



## 2020 Garfield County Event Funding Application

### OVERVIEW

The purpose of the Garfield County Office of Tourism is to utilize funds generated by Transient Room Tax in promoting the area to increase visitation to all communities in Garfield County. The efforts of the Tourism Bureau are overseen by the Garfield County Commission under the advisement of the Garfield County Office of Tourism Advisory Board.

The Garfield County Event Funding is designed to increase the event budgets within a Garfield County community to help with the promotion of the event or hard costs of putting on an event. No event will request more than **\$3,000.00** in funding- ***please only request what is necessary to assist in funding your event.*** The board may consider special requests for more than this but only in extenuating circumstances. There will be one funding period during the year established by the Garfield County Office of Tourism Advisory Board. If a new event comes up during the year and there are funds leftover, the Advisory Board can re-open the funding requests. **Garfield County will not accept or fund applications that conflict with the county fair, August 13-15, 2020.**

### FUNDING CRITERIA

Consideration will be given to those events/organizations that meet the following criteria:

1. Applicant demonstrates that the event/project has the potential to:
  - \*Increase Transient Room Tax revenues in Garfield County.
  - \*Increase visitor stays in Garfield County.
  - \*Generate off-season or shoulder-season promotion to Garfield County.
2. Applicant verifies that the organization is financially stable. Matching funds may also come from a third party.
3. Applicant must be a non-profit organization or a Garfield County municipality.
  - \*If applicant needs to create a non-profit organization, a tool-kit can be provided, and marketing grant funding can be used for the financial obligation of becoming a non-profit organization.
4. Events that are traditionally funded by a community are not allowed to apply for tourism grants, including community Independence Day celebrations or reunion type activities. If an event can demonstrate a significant tourism component, it may be considered for funding.

### FUNDING REQUEST PROCESS

1. Submit the completed application by **January 10, 2020**, Requests will not be accepted after the deadline. The oral presentation/interview will be held on **January 21, 2020**, at the Travel Council Meeting.  
**Submit requests to:**  
Garfield County Office of Tourism  
Attn: Falyn Owens, Director  
PO BOX 77  
Panguitch, UT 84759  
Fax to: 435-676-8239  
Email to: [falynowens@brycecanyoncountry.com](mailto:falynowens@brycecanyoncountry.com)
2. The request will be reviewed by the Garfield County Tourism Advisory Board at the scheduled board meeting. Applicants will then notified and invited to participate in an interview with the Tourism Board. The interview will be a five-minute presentation regarding the request plus five minutes for questions from the board. If you have received funding before the board invites you to take 2 minutes to report on the success and community impacts from the event. Notification regarding the outcome of your request and all other correspondence will be done via e-mail. If funding is received, you will be required to complete the event follow up information via email, including the budget and participant survey (*examples attached*).
3. Upon approval, funds will be made available and a check will be sent to the organization. The Office of Tourism must be recognized as a sponsor equal to the level in which funding has been provided. Our logo and a website link must be displayed on your website, and logo displayed any other place during your event that sponsor logos are displayed. **The Office of Tourism requests approval on all ads or sponsorships the tourism logo will be used.**



## Event Funding Application

Primary Contact Person: \_\_\_\_\_

Name of the Applicant Organization: \_\_\_\_\_

Event: \_\_\_\_\_ Event Date: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

Total Event Funds Requested \$ \_\_\_\_\_

Other comments: \_\_\_\_\_

I hereby certify that the facts, figures and representation made in this application, including all attachments, are true and correct to the best of my knowledge.

Applicant:

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Signature	Title	Printed Name	Date
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**Submit application to:**

Garfield County Office of Tourism  
Attn: Falyn Owens, Director  
PO BOX 77  
Panguitch, UT 84759  
Fax to: 435-676-8239  
email to: [falyn@brycecanyoncountry.com](mailto:falyn@brycecanyoncountry.com)

**If you have any questions, please call Falyn at 435-676-1160.**

**Please submit a detailed budget, including payment/donation of event profits to a different organization.**

## Event Application and Final Report Checklist

**Step 1:** An event budget must be submitted as part of the application. When the event is complete please submit a budget based on actual spending in your final report (please see example).

### Event Budget Example

Facility Cost	\$
Administration- Salaries/Benefits	\$
Office Supplies/Expenses	\$
Awards/Prizes	\$
Permits	\$
Marketing/Advertising	\$
Postage	\$
Capital Investment	\$
Total Expense	\$
REVENUE:	
Entry Fees	\$
In Kind	\$
Cash Match	\$
Grants- total all	\$
Other	\$
Total Revenue	\$

**Step 2:** It is encouraged to give event participants a survey to measure the economic benefit of the event, this is no longer required. It is recommended that you should get at least five percent of attendees to answer the survey. The questions asked should be included in your survey:

- a. Number of total people in your party?
- b. Did you stay overnight in Garfield County? Number of Nights Stayed?
- c. What city and state are you from?
- d. Did you eat in a restaurant? Number of Times?
- e. How did you hear about this event? Radio, Television, Print ad, Friend, Website, Social Media, Flyer or Poster
- f. Is this your first visit to (name of community)

The travel council office can provide you a link to an electronic version of this survey or you can chose a different method and create and administer the survey in the best fit for your event.

**Step 3:** Be sure to add the county tourism office logo to all advertising material (i.e., posters, brochures, websites, t-shirts, etc). Before printing, please send a proof to [falyn@brycecanycountry.com](mailto:falyn@brycecanycountry.com)

**Step 4:** Submit a final report and include the following:

1. Actual budget
2. Any marketing material used
3. Any other comments you would like to discuss about the success of the event
4. Submit to [falyn@brycecanycountry.com](mailto:falyn@brycecanycountry.com) or mail to :  
Falyn Owens  
Garfield County Tourism Office  
PO Box 200  
Panguitch, UT 84759
5. The tourism office is always looking for event photography, if you have any you would be able to share please email to [falyn@brycecanycountry.com](mailto:falyn@brycecanycountry.com) with any descriptions or credits.

Other Information/Details (if needed):

Thank you! We hope to help make this a fun and successful event.