

Special Event Cooperative Marketing Program 2019

Name: _____ Organization: _____

Amount Requested: _____ Email Address: _____ Phone: _____

APPLICATION DEADLINE January 1, 2019 at 11:59 PM MST

The purpose of the Special Event Cooperative Marketing Grant is to leverage Wasatch County TRT funding to attract out-of-county visitors to increase tourism expenditures in the Heber Valley. **The purpose of this grant program is to support events that possess the potential to draw a significant number of visitors and overnight stays to the Heber Valley. Funds are to be used exclusively to promote the area to potential visitors from outside the valley through marketing and advertising efforts (OUTSIDE OF WASATCH COUNTY) such as:**

- Broadcast Medium
- Print Medium
- Posters/Fliers
- E-Digital (Web Banner, Social Media, Daily Deals, etc.)
- Other Pre-Approved Methods of Marketing

The Cooperative Marketing Grant will match up to 50% of total project. If you spend \$1000 on marketing, you would receive a match of \$500 (if your award was \$500). Typically grants range from \$500 up to \$2,500 but can reach higher amounts depending on the application. **The funds may not be used for event programs, venue banners or signage, prize money, salaries, food or personal compensation, or for marketing purposes within Heber Valley.**

If selected, you will be required to coordinate your event's marketing efforts with Jessica Broadhead (jessica@gohebervalley.com) at least **60 days before the campaign launch**. All projects must utilize the Heber Valley logo and have a call-to-action. All press releases or marketing materials pertaining to event projects must include the Heber Valley logo. The Special Event Cooperative Marketing Program is intended not only to market your event, but also to extend the Heber Valley brand. <http://www.gohebervalley.com/marketinggrant>

Within 45 days of completing the tourism and/or recreation activities, grant recipients will be required to provide a follow-up report, along with all receipts, provide proof of expenditure, and invoices to Jessica Broadhead at Jessica@gohebervalley.com. Failure to do so before December 1, 2019 may result in the loss of grant funds. The report should include the following information:

1. How many people attended/participated compared to the projected number?
2. What was the estimated return on investment (ROI) derived from the mini-grant?
3. What challenges did you face and what were the key successes to the campaign?

Grant Criteria

The decision to award funding will be based on the following five criteria:

- 1) **Potential of the event to draw a significant quantity of visitors to the valley from outside communities**
- 2) **The potential to increase overnight stays within the Heber Valley and evidence of a local lodging partnership**
- 3) **Quality of the proposed marketing strategy**
- 4) **Community support, social impact, and the community's perception of the event**
- 5) **Need as judged by how crucial the funding is to the success of the proposed campaign**

There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding of funds are at the discretion of the Tax Advisory Board (TAB) and Heber Valley Tourism and Economic Development (HVTED) and are final. The TAB reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds. Greater consideration will be given to projects that demonstrate the highest potential for economic impact from out-of-county visitors.

TAB members will individually review and score the qualified applications prior to making recommendations. Applicants will be notified of, and invited to participate, in an oral interview with the TAB during the application review process.

Application – Feel free to utilize additional space or page(s) to complete the information below.

1. Please describe the marketing campaign and how these funds will support it:
2. Describe how and why this event will draw tourists from outside the Heber Valley and provide evidence of a local lodging partnership (i.e. prove that you have a block of rooms, show links from your event site, etc.):
3. Provide the amount of your request, no minimum or maximum (e.g., \$500, \$2,500, etc.), remember this amount must be matched:
4. Please describe how crucial the funding of this grant is to the success of your event:
5. Does your event positively impact the community? If so, please describe.
6. Please attach a budget for the entire event indicating specifically what the grant will be applied to as well as any other funding sources that have been committed to this event.
7. **Return application by January 1, 2019 at 11:59 PM MST** to: Jessica@gohebervalley.com Fax: 435-654-3667
Address: 475 N. Main Street, Heber, UT 84032

Signature

**Upon screening the applications, the review committee will invite applicants to present their requests for funds at the Heber Valley Visitor Center in January 2019 at 475 N Main Street, Heber City, Utah.

