



## Event Grant Program

### Scope of Policy

Visit Granbury Inc. (VGI) sponsored events are those initiated and operated by organizations, groups, and individuals outside of VGI's organizational structure. This policy only covers VGI sponsored events.

### Overview

The number of grants and amount of funding are restricted and may vary from year-to-year depending on budgetary limitations. VGI grants shall not be considered as long-term commitments, in order to encourage independent viability of events as well as support new initiatives. An organization can apply for funds for up to four consecutive years; however, there are no guarantees that a grant will be carried over from one year to another. Grants that continue beyond one year should normally expect a 25% decrease in funding each year. An exception may be made if the event organizer can clearly demonstrate through measurable results that the event or activity is substantially increasing its return on the VGI's investment.

Support may include in-kind services, direct cash payment; or a combination of both. There must be a clear value received for any support from the VGI. For example, groups or individuals coordinating and executing a public event or activity shall accomplish the following objective:

- Promote tourism by bringing in overnight guests to our hotels, B&Bs, cabins or RV parks.

The stated event objective will determine the source of funds received. Funds for tourism-related requests will be funded from Hotel Occupancy Tax Revenues.

### Grant Requests Applications

Applications for tourism-related grants should be sent directly to VGI. All applicants shall be notified **within thirty (30) days** whether their program or event has been accepted for funding. Applicants may be called upon to make a formal presentation. Each group or organization making a request for submission will be required to submit a completed application, event budget, as well as plans for permitting and marketing if applicable. The request for a grant will be ineligible for funding if any section of the application process is incomplete.

To be considered for funding from VGI through its Hotel Occupancy Tax revenues, one must clearly demonstrate that the event will attract overnight visitors to Granbury and positively impact the local economy. Furthermore, the applicant must demonstrate that the event will clearly enhance the quality of life for its citizens or will enhance the economic impact of Granbury.

## **Tiered Grants**

Tier 1 Grants: A Tier 1 grant will be considered for up to \$6,000 if the following criteria are met:

A strategic plan is presented at the time of the sponsorship application. No event shall be considered for a Tier 1 grant unless there is a minimum window of at least **120 days prior** to the proposed event. The proposal should include a marketing plan with a detailed section on how this event will be marketed to visitors; an overall budget, implementation strategy, and plans for securing appropriate permits if necessary.

- The proposed event or activity must fit into the overall branding the VGI is using for attracting visitors to Granbury and must reflect positively on the destination.
- The event or activity must have the potential to bring to Granbury at least **300 overnight rooms** that can be directly attributed to the event.
- The proposed event or activity should be somewhat unique. VGI is not interested in supporting events that are similar to events that can be found in every other destination.
- The event is for the betterment of the hospitality and tourism industry.

Tier 2 Grants: A Tier 2 grant will be considered for up to \$4,000 if the following criteria are met:

A strategic plan is presented at the time of the grant application. No event shall be considered for a Tier 2 grants unless there is a minimum window of at least **90 days prior** to the proposed event. The proposal should include a marketing plan with a detailed section on how this event will be marketed to visitors; an overall budget, implementation strategy, and plans for securing appropriate permits.

- The proposed event or activity fits into the overall branding VGI is using for attracting visitors and reflects well on the destination.
- The event or activity has the potential to bring to Granbury at least **150 overnight rooms** that can directly be attributed to the event
- The event is for the betterment of the hospitality and tourism industry.

Tier 3 Grant: A Tier 3 grant will be considered for up to \$2,000 if the following criteria are met:

A strategic plan is presented at the time of the sponsorship application. No event shall be considered for a Tier 3 grant unless there is a minimum window of at least **60 days prior** to the proposed event. The proposal should include a marketing plan with a detailed section on how this event will be marketed to visitors; an overall budget, implementation strategy, and plans for securing appropriate permits.

- The proposed event or activity fits into the overall branding VGI is using for attracting visitors and reflects well on the destination.
- The event or activity has the potential to bring to Granbury at least **100 overnight rooms** that can directly be attributed to the event.
- The event is for the betterment of the hospitality and tourism industry.

Special Grants: Occasionally an opportunity comes along to host a major event or activity. The cost may be higher than a Tier 1 grant; but the cost benefit far exceeds our normal parameters. These are viewed on a case-by-case basis and a determination is made depending on the overall benefit and its direct impact to Granbury tourism.

Interested Parties: Any individual, group or organization wishing to submit a request for FY18 grant must complete and submit an application form to VGI, no later than **5:00 PM 2-6 months prior**. Insufficient data or an incomplete application will disqualify any applicant. All applicants, approved or not approved for funding, shall be notified no later than **30 days** before the event.