

## BAKER COUNTY TRANSIENT LODGING

### Marketing Support Program

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#### ◇ Eligibility

The Event Marketing Support Program is open to all individuals, businesses, or organizations in Baker County. Applicants from outside of Baker County are not eligible to apply unless the project provides a direct benefit to tourism or economic vitality in Baker County.

The applicant must contact Baker County Marketing Director, Jessica Hobson at [info@travelbakercounty.com](mailto:info@travelbakercounty.com) or (541)519-0763 for assistance in marketing the event.

#### ◇ Criteria

- The event will enhance the food, retail and lodging revenues in Baker County.
- The event should bring in both demographic and geographic diverse tourists to Baker County.

#### ◇ Application Process

- All applicants are encouraged to submit Marketing Support Program requests no earlier than 180 days and **no later than 60 days prior to the event date**.
- The applicant, or representative is required to present the Marketing Support Program request to the TLTC at their next scheduled monthly meeting. Meetings are typically held the third Thursday of each month.

#### ◇ About the Marketing Support Program

This is a program sponsored by the Transient Lodging Tax Committee (TLTC) to promote tourism and economic vitality in Baker County either in the form of an event or tourism enhancement. The TLTC will review applications on an ongoing basis. Marketing Support Program funding begins July 1st of each year. Marketing Support Program money awarded will be limited to \$5,000. Funding is limited, therefore it is prudent to plan ahead and apply as early as possible; no later than 60 days prior to the event. When current year funds are depleted, Marketing Support Program requests may be funded the following year (July 1<sup>st</sup>).

A presentation of the event results including a financial profit and loss statement and a rough breakdown of where event attendees traveled from as the results of the event will be presented to the TLTC within 90 days following the event. Failure to make a presentation will effect eligibility of future Marketing Support Program funding. Return your completed application to the following address:

**Baker County Marketing Director**

**: Jessica Hobson**

**490 Campbell Street**

**Baker City, OR 97814**

**[info@travelbakercounty.com](mailto:info@travelbakercounty.com)**

Name of Event or Activity: \_\_\_\_\_ Federal ID #: \_\_\_\_\_

Business Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Additional Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Amount Requested: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Total event or activity budget: \_\_\_\_\_

Has the event been funded with TLT Marketing Support Program funds in the last three years? \_\_\_\_\_

If yes, how will the funds be used differently?

### **Event Specific Questions**

Describe the benefits the event should bring to the vitality of Baker County Tourism & Economy:

If this is an event, please provide:

- Estimated number of attendees: \_\_\_\_\_
- Estimated number of participants: \_\_\_\_\_
- Estimated number of overnight stays of attendees: \_\_\_\_\_

List leadership team including any other supporting organizations or groups that will be involved in implementing the event or activity. If this Marketing Support Program request is in partnership, collaboration with, or requires approval from another agency, organization or event, please include a letter of support confirming their coordination and support of the Marketing Support Program request.

Explain how this event will be self-supported after three years or why annual funding will be requested.

Specify how the Marketing Support Program funds will be used, please be as specific as possible. Examples of how funding should be used include advertising, marketing (web based, radio, television or print), prizes, buckles, trophies, talent, judges, and permits.

Include a detailed budget for the event and list all estimated sources of revenue and expenses. If a profit is anticipated, please list how the excess funds will be used. Also include any additional funding you expect to receive.

**Reminder, if your budget includes revenue from lodging/overnight accommodations you are responsible to comply with the Transient Lodging Tax Ordinance available on [bakercounty.org](http://bakercounty.org)**

**Examples of how funding should be used include advertising, marketing (web based, radio, television or print), prizes, buckles, trophies, talent, judges, and permits.**

Please complete columns C&D for the Marketing Support Program application listing all income sources for your event or activity. Use columns F&G after the Marketing Support Program funds have been awarded to track actual budget for your after event report

<b>INCOME</b>				
	<b>BUDGET</b>		<b>Actual</b>	
	<b>Cash</b>	<b>In-Kind</b>	<b>Cash</b>	<b>In-Kind</b>
Baker County TLT Grant				
<b>OTHER INCOME</b>				
Sponsorships				
Other Grants				
Admission/ registration				
Other				
Other				
<b>SUB TOTAL INCOME</b>				
<b>TOTAL INCOME</b>				

**EXPENSES. Examples of how funding should be used include advertising, marketing (web based, radio, television or print), prizes, buckles, trophies, talent, judges, and permits.**

Please complete columns C&D for the Marketing Support Program application listing all expenses for your event or activity. Use columns F&G after the Marketing Support Program funds have been awarded to track actual budget for your after event report

	<b>BUDGET</b>		<b>Actual</b>	
	<b>Cash</b>	<b>In-Kind</b>	<b>Cash</b>	<b>In-Kind</b>
Advertising 1				
Advertising 2				
Other				
Other				
Other				
<b>SUB TOTAL EXPENSES</b>				
<b>TOTAL EXPENSES</b>				

**BAKER COUNTY TRANSIENT LODGING TAX COMMITTEE  
TOURISM MARKETING SUPPORT PROGRAM  
PRESENTATIONS GUIDELINES**

**A PRESENTATION OF EVENT RESULTS IS REQUIRED WITHIN 90 DAYS OF THE EVENT.**

**LISTED BELOW ARE VARIOUS ITEMS TO INCLUDE IN YOUR PRESENTATION. HANDOUTS  
AND VISUAL AIDES ARE RECOMMENDED.**

- ◆ **Event Attendance:** Please include an estimated number of attendees and demographic breakdown.
  
- ◆ **Finalized Budget:** Provide a financial profit & loss statement showing the results of the event.
  
- ◆ **Funding Utilization:** Include a summary of how the funds were used and impacted the event.
  
- ◆ **Impact on Lodging:** Provide an estimate of the attendee's overnight stay.
  
- ◆ **Future Plans:** What are your future plans for the event? Do you have plans to expand the event? What improvements are you making?