event or program? Y N
- 2) Is this an expansion of an existing event or program? Y N
- 3) If an existing event – in what year was the event started? \_\_\_\_\_
- 4) How many days does this event run? \_\_\_\_\_
- 5) Is your organization or business a non-profit? Y N
- 6) Can this event be self-sustaining in the next 2 years? Y N

**Event Timing:**

- 1) Is this event more than 60 days away from today's date? Y N
- 2) What day(s) of the week will your event take place? \_\_\_\_\_
- 3) What is the date (s) of the event? \_\_\_\_\_

Please note if this event takes place in June, July and August and falls on a weekend, OCTB may not consider your funding request.

**Event Attendance:**

- 1) What do you expect is the minimum number of hotel rooms you will use?
- 2) What percentage of the participants will come from more than 60 miles away?
- 3) What is the estimated total number of participants that will attend the event?
- 4) How many participants attended last year?

**Financial Information (Please submit a detailed budget – requests without a budget will not be considered for funding):**

- 1) What is the expected income for your event?
- 2) What are the total budgeted expenses for your event?

- 5) What is the total budgeted profit from your event?
- 6) What does your organization do with the profits from the event?
- 7) What is the expected marketing expense for your event?
- 8) What is the total expected promotional cost for your event (including above marketing)?
- 9) How will the marketing expenditures be used and where will the marketing be placed?
- 10) Please provide a list of other sponsors and the amounts they are contributing.
- 11) Amount requested from OCTB?

**Please Attach Any Additional Information that May Be Helpful.**

**REMINDER: PLEASE ATTACH A DETAILED EVENT BUDGET**

<p><b>Office Use Only</b>  <b>Submit Request To:</b></p> <p><b>Ottertail CTB</b>  <b>Attn: Brad Stevens</b>  <b>300 Thumper Lodge Road</b>  <b>Ottertail, MN 56571</b></p>	<p><b>Amount Approved:</b> _____</p> <p><b>Date:</b> _____</p> <p><b>Approved by:</b> _____</p> <p><b>1<sup>st</sup> half received</b> _____</p> <p><b>2<sup>nd</sup> half received</b> _____</p>
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