

Event Marketing Grant Request 2023

Special Event Grant Program Policies

The mission of the Real County Hotel Occupancy Tax is to promote Real County as an overnight year-round tourism destination and to increase off-season occupancy in the regions' accommodations. Event funding requests will be reviewed by the Real County Commissioners court to ensure the event is in line with our mission and meets certain criteria as stated by the Tax Code. Under the Tax Code, every event, program, or facility funded with hotel occupancy tax revenues must be likely to do two things:

- 1) Directly promote tourism; and
- 2) Directly promote the convention and hotel industry.

The Real County HOT is designed to support events in Real County with funding to augment the event's marketing budget. The intent is to help events market outside our local area to draw in attendees from out of the area who will stay longer in our community.

Event Requirements:

- Event must be likely to directly promote tourism and overnight lodging rentals in the County
- Show promise as a new event or program, or growth potential for a successful existing event
- Are scheduled during slower economic periods such as off-peak and shoulder seasons
- Recognition of Real County HOT must be included on all printed material and the organization's Web site and referred to in public relations activities.

Grant Policies & Miscellaneous

- A "Special Event" shall be defined as a new or existing organized concert, exhibition, festival, fair, conference, sporting event or celebration which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to those living outside Real County who would consider visiting the destination and staying overnight to observe or participate.

- Allowable expenses shall include the following:

Promotion, marketing and programming expenses, paid advertising that reaches beyond Real County with potential to drive overnight visitation, and media buys including production and technical expenses. The Application requires all applicants to describe how the grant funds will be used.

A Post Event report is required to be submitted to be considered for future funding. The report must include, if possible, tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on overnight lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support.

Request for funding must be made at least 60 days prior to the event, and before printing of marketing materials that could include sponsor logo.

Email*

Event Coordinator's Name and Phone Number*

Event Name*

Event Description*

Event Date*

Event Location*

Organization Producing/Hosting the Event *

Type of Event*

BBQ Cook Off

Concert

Craft Fair

Fundraiser

Rodeo

Holiday Parade

Golf Tournament

Educational

Sporting Event

Nature Tourism Event

Other: _____

Is this an annual event? If so, how many years has it occurred? * _____

Dollar Amount Requested: _____

How many people do you expect to be in attendance?* _____

Description of target market served by event (age/geographic/interest):*

Where will guests primarily stay overnight? *

Have you applied for funding from Real County for this event before? * _____

How do you plan to use the funds for this event? Please be as specific as possible.*

How will you promote Real County as a part of your promotional campaign? *

What is the impact you expect from this event? (What is the projected increase in terms of overnight rentals, HOT revenue, new visitors, longer stays, etc...?) *

How will you collect the necessary data to measure the impact of your event? *

Attendee Questionnaire
Attendee Survey
Ticket Sales Information
Reports from lodging partners on occupancy
Other: _____

*This is a required question