

**City of Electric City
2023
Event Promotion Request
Hotel/Motel Funds**

For Office Use Only
Approval Date: _____
Amount: _____
Signature: _____

Name of Organization: _____

Address/Zip: _____

Phone: _____

Organization Contact Person & Title: _____

Organization Contact Phone: _____

Organization Email: _____

Organization Federal Tax ID #: _____ UBI Number: _____

Organization is a (select one): _____ Government Entity
_____ 501 (c) 3
_____ 501 (c) 6
_____ Other _____

(Note: You must submit 501(c)3 or 501(c)6 approval documentation)

Supplemental Questions – You may use this form or a separate sheet of paper for answers.

1. Description your tourism-related activity of event.

- **If an event, list the event name, time, dates(s) and projected overall attendance.**

Event Name: _____ Event Date: _____

Overall Attendance: _____

- **Describe why tourists will travel to Electric City to attend your event, activity/facility.**

2. Some of the following estimates are required by State law.

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility:	
b. Number of people who will travel more than 50 miles for your event/activity:	
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state:	
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Electric City or the Electric City area:	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations in Electric City or the Electric City area:	
f. Number of paid lodging room nights resulting from your proposed event/activity/facility:	

What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or your event may be able to be tracked by a partner hotel/motel/resort who offers a special rate?)

3. Describe the prior success of your event/activity/facility in attracting tourists:

4. Describe your target tourist audience (location, demographics, etc.):

5. Describe how you will promote your event/activity/facility to attract tourists:

6. Describe how you will promote lodging establishments, restaurants, and businesses located in Electric City.

7. Are you applying for Lodging Tax Funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested:

8. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Electric City Lodging Tax Fund?

9. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

PROPOSAL CERTIFICATION

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That if my application is approved, I will sign the contract within 60 days of the approval date.
- That if my application is approved I will provide the Post Event Report to the City of Electric City in compliance with the application reporting requirements within 60 days of the event and that I may be subject to a state audit of expenditures for the lodging tax funds.

Certified by:

Signature: _____ Date: _____

Print Name/Title: _____