



## Agreement for Tourism Investment Assistance Program

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I. Introduction

The Elizabethtown Tourism & Convention Bureau administers funds collected from a three percent (3%) tourist development tax on occupied transient lodging sales and a two percent (2%) restaurant tax on prepared meals. The ETCB has set aside a portion of the overall budget in a funding program to work with local groups and organizations coordinating special events that may directly benefit the local hospitality industry.

The ETCB will receive requests for your event, which **MUST** have a direct economic impact on the community by increasing overnight visitation and/or meals eaten in local restaurants. The financial extent of funding will be dependent upon the availability of designated funds.

II. Timeline

The Tourism Board will review requests on a quarterly basis. Applications must be submitted according to the timeline below. Requests can be submitted earlier than the submission date but will not be accepted after the submission due date. Applications must be complete or it will NOT be considered for funding.

<u>Event Date</u>	<u>Application Due Date</u>	<u>Commission Approval</u>
April-June	January 15	February
July-September	April 15	May
October-December	July 15	August
January-March	October 15	November

III. Statement of Policies

- A. To be considered for funding, applicants must demonstrate that an event will attract visitors to Elizabethtown.
- B. Any funds granted will be subject to audit.
- C. All event fliers, newspaper and magazine advertising must carry the ETCB logo if planning to use ETCB funds for these purposes. All radio and television advertising must also mention the ETCB as a contributor if using ETCB funds. Any promotional items produced for the event must carry the ETCB logo. Logos are available at the ETCB office.
- D. Funding cannot be used for profit and cannot be used to buy items for resale.

IV. Procedures for Application

- A. Requests for funding should be made on the attached ETCB application form.
- B. Applications will first be reviewed and qualified by the Executive Director, who will check

- for completeness and verify key information as necessary and appropriate. This review will include a check for compliance with the minimum criteria set forth in the application.
- C. The applicant must submit their application as indicated by the previously mentioned schedule. Each applicant must attend an official Commission meeting. The ETCB Executive Director will inform the applicant of the day and time they are to attend. The applicant will have up to five minutes to give an oral presentation and answer any questions the Board may have. The Executive Director will notify you of the Commission's decision.
  - D. Factors that shall be considered for funding include, but shall not be limited to, the following:
    - 1. Previous or estimated number of attendees.
    - 2. The scheduled date(s) and time(s) of the event.
    - 3. Previous or estimated number of hotel rooms needed.
    - 4. Previous or estimated number of meals eaten in local restaurants.
  - E. Once an application has been submitted, applicants should NOT contact members of the ETCB Board. Any unsolicited contact initiated by the applicant will be looked upon unfavorably and may cause the application to become disqualified for consideration.
- V. Post Funding Requirements
- A. A Post Event Report must be submitted to the ETCB within 45 business days following conclusion of the event. This report must include an account of the spent Bureau funds. Funds must be spent on pre-approved purposes to receive reimbursement. The ETCB reserves the right to withdrawal all or partial reimbursement if funds are not used for pre-approved purchases. If funds are used on event fliers, newspaper and magazine advertising they must carry the ETCB logo and copies of each must be submitted with the report. Any radio and television advertising mentioning the ETCB as a contributor must also be included. All promotional items produced for the event must carry the ETCB logo. Once the report is submitted and reviewed, a reimbursement check will be given at the next official ETCB Commission meeting. A representative of your event must attend the meeting in order to have a promotional photograph taken of the check presentation.
  - B. This funding agreement may be terminated within 24 hours by written notice by the ETCB for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein.

APPLICANT: I, \_\_\_\_\_, \_\_\_\_\_  
 (Name - Print or Type) (Organization)

understand and comply with the above conditions should the request for funds be granted.

\_\_\_\_\_  
 (Signature: must be handwritten) (Date)

## APPLICATION FOR FUNDING

(Please use as much space as needed to answer each question.)

Amount requesting from the ETCB \$ \_\_\_\_\_

1. Name of event:
2. Contact person:  
Address:  
Telephone number:  
E-Mail address:
3. Non-profit organization?    Yes    No
4. Where in E-town will the event be held?
5. Date/s of event and day/s of the week.
6. Estimated number of attendees this year AND previous year if applicable, and explain how you formulated your estimate.
7. Describe in DETAIL the planned activities of the event:
8. Please specify how ETCB funding will be spent?
9. List all expected sources of INCOME and EXPENSE for the event, including amounts:  
(Attach if need extra space)
10. What type of advertising will be used (fliers, newspaper, magazine, radio, television)? List where and when if known.
11. Will you have promotional items with sponsor logos printed on them?
12. How will the ETCB be recognized as a contributor?
13. Specifically name the hotel/s at which you reserved rooms for your attendees, and how many rooms at each? If you have not reserved rooms, please explain why.
14. How many opportunities will your attendees have to eat-out in E-town?

\_\_\_\_\_ times for Lunch      \_\_\_\_\_ times for Dinner

If you have questions concerning the application or funding process, you may contact the Tourism Bureau at 270- 765-2175. Both the signed agreement and application should be hand delivered to the ETCB at 1030 N. Mulberry St. Elizabethtown, KY 42701 or emailed to [director@TourEtown.com](mailto:director@TourEtown.com).