

# visitmidland

**Sports & Entertainment**

## Grant Guidelines and Application

### **Mission**

To engage in economic development by supporting and enhancing quality sport & entertainment events in Midland.

### **Purpose**

The VisitMidland Sports & Entertainment (VMSE) grant is available to events that are open to the public and held in Midland. Applicants must be organizations seeking to produce and promote a well-defined tourism-oriented sport or entertainment event. These funds are to assist qualified organizations with the promotion of tourism activities striving to directly increase hotel/motel occupancy through visitors while creating a positive image for Midland. Available funds will be assigned to the events which best advance the aim of this program. Please note, the VMSE grant will not be the sole source of funding for any event. The event organizer is expected to secure additional funding for the event. It should be the intention of the organization's event to eventually be self-sustaining. The Committee will be looking for events which contribute to Midland in one or more of the following ways:

1. Economic impact on the community
2. Majority of the participants are from out-of-town
3. Multi-day events which encourage overnight stays in the community
4. First-time events with the potential to become annual events
5. Dates of the event – priority will be given to events held during off-peak times (i.e. Memorial Day, Labor Day, from Christmas to New Years, etc.)

### **Application Qualifications & Grant Guidelines**

Organizations that receive funding from VMSE are expected to meet the following qualifications and guidelines:

1. The application must be submitted 30 days prior to the first day of your event.
  - a. A grant application not meeting the 30 day deadline may be taken into consideration if the event organizer receives less than 45 days' notice about being awarded the event. The organization must provide sufficient documentation showing when they received notice.
2. You may not receive funding from the following during the fiscal year (October 1 – September 30) for the same event:
  - a. Arts Council of Midland - Subgrant Program
  - b. City of Midland - Hotel/Motel Tax Advisory Board
3. Applications must be filled out completely and accurately. A complete application does not guarantee funding. The VMSE Board reserves the right to reject any application for any reason.
4. The applicant must add their event to the VisitMidland website if applying for a grant:  
<http://www.visitmidland.com/VisitMidland-Sports-And-Entertainment>.
5. VMSE must be given recognition as an event sponsor based on the level of funding requested.
6. The event or funded organization must include the VMSE logo on all promotional materials (posters, advertisements, television spots, flyers, etc.) and the event website, with a link to the VisitMidland website.
7. The event organizer must provide VisitMidland staff complimentary access to the event.
8. All events must have a hotel partner or multiple hotel partners, through which they can offer a trackable room block for participants and attendees. We strongly encourage you to work with VisitMidland in finding hotel partners. Please note that room nights generated outside of Midland do not fulfill the requirements.
9. A representative may be asked to appear before the board to clarify or provide additional event information.
10. Applications must be submitted via email in Microsoft Word or Adobe PDF format or in person at the VisitMidland office located at 303 W. Wall Street, Suite 200, Midland, Texas 79701.
11. If you require assistance in completing the application or have questions, please do not hesitate to contact Stephanie Martin at 432-686-3561 or [Stephanie@VisitMidland.com](mailto:Stephanie@VisitMidland.com).

## **Policies on Funding**

There is a two-part test that each expenditure of local hotel occupancy tax must meet to be valid. Criteria #1: First, every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry. Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of the categories for expenditure of local hotel occupancy tax revenues. See the Tax Code below:

§ 351.101. USE OF TAX REVENUE.

- (a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:
  - (1) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
  - (2) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
  - (3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
  - (4) the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;
  - (5) historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
  - (6) for a municipality located in a county with a population of one million or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
  - (7) the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields, including facilities or fields for baseball, softball, soccer, and flag football (facilities must be owned by the municipality)
  - (8) for a municipality with a population of at least 70,000 but less than 90,000, no part of which is located in a county with a population greater than 150,000, the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of a coliseum or multiuse facility;
  - (9) signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality;
  - (10) the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of a coliseum or multiuse facility, and
  - (11) for a municipality with a population of more than 175,000 but less than 225,000 that is located in two counties, each of which has a population of less than 200,000, the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of a coliseum or multiuse facility and related infrastructure or a venue, as defined by Section [334.001](#)(4), Local Government Code, that is related to the promotion of tourism.

## **Post Event Reporting**

Please review the post-event guidelines listed below. Funds will be distributed after the Board approves the post event report. Even if your grant is pre-approved, funds may not be disbursed if you do not attach proper post-event tracking reports and financial information within 60 days of the final day of your event. Applicant should be aware they may not receive the full amount of the grant requested. Applicants must complete and submit the following information by the 60 day deadline:

1. Post Event Checklist that is provided in this packet.
2. Post event financials, this can be Appendix A or you may use a P&L statement, excel spreadsheet, etc.
3. A completed W-9 tax form.
4. Samples of promotional materials (posters, advertisements, flyers, etc.)
5. Tracking forms, provided by VisitMidland, must be filled out and returned within 7 days of the final day of your event.
6. Each applicant will be required to keep copies of all receipts. Proof of payment includes copies of original invoice and check paid to vendor or copies of credit card receipts from vendors documenting received payments. VisitMidland reserves the right to conduct an audit of anyone receiving the grant funds to ensure accurate use of the fund. See *Policies on Funding*.

Internal Use Only Date Received: \_\_\_\_\_

**Applicant Information**

Organization \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Organization Contact \_\_\_\_\_ Organization Phone Number \_\_\_\_\_  
Event Name \_\_\_\_\_ Event Date(s) \_\_\_\_\_  
Event Facility \_\_\_\_\_ Event Address \_\_\_\_\_  
Event Contact \_\_\_\_\_ Phone Number \_\_\_\_\_  
Email Address \_\_\_\_\_ Website \_\_\_\_\_

**Event Information**

Brief Description of Event

Event Requirements/Needs

Schedule of Events

Please provide the best possible estimate on the following:

How many people will attend your event? (Include staff, volunteers, participants, attendees, vendors, etc.) \_\_\_\_\_

How many people do you think will stay overnight in a Midland hotel? \_\_\_\_\_

How many hotel rooms do you think you will need? \_\_\_\_\_

Which of the following types of rooms do you need? Singles  Doubles  Suites  Other \_\_\_\_\_

Please fill in the information below with how many hotel rooms you will need.

Day of the Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Date							
# Rooms							

Day of the Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Date							
# Rooms							

**Event Budget Information**

Please list all income and expenses by category. Here are some examples: Income: Admission, Concessions, Merchandise, Sponsorships, Booth Rentals and Entry Fees. Expenses: Administrative, Facility Rental, Equipment, Material, Supplies, Security, Clean-up, etc. You may be required to produce receipts for all event expenses. You may use Appendix A or you may attach a P&L statement, spreadsheet, etc.

Are you seeking other sources of funding for this event from any of the following organizations? (If yes, please include the amount requested and date received.)

Arts Council of Midland: \_\_\_\_\_

City of Midland Hotel/Motel Tax Advisory Board: \_\_\_\_\_

Will there be an entry fee for participants?  Yes  No If yes, individual entry fee of \$\_\_\_\_\_ or team entry fee of \$\_\_\_\_\_

Will there be an admission charge for attendees?  Yes  No If yes, list prices Adult \$\_\_\_\_\_ Children \$\_\_\_\_\_ Other \$\_\_\_\_\_

Will there be merchandise sold?  Yes  No Will concession items be sold?  Yes  No

Please list event sponsors:

Please list any underwriters/in-kind donors and the services they are providing:

Have you ever received funding from VMSE (previously SEAM)? If so, please state the amount(s) and years received.

Grant Request Amount \$\_\_\_\_\_

Note: Applications must be filled out completely and accurately. A complete application does not guarantee funding. The VMSE Board reserves the right to reject any application for any reason.

**Certification**

*Initial*

By initialing, I hereby certify that I have attached all the required documentation and the statements made in this post event report & checklist are true and complete to the best of my knowledge, and that I am authorized to execute the application. Omission of required documentation, falsification of information provided or modification of any correspondence from VisitMidland is sufficient grounds for denial of the application.

\_\_\_\_\_  
*Signature of Applicant's Authorized Agent or Applicant*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Print Name*

\_\_\_\_\_  
*Title*

