



## **Muskogee Tourism Authority**

### **Grant Policies and Procedures**

**PURPOSE:** Funding allocations to the Muskogee Tourism Authority are governed by the City of Muskogee. The Authority receives a percentage of Hotel/Motel Tax to promote visitor ship to the City of Muskogee through marketing, advertising, collaboration, and solicitation of competitive bids to attract prospective organizations to the community. This procedural outline serves as guidance for the administration of Grants as authorized by the governing body of the Muskogee Tourism Authority.

**POLICY:** Tourism is the management and practice of initiatives to increase visitors to the City of Muskogee and positively impact the city's economic vitality through partnerships, collaboration, and effective marketing strategies. Funding to support activities and events must be in line with tourism-related activities and events such as but not limited to leisure, meetings, conferences, sports, outdoor recreation, film, music, or culture. Each Organization may only apply for one Grant Category per year. Management, with consultation of the Board Chair or Executive Committee, may deviate from this policy in the best interest of the Authority and the promotion of Tourism.

### **Grant Category #1: Event Sponsorships:**

Maximum Award: \$500

Timeline: Monthly at Board of Trustees Meetings

This level of support is provided to organizations for events or projects that encourage tourists to visit Muskogee. This activity encourages marketing and increases the presence of "Visit Muskogee" to target markets and sectors. Applicants will submit their application to management for review, then management will make recommendations to the Muskogee Tourism Authority Board of Trustees for final approval.

#### **Eligibility:**

- Established Organization with a minimum 1 year successful event preparation experience.
- Project or events designed to target one or more of these tourism sectors: leisure, meetings, conferences, sports, outdoor recreation, film, music, or culture.
- Event must have a printed publication or verifiable digital publication for distribution.
- Event must be or have a component open to the public.
- Visit Muskogee logo must be included on all event advertisements and promotion.

#### **Funding Disbursements**

- Applicants approved for funding will receive sponsorship payment one week prior to the date of the event, provided the applicant provides a completed W-9 and other requested documentation.
- Post event report data will not be used to reduce the award amount. However, funding will not be provided to the grantee if the event did not occur. Previous grant funds may be requested to be returned if an event did not occur.
- Funding is based the on current year budget, and no guarantees of future funding.
- All organizations are welcome to apply for funding. However, the Muskogee Tourism Authority funds may not be used for political parties, or affiliated groups.

## **Grant Category #2: Tourism Support Grant:**

Maximum Award: \$5,000.00

Timeline: Quarterly at Advisory Committee Meeting and Board of Trustees

This level of support is required to adhere to the competitive application process. Applicants are seeking funding to support large events attracting significant numbers of guests. While other tourism-related entities are allocated hotel/motel dollars through the City of Muskogee, the Muskogee Tourism Authority is the lifeline and connection for the relationship between the hoteliers and tourism efforts. Therefore, as part of this competitive process, an encouragement of at least one overnight stay is included in the rubric for consideration. Funding will be made on a reimbursement basis. No funds will be disbursed without proper reimbursement documentation. Grants should be submitted to management for review of completeness, then sent to the Muskogee Tourism Authority's Advisory Committee to make a recommendation for funding, and finally sent to the Muskogee Tourism Authority's Board of Trustees for final approval. Application must be submitted a minimum of 90 days prior to each event or project.

### **Eligibility:**

- Established Organization with a minimum 1 year successful event preparation experience.
- Project or events designed to target one or more of these tourism sectors: leisure, meetings, conferences, sports, outdoor recreation, film, music, or culture.
- Event must have a printed publication or verifiable digital publication for distribution.
- Event must be or have a component open to the public.
- Event must draw a substantial number of non-county visitors.
- Event must encourage at least one overnight stay.
- Event must contain a marketing/advertising plan to individuals outside the county.
- Event must demonstrate they have a minimum of 50% of the requested amount as a match for funding the project.
- Visit Muskogee logo must be included on all event advertisements and promotion.
- 50% of requested funds must be used for Advertising purposes.

### **Funding Disbursements**

- Applicants approved for funding must submit expenses eligible for reimbursement
- 50% of reimbursement will be made one week prior to the event
- 50% of reimbursement will be made after the event has occurred and the post-event report has been submitted.
- No funds will be disbursed without the proper reimbursement documentation.
- Post event report data will not be used to reduce the award amount. However, funding will not be provided to the grantee if the event did not occur. Previous grant funds may be requested to be returned if an event did not occur.
- Funding is based the on current year budget, and no guarantees of future funding.
- All organizations are welcome to apply for funding. However, the Muskogee Tourism Authority funds may not be used for political parties, or affiliated groups.

### **Grant Category #3: Collaboration Grants:**

Maximum Award: Contingent Upon Annual Budget

Timeline: Annually, July 1<sup>st</sup>

The Muskogee Tourism Authority accepts proposals for collaboration once per year. These applications are due no later than July 1<sup>st</sup> for events or projects that occur in the fiscal year (July 1 – June 30). Collaboration Grants are reserved for partner attractions, or brand new events/projects seeking a co-host, or established events/projects that are seeking a co-host to add a new element to their event or project. All projects or events must be designed to benefit Tourism and the City's economic impact. Applications will be accepted only once per year. The applications should be submitted to the Muskogee Tourism Authority Board of Trustees for approval during the July Board of Trustees meeting.

#### **Eligibility:**

- Partner attractions which receive City support (including the Muskogee Civic Center, Parks and Recreation, Three Rivers Museum, Batfish, Roxy Theater, OK Music Hall of Fame, and others); or
- New events or projects that would like to partner with Visit Muskogee to co-host their event. This collaboration request should be submitted prior to the planning of their event or project; or
- Existing events or projects that would like to partner with Visit Muskogee to co-host a new element to their existing event or project. This collaboration request should be submitted prior to the planning of the new addition to the event or project.
- Visit Muskogee logo must be included on all event advertisements and promotion.

#### **Funding Disbursements:**

- Funding disbursements shall be made according to the Collaboration Agreement approved by the Muskogee Tourism Authority Board of Trustees.
- Funding is based on the current year budget, and no guarantees of future funding.
- All organizations are welcome to apply for funding. However, the Muskogee Tourism Authority funds may not be used for political parties, or affiliated groups.

## **Background:**

### **City of Muskogee – City Council**

Funding allocations to the Muskogee Tourism Authority is governed by the City of Muskogee.

- City Manager Mike Miller
- Mayor Marlon Coleman
- Deputy Mayor Derrick Reed
- Ward 1 Council Member Shirley Hilton-Flanary
- Ward 1 Council Member Stephanie Morgan
- Ward 2 Council Member Jaime Stout
- Ward 2 Council Member Alex Reynolds
- Ward 3 Council Member Perline Boyattia-Craig
- Ward 4 Council Member Traci McGee
- Ward 4 Council Member Tracy Hoos

### **Muskogee Tourism Authority Tourism Advisory Committee**

Created by Resolution of the Muskogee Tourism Authority, the Advisory Committee is tasked with reviewing grant funding requests and making funding recommendations to the Muskogee Tourism Authority Board of Trustees. Meeting dates, times and locations are available online at [www.visitmuskogee.com](http://www.visitmuskogee.com) or in person at 216 W Okmulgee Ave. Muskogee, OK.

- Chair Sarah Gile (Castle of Muskogee Representative)
- Vice Chair Tijuan Walker (Chamber of Commerce Representative)
- Heather Cain (Muskogee Hotel and Lodging Association Representative)
- Dylan Lucht (Main Street Muskogee Representative)
- Sharon Ray (Museums Representative)
- Dr. Ron Ramming (At Large)
- Darren Armstrong (At Large)

### **Muskogee Tourism Authority Board of Trustees**

Created by Ordinance No. 4043-A (03-26-2018) and Amended (11-2-2020); Committee consists of nine (9) members; five (5) year terms after inaugural terms expire. All terms begin [August 1](#) of calendar year and expire [on July 31](#) closet to the five (5) year term. No member of the board shall be eligible for reappointment to the board until one (1) year shall have elapsed since his or her last service on the board. The Authority receives a percentage of Hotel/Motel Tax to operationally advance the mission and message to advance visitor-ship to the City of Muskogee through marketing, advertising, collaboration, and solicitation of competitive bids to attract prospective organizations to the community. Meeting dates, times and locations are available online at [www.visitmuskogee.com](http://www.visitmuskogee.com) or in person at 216 W Okmulgee Ave. Muskogee, OK.

- Chair Daniel Chepkaskas
- Vice Chair Evelyn Hibbs
- Secretary/Treasurer Tracy Cole
- Trustee Michael Gragg
- Trustee Mark Patel
- Trustee Traci McGee
- Trustee Aanje Wilkerson
- Trustee Tim Wheeler
- Trustee Sharon Champlin

## Grant Application

Organization's Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Organization's Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_ Zip: \_\_\_\_\_

Is your organization For-Profit or Non-Profit? \_\_\_\_\_

EIN: \_\_\_\_\_

Select which Grant you are applying for: (Only choose one; category details and eligibility listed above)

- Event Sponsorship
- Tourism Support Grant
- Collaboration Request
  - A Parter Attraction
  - New Event
  - New Element to Existing Event

Has your event or project received tourism funding before? \_\_\_\_\_

If yes, what days and amounts: \_\_\_\_\_

Year Project Started: \_\_\_\_\_

Anticipated Attendance: \_\_\_\_\_ Number of Event/Project Days: \_\_\_\_\_

Number of Anticipated Overnight Stays: \_\_\_\_\_

Amount of Funds Requested: \$ \_\_\_\_\_

**Completed Applications should be emailed to:  
grants@visitmuskogee.com -or- delivered to  
216 W. Okmulgee Ave. Muskogee, OK**

**Required Acknowledgement:** For organizations receiving grant funding from the Muskogee Tourism Authority dba Visit Muskogee, it is important to acknowledge the role of the Muskogee Tourism Authority dba Visit Muskogee and the City of Muskogee in making your event or project possible. In addition to being a requirement for all grant recipients, acknowledgment of the Muskogee Tourism Authority dba Visit Muskogee's support increases public awareness of Muskogee's vibrant tourism program.

- All Grant Recipients are required to acknowledge the Muskogee Tourism Authority by using the Visit Muskogee logo (available at VisitMuskogee.com or by emailing grants@visitmuskogee.com). Include the logos in digital ads, email marketing, fliers, social media event photos, social media graphics, slideshows, videos, programs, banners, program booklets, all printed materials, and more. Include the logos when you use lower-third overlay titles in your videos. The Visit Muskogee logo should not be smaller than any other sponsor or partner logo. Organizations receiving \$1,000 or more are required to display the logo on the home page of their website with the following message: *Select programming is funded in part by the Muskogee Tourism Authority dba Visit Muskogee.* Link our logo back to the Visit Muskogee homepage at VisitMuskogee.com. Logos should be clearly readable and should not be altered. Logos should be sized proportionally to original dimensions.
- All Grant Recipients are required to acknowledge the Muskogee Tourism Authority in all written communications explaining that a program was supported in part by the Muskogee Tourism Authority dba Visit Muskogee. Written acknowledgment should be included in the body of your press releases for programming supported by our funding. Written acknowledgment should also be included in all social media posts and can be executed through tagging Visit Muskogee, or using hashtags when tagging is not available. At the end of your press releases, use the Muskogee Tourism Authority dba Visit Muskogee boilerplate language.
  - The following boilerplate should be used at the end of your news releases: *The Muskogee Tourism Authority dba Visit Muskogee is a public trust of the City of Muskogee funded by a portion of lodging taxes. The mission of the Muskogee Tourism Authority is to promote Muskogee's diverse tourism offerings to entice visitorship to Muskogee. More information is available online at visitmuskogee.com, by phone at (918) 684-6302, or in person at 216 West Okmulgee Ave.*
- All Grant Recipients are required verbally acknowledge the Muskogee Tourism Authority dba Visit Muskogee using your public address system. The following credit line can be used in a variety of contexts, live online announcements, live chats, live announcements, and more.
  - Credit Line: *This project was supported in part by the Muskogee Tourism Authority dba Visit Muskogee, which receives support from the City of Muskogee's lodging taxes.*

**Our Organization agrees to comply with the above required acknowledgment, if our project/event is awarded grant funding.**

**Authorized Representative of Organization:**

**Signature:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_

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

**All Applicants must attach a completed W-9 to this page.**

**Forms available online at: <https://www.irs.gov/pub/irs-pdf/fw9.pdf> or in person at 216 W. Okmulgee Ave. Muskogee, OK 74401**



**All applicants must attach a written proposal to this page.**

**Written proposal should include additional details regarding their Organization's request.  
Include how the event or project could benefit Muskogee's tourism economy.**

**No minimum or maximum length required for written proposal.**

**If applying for a Tourism Support Grant Request (Grant Category #2), attach completed excel document: Contact Sheet.**

**This application can be found online at [www.visitmuskogee.com](http://www.visitmuskogee.com) or in-person at 216 W Okmulgee Ave. Muskogee, OK 74401**

**Document should include: Organization's Contact, Sponsors, and Social Media information.**

**If applying for a Tourism Support Grant Request (Grant Category #2), attach completed excel document: Budget Template.**

**This application can be found online at [www.visitmuskogee.com](http://www.visitmuskogee.com) or in-person at 216 W Okmulgee Ave. Muskogee, OK 74401**

**Document should include: Organization's Financial Information and Profit and Loss of Event or Project**

**If applying for a Tourism Support Grant Request (Grant Category #2), attach completed excel document: Marketing Plan Template.**

**This application can be found online at [www.visitmuskogee.com](http://www.visitmuskogee.com) or in-person at 216 W Okmulgee Ave. Muskogee, OK 74401**

**Document should include: Marketing Plan including printed materials, designs, layout, radio, television, digital, publications, etc.**