

Agreement for Funding

I. Introduction

The Lebanon Tourist and Convention Commission (LTCC) is the official Destination Marketing Organization for Lebanon, Kentucky. We exist to improve the quality of life and increase economic impact through destination marketing and tourism development. The LTCC administers funds collected from a tourism development tax on transient lodging sales and a 2% restaurant tax in the city of Lebanon. The funds will be applied to programs and tourism development projects designed to promote tourism to the city of Lebanon.

The Commission set aside a portion of the overall budget to work with local groups and organizations coordinating special events, programs and projects which may directly benefit the local tourism industry. The Commission and executive director will entertain requests for funding of events and projects that are designed to have a direct economic impact on the community by increasing overnight visitation and increasing restaurant sales. Ideally, the funds allocated by the Commission will eventually be returned through an increase in incremental transient lodging occupancy and restaurant sales.

II. Statement of Policies

- A. To be considered for funding a special event or project the event or project must first and foremost attract visitors to Lebanon. The increased visitation should directly and consistently increase transient lodging occupancy and restaurant sales.
- B. Grant funds from the Lebanon Tourist & Convention Commission are intended to supplement the sponsoring organization's budget, not replace it.
- C. All marketing materials including, signage, print and digital marketing, must include use of the LTCC logo. The LTCC Executive Director is available upon request to aid in marketing and media planning.
- D. If an organization receives grant funds from the LTCC for a certain project or event in one year, that does not in any way guarantee that a grant request from the same program will be funded in future years.
- E. Grant recipients may use allocated funds only for such approved purposes stated in the grant proposals approved by the LTCC. Reallocation of funds for purposes other than those specified in the grant proposal will not be reimbursed by the LTCC.
- F. Grants used for special projects must show that the project will provide growth of the tourism industry in Lebanon. Emphasis will be given to grant requests that directly and indirectly maximize the number of visitors who come to our area. Grants showing the fastest and highest return on the investment will be given highest priority. Special project grants must improve the quality of life in Lebanon.
- G. In the event of cancellation of the event money will not be distributed. Any money distributed will be returned to the LTCC.
- H. Money must be collected within 60 days of the conclusion of the event. In the event funds are not collected within 60 days applicant forfeits the awarded grant money.

- I. Grant checks will be written to directly pay an invoice. Invoices must be submitted directly to the LTCC.
- J. In the event the event is cancelled money will not be distributed. If money has been pre-paid the granted money is expected to be returned in full unless otherwise noted.
- K. Special project money granted may be given in quarterly increments at the discretion of the board.

III. Procedures for Application

- A. To be eligible for funding, requests are to be made on the attached application with all back up material and submitted to the LTCC **at least 60 days before the date of the event.**
- B. For special project grants the application must be submitted by April 1 for use in our next budget cycle that begins July 1. The money awarded for special project grants must be used in the fiscal year that the money is approved unless stated in the grant application that the project will take longer than one year. If the money is not spent in the fiscal year it is approved the applicant must reapply for funding.
- C. Applications for funding will first be reviewed by the LTCC Executive Director who will check for completeness and verify key information as necessary and appropriate. Once the application has been received and reviewed, applicants may be asked to attend a regularly scheduled Commission meeting and provide a five-minute oral presentation. The Executive Director will notify the applicant if attendance at a meeting is required. The LTCC's regularly scheduled meetings are the second Wednesday of each month at noon.
- D. Factors considered for funding include, but are not limited to the following:
 - 1. The scheduled date(s) and time(s) of the event
 - 2. Estimated number of out-of-town visitors and their estimated length of stay with supporting documentation
 - 3. Plans for promotion
 - 4. Submission of an itemized budget that includes projected income and expenses
 - 5. Amount of funds requested and how those funds will be spent
 - 6. Probability of the event recurring annually

IV. Post Funding Requirements

- A. The attached post-event report must be submitted to the HCTCC within 30 days following the conclusion of the event. This report must include an accounting of the spending of Commission funds, an event financial report, and tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy and local restaurant usage.
- B. Applicant understands that if this report is not submitted, no future grants will be awarded to this organization by the LTCC.
- C. For special project grants the recipient(s) will submit a follow up report every quarter (3 months) until the project is completed. The follow up report should show status of project and expected timeline for completion.

Applicant Signature

I, _____
(Name, Print or Type)

(Organization)

Have read this document and will comply with the conditions stated in the agreement for funding of the Lebanon Tourist & Convention Commission should the request for funds be granted.

(Signature) _____ (Date)

Lebanon Tourist & Convention Commission
APPLICATION FOR FUNDING

BUSINESS CONTACT INFORMATION

Name of Event: _____

Sponsoring Organization: _____

Organization Director: _____

Event Contact Person: _____

Address: _____

Phone: _____

Email Address: _____

Website: _____

ORGANIZATIONAL INFORMATION

Date Organization Created: _____

Non-Profit Organization: Yes _____ No _____

Tax ID Number: _____

Purpose of Organization/Mission Statement:

EVENT INFORMATION

Amount requested from the LTCC \$ _____

Location of the Event: _____

Dates/Times of Event: _____

Purpose of Event:

History of Attendance (if held previously)

Anticipated # of visitors/participants this year:

Historical # of room nights used:

Anticipated # of room nights this year:

Have units been reserved at area lodging facilities?

Yes _____. No _____

If yes, complete the following:

Name of Lodging facility

Units Reserved

Have you utilized any restaurants or included any restaurant promotions?

STATEMENT OF WORK

Describe, in detail, the planned activities of the event, including the implementation schedule. Include tourism-related business and direct or indirect benefits to the Lebanon community specifically the number of overnight visitors, impact to local restaurants, new dollars to the local economy, and other financial and/or non-financial benefits. An additional page can be attached.

MEDIA PROMOTION

If the event was held previously, was media coverage provided?

Yes. ____ No ____

If yes, attach clippings or other documentation of coverage to this application.

What plans have been made for promotion and coverage of this year's event?

FUNDING

How will LTCC funds be spent?

Is the applicant or any agents of the applicant receiving any direct (i.e. commission), indirect (in-kind), or other benefits

from this event? Yes _____ No _____

If yes, please explain:

If this is not the first request for funds, list the date(s) and amount(s) of previous request(s) received from the commission

Date	Amount Requested	Amount Received
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please submit a detailed budget on a separate sheet including any sources of income for the event or project other than those requested from the LTCC.

If you have questions concerning the Application or funding process, contact the Executive Director at 270-692-0021. The application and signed Agreement for Funding ensure an understanding and compliance with the policies of the Lebanon Tourist & Convention Commission. Upon completion, both the Agreement and Application should be returned to the following address:

Lebanon Tourist & Convention Commission
239 N Spalding Ave. Ste. 200
Lebanon, KY 40033

SIGNATURE OF PREPARER

I have read and will comply with the conditions as stated in the Application for Funding of the HCTCC should the requested funds be granted.

(Signature)

(Printed Name)

(Title)

(Date)

**LEBANON TOURIST & CONVENTION COMMISSION POST EVENT
REPORT**

Name of Event:

Sponsoring Organization:

Contact Person:

Address _____

Telephone _____

Date(s) of Event:

Total # of Participants: _____

Approximate number of room nights used _____

Dollar amount granted by LTCC _____

List expenditures using LTCC funds

Total income/revenue for event

Total expenditure for event in Lebanon (i.e. vendors, hotels, caterers, etc.)

FOR OFFICE USE ONLY

Step 1: Lebanon Tourist & Convention Commission action taken

Approved Not Approved

Requested amount\$ _____ Approved amount \$ _____

Date Application received _____ Received by _____
_____ Date and Name of Event Presented to LTCC

Comments:

Notification of anticipated funding

(Date)

Step 2. Post-Project Survey & Financial report received
accepted: _____

(Date)

Comments:

Check mailed/delivered: _____
(Date)