

Muskogee Tourism Authority Community Support Program

The Muskogee Tourism Authority sets aside funds in their fiscal budget to assist with development and promotion of local events and projects that demonstrate an economic impact through overnight hotel stays, sales tax generation, enhancing the visitors experience and/or publicity of Muskogee as a destination for visitors.

HOW TO APPLY FOR A COMMUNITY SUPPORT GRANT:

Applications and all supporting documentation must be submitted to the MTA office 60 days prior to the project, and by the 5th of the month to be heard at that month's meeting. The Community Support Committee, a sub-committee of the Muskogee Tourism Authority, will review the completed application and make a recommendation to the full MTA Board for official action. If you wish to make a presentation to the sub-committee after the submission of your application, please email a request to Director@VisitMuskogee.com.

GUIDELINES:

The Community Support Committee will consider such factors as the type and scope of the organization or agency applying, the effect and impact of the project on tourism, the time span in which the project will be completed, the amount of funding requested, the project's ability and intent to attract overnight visitors to Muskogee on a continuing basis, and the overall merit of the event. Determinations will be made on a case-by-case basis.

Please consult the Community Calendar of Events at www.visitmuskogee.com to ensure that your project does not conflict with other events, especially those requiring lodging accommodations.

SUPPORT AND SERVICES AVAILABLE:

MARKETING ASSISTANCE

Monetary support is given for the sole purpose of advertising efforts outside of Muskogee, with the intention of drawing overnight guests to the event. A media plan and marketing budget is required at the time the request is submitted. A post event report is required to have a detailed marketing report attached.

Upon approval of Marketing Assistance funds, requests for advertising assistance requires a minimum of two weeks advance notice.

EVENT SPONSORSHIP

Monetary support is given to projects in exchange for recognition in all promotional advertising. The amount of sponsorship will be determined by the number of anticipated visitors and hotel rooms used. Normally, this is to be considered "seed money" for new events in Muskogee with the expectation that it will become regular or annual with a sponsorship base and grow to no longer need funding assistance. **THIS IS NOT A SOURCE OF PERMANENT FUNDING.** The Muskogee Tourism Authority reserves the right to deny funding requests that fail to meet these criteria. If post event reports are not submitted within 60 days, the event may not be considered for future funding assistance.

All print ads and materials must carry the Visit Muskogee logo and all radio and TV ads must carry the same tag line as part of the audio. A Tourism Partner logo will be provided upon approval. Failure to comply with these requirements, cancellation or change of event from that which was presented, or the use of any logo other than the one provided will result in consideration by the Muskogee Tourism Board to either disqualify the event from future funding as well as a possible request remittance of funds granted.

Other Sources of Funding

The Muskogee Tourism Authority does provide alternate sources of funding outside the Community Support Grant Application, but only once this application packet has been submitted. Eligibility and grant amounts are decided by the Muskogee Tourism Authority Board. For more information, please contact Justin O'Neal, Tourism Director: Director@VisitMuskogee.com.

Community Support Grant Request

Organization's Name: _____ Today's Date: _____

Project Name: _____ Project Date: _____

Contact Person: _____ Title: _____

Organization's Address: _____ City: _____ St: ___ Zip: _____

Contact Phone: _____ Contact Email: _____

Is your organization: profit non-profit EIN: _____ (Non-Profit status not required)

Year Project Started: _____ Has this Project Received Tourism Funds Before? Y N

If yes, please provide dates and amounts: _____

Number of Anticipated Attendance _____ Last year's attendance: _____

Number of Anticipated Overnight Stays in Muskogee Hotels/Motels: _____

Type of Support Requested - **Marketing Assistance** **Event Sponsorship**

Amount of Funds Requested (<\$5,000): _____

If Marketing, Explain _____

List Host Hotel/Motel(s): _____

The following documents **MUST** be provided for the application to be considered:

- 1) **Projected Financial Budget** for the project including all expected revenues, expenses (itemized), planned disbursements of profits, and attendance information. This includes where you expect your audience to come from and the number of overnight stays in Muskogee hotel/motels for the project.
- 2) **Financial/Budget** from the immediate past two years, if applicable.
- 3) A **List of Sponsors** and the amount of Sponsorship. (Projected and the past two years)
- 4) A **List** of the event or organization's Board of Directors, committee, members, or volunteers.
- 5) A **Copy of the media coverage plan** for the event when possible. Include type and number printed, design, layout and printing costs. Radio and TV media, include type, publication and date of all airings. Drafts are accepted.
- 6) A **written proposal** telling why the Tourism Committee should support your event. It should tell specifically how your event will benefit the Muskogee community and Tourism in our area. Proposal should also include a detailed description of exactly what the funds will be used for.
- 7) A **plan to track hotel room stays** (via surveys, questionnaires, etc.). We want to know where they came from, where they stayed and maybe an email address. Sample visitor surveys are available at the Chamber.

SUBMIT APPLICATION PACKET TO:

Justin O'Neal, Tourism Director:

Muskogee Tourism Authority

220 W Okmulgee Ave, Muskogee, OK 74401 | (918) 684-6202 | Director@VisitMuskogee.com

POST EVENT REPORT

Due 60 days after event

Name of Event/Project: _____ Date of Event or Project: _____

- 1) Submit a full financial statement including all expenditures, sources of income, net profits, and disbursements of profits. Include specific accountability for the expenditures of Tourism funds received.
- 2) Submit a copy of all advertising and promotional materials used. Include copies of all newspaper, radio, and printed materials (posters, fliers, brochures, press releases, direct mailings, etc.) that were used.
- 3) Number of days the project ran (start to end): _____
- 4) Total number of actual attendees: _____
- 5) Actual age groups and age group sizes which participated:

- 6) Actual number of out-of-town guests: _____
- 7) Actual number of hotel/motel rooms occupied _____ Number of Comped Rooms: _____
(Please use host hotels/motels to verify rooms actually used)
- 8) Principle restaurants visited: _____
- 9) Other business/services used to plan the project:

- 10) Other events/activities your organization participated in while in Muskogee:

11) Did you survey your participants? Yes No If Yes, please attach copy of surveys.

12) How did your participants rate Muskogee?

a) Hotel/Motel	High	5	4	3	2	1	Low
b) Restaurants	High	5	4	3	2	1	Low
c) Available Activities	High	5	4	3	2	1	Low
d) Hospitality	High	5	4	3	2	1	Low

Report submitted by: Name: _____ Telephone: _____