



Visit Stillwater's Visitor Development Incentive Grant

*Assistance Provided to New or Growing
Stillwater Based Events
(Adopted 8/17/17)*

Visit Stillwater's Visitor Development Incentive Grants are designed to assist events in their infancy stages or when growing from a one- to multi-day event. A maximum of \$5,000 is available to a group/event their first year with the potential of up to 2 subsequent grants at decreasing amounts for 2 years. Please review the Grant Guidelines and fill out the Grant Request Form to apply for a Visit Stillwater Visitor Development Incentive Grant.

Grant Guidelines

- Application must be submitted a minimum of **60 days prior** to the event.
- A maximum of \$5,000 is available to each group/event.
- Grants will be made payable from Visit Stillwater directly to Stillwater businesses.
- ½ of the total Grant amount may be paid to local businesses upon approval and the second ½ will be paid to local businesses upon receipt of the Grant Post Event Form.
- Grants may not be used for social (one-time) events such as birthdays, reunions, office parties, holiday parties, showers, weddings, bar mitzvahs, and Quinceanera's, etc.

Group/Event Requirements

- Stillwater Visitor Guides* must be distributed to event attendees.
- The Visit Stillwater logo must be included within all pre- and post-event print, website, and social media coverage.
- Copies of each print promotion and screen shots of website and social media coverage must be provided with the Grant Post Event Form.
- Refer to the Visit Stillwater Community Calendar of Events at VisitStillwaterOK.org to ensure your event does not conflict with other events, especially those requiring lodging accommodations.

Instructions to Receive Visitor Development Incentive Grant

- The Visit Stillwater Board of Directors will review applications for approval.
- The Grant Post Event Form must be completed and returned to the Visit Stillwater Director of Sales no later than **45 days following** event.
- If Grant Post Event Form is not submitted within 45 days, applicant forfeits the remainder of Grant and will not be considered for future Grants.
- Provide invoice(s) to Visit Stillwater pre- and/or post-event to the local business(es) that will receive payment from the approved Grant.
- Provide copy of vendor W-9 if Visit Stillwater does not already have on file.

Visit Stillwater Director of Sales – Nicole Horn
Nicole@VisitStillwater.org – 405-743-3697
2617 W. 6th Ave., Stillwater, OK 74074

Date Grant Request Form Submitted: _____

Grant Amount Approved: _____



Visit Stillwater's Visitor Development Incentive Grant

Assistance Provided to New or Growing
Stillwater Based Events

Grant Request Form

Event Name: _____
(Please spell out all names – no acronyms.)

Organization: _____
(Please spell out all names – no acronyms.)

Event Contact: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell Phone: _____

Email: _____

Organization Website: _____

Event Website: _____

Social Media Handles: Facebook: _____

Twitter: _____

Instagram: _____

Event Location: _____

Start Date/Time: _____

End Date/Time: _____

Event Type:
(Check One)

- Business Meeting
- Conference
- Trade Show

- Sports
- Festivals & Cultural Events
- Exhibition

Market Segment:
(Check One)

- Association/Corporate
- Government
- SMERF (Social, Military, Education, Religious, and Fraternal)
- Agriculture

Meeting Space:
(Check One)

- Meeting space in hotel
- Meeting space outside of hotel

Brief Narrative Description of Event: _____

Number of Years Previously Held: _____

Location(s), Date(s), and Host/Overflow Hotels of Previous 3 Events Held:

	Location	Date(s)	Host/Overflow Hotels
1)	_____	_____	_____
2)	_____	_____	_____
3)	_____	_____	_____

of Years Committed to Stillwater to Serve as Host Site: _____

- Estimated Total # of Attendees: _____
 - Estimated # of Overnight Visitors: _____ + # of Nights: _____
 - Estimated # of Day Visitors: _____ + # of Days: _____
 - Local Share of Day Visitors: _____ % + # of Days: _____
- # of Rooms in Block: _____
- Average Room Rate: \$ _____
- Average Persons Per Room: _____
- Estimated # Arriving by Air (%): _____ %
- Average Ticket Price: \$ _____
- Estimated # of Tickets Sold: _____

List of Sponsors: _____

Host Hotel: _____

Overflow Hotels: _____

Amount of Grant Requested: \$ _____

Use(s) of Grant: _____

***Attach invoice(s) for expense(s) in which the Grant will be utilized pre-event.**

"I agree all of the information included in this application is true to the best of my knowledge. I agree to provide all of the required post-event information within 45 days of the conclusion of our event."

Signature: _____ **Title:** _____ **Date:** _____

Date Post Event Form Submitted: _____
 Grant Amount Approved: _____



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Grant Post Event Form

Event Name: _____

Organization: _____

- Actual Total # of Attendees: _____
- Actual # of Overnight Visitors: _____ + # of Nights: _____
- Actual # of Day Visitors: _____ + # of Days: _____
- Local Share of Day Visitors: _____ % + # of Days: _____

Host Hotel Name:

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night:								
Avg Room Rate:								

Overflow Hotel Name:

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night:								
Avg Room Rate:								

Overflow Hotel Name:

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night:								
Avg Room Rate:								

Overflow Hotel Name:

Date:	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	__/__/__	Total:
# of Rooms Each Night:								

Avg Room Rate:								
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- Average Persons Per Room: _____
- Estimated # Arriving by Air (%): _____ %
- Average Ticket Price: \$ _____
- # of Tickets Sold: _____

Host Hotel / DMO Hosting Costs:

- Discounts \$ _____
- Cash Incentives \$ _____
- In-Kind Services \$ _____
- Other \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____ TOTAL

Organizer Spending:

- Space Rental \$ _____
- Food & Beverage \$ _____
- Audio / Visual \$ _____
- Internet \$ _____
- Security \$ _____
- Other Services \$ _____
- Other \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____ TOTAL

Overall Evaluation of Event: _____

Evaluation of Visit Stillwater Assistance: _____

Evaluation of Hotel(s) and Event Facilities/Venue: _____

Attach:

- Invoice(s) for expense(s) in which the Grant will be utilized post-event.
- Copies of each print promotion and screen shots of website and social media coverage must be provided with the Grant Post Event Form.

**Visit Stillwater Director of Sales – Nicole Horn
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