

**Oklahoma City
Convention and Visitors Commission**

**Oklahoma City Hotel Tax
Event Sponsorship Funding Program Application Process**

**PLEASE READ CAREFULLY THE ENTIRE ATTACHED PACKET OF INFORMATION AND
COMPLETE ACCORDING TO THE FOLLOWING INSTRUCTIONS:**

1. Review the Oklahoma City Hotel Tax Event Sponsorship Funding Program Guidelines to ensure that your project or request falls into the basic parameters of allowable expenditures. Applications are good for the fiscal year in which the event ends (7/1 – 6/30). If you have multiple year projects, you must submit separate applications for each fiscal year.
2. Complete thoroughly the Event Sponsorship Funding Application. Exhibits 1, 2 and 3 must be filled out and submitted as the actual Application. Attach as much background information as possible to better acquaint the Oklahoma City Convention and Visitors Commission ("Commission" or "OKCCVC") with your application request. Be sure to answer all questions.
3. In order for Applications to be presented for Event Sponsorship Committee ("Committee") review and Commission approval, all applications must be submitted a minimum 60-days before the start of the event. Any requests received with less than a 60-day window will not be reviewed. The calendar of application deadlines for request submittal can be found on the VisitOKC.com website at <http://www.visitokc.com/contact-us/>
4. Submit your completed application packet to:

President
Oklahoma City Convention and Visitors Bureau
123 Park Avenue
Oklahoma City, OK 73102

Completed application packet may, alternately, be submitted electronically via email or other means in PDF format. Please contact the President of the Oklahoma City Convention and Visitors Bureau ("Bureau") for additional information.

5. The Committee will review your request and issue a recommendation to the full Commission. The Commission will establish a meeting schedule annually to review requests.

If your application has missing information or appears to not meet the established standards, you will be notified within 10 business days of receipt of the application. Applicants will be advised of the specific additional information needed.

6. The Commission will make the final decision for all funding allocations. Once your proposal has come before the Commission, you will be notified within 10 days as to the actions taken by the Commission.

**Oklahoma City
Convention and Visitors Commission**

**Oklahoma City Hotel Tax
Event Sponsorship Funding Program
Application Process**

The Commission in conjunction with the Bureau conducts a tax-based program to award funding for sponsorship of select events consistent with the factors contained herein and contingent upon availability of funding. The primary purpose of this program is to stimulate and assist applying organizations, associations and agencies in the enhancement, promotion and marketing of tourism and related events in Oklahoma City. As such it is expected that all applications will be timely submitted to allow ample time for sponsorship award criteria to be met and considered by the Committee and Commission.

Funding for this program is levied and authorized pursuant to Oklahoma City Municipal Code, 2007 ("City Code"), Sections 52.63.1 and 52.81.1. All Oklahoma City Hotel Tax revenues collected by Oklahoma City are earmarked exclusively for the purpose of encouraging, promoting and fostering the convention and tourism (visitor) development of Oklahoma City, with a breakdown for the use of such revenues set forth in Section 52.81.1 of the City Code. Section 52.81.1(3) specifically provides that 1/11th of the revenues collected shall be expended solely for use for sponsorship and/or promotion of events recommended by the Commission and anticipated to enhance the local economy through increased convention and/or tourism (visitor) activity in the City.

Notwithstanding any other provision in these Guidelines, no event is "entitled" to receive sponsorship funding from Hotel Tax revenues, and the decision to recommend the award or to not recommend the award of sponsorship for an event, and the amount of any such funding to be awarded, rests in the sole discretion of the Commission and its decision regarding an application for funding shall be final and binding.

(Please Note: Unless otherwise specified the Commission through the Bureau is a financial contributor to the event and in no event shall either entity be considered a promoter or co-sponsor, and therefore, will not be responsible for any debts incurred by a promoter or co-sponsor for such event.)

**Oklahoma City Hotel Tax
Event Sponsorship Funding Program
Financial Guidelines and Documentation**

Any organization, association, or agency that conducts visitor-related events and activities within the city limits of Oklahoma City is eligible to make application for event sponsorship funding according to the following guidelines:

1. Support will be based on the factors set forth in **Paragraph 15** of these Guidelines, with such factors to be applied by the members of the Commission based on their best judgment. See Paragraph 15 below.
2. Events must take place within the city limits of Oklahoma City in order to be considered for funding.
3. One organization can apply for event sponsorship funding for multiple events, provided that separate applications are submitted for each event. Applications are valid only for the fiscal year in which the event ends (Bureau fiscal year begins on July 1 and ends on June 30).
4. **Funds SHALL NOT be granted for normal and routine operation and administrative expenses normally paid by the organization, association or agency conducting the event.**
5. Payment of the award will **only** be made to the applicant organization, association or agency approved for receipt of event sponsorship funds. No payments will be made directly to vendors or individuals, or to any party other than the applicant.
6. Each application form (Exhibit 1) must:
 - a. Be completely filled out, including but not limited to marking "N/A" or "Not Applicable" for any question deemed inapplicable to applicant;
 - b. Be signed by an authorized officer or agent of the applicant organization with respect to all aspects of the application process (Exhibit 2);
 - c. Be filed in the offices of the Bureau, 123 Park Avenue, Oklahoma City, OK 73102, by the application deadline for the period in which the event will occur. The Bureau may reject any late-filed application without further review or recourse;
 - d. Provide financial information on Exhibit 3 of the Application for Event Sponsorship Funding detailing all proposed expenses associated with the use of Event Sponsorship Funding Program support;
 - e. **Provide details of all sponsorship packages (including all sponsor financial levels and sponsor benefits) made available to potential event sponsors by the applicant organization;**
 - f. A comprehensive list of all hotels being used in the Oklahoma City area by the event including dedicated room blocks reserved. If dedicated hotel room blocks have not or will not be obtained the group must provide detail of its plans for obtaining blocks, identifying and promoting "preferred" hotels for its delegates and how the group will determine the actual usage of hotel rooms/room nights by event participants and /or attendees.

7. Room nights and direct spending will be verified by Bureau staff to the extent possible and future sponsorship and/or promotional funding for events conducted by the same organization, association or agency may be contingent on the percentage of room nights actually utilized.
8. All funding recipients are required to maintain complete and accurate accounting and project records for the event.
9. All organizations, associations or agencies awarded sponsorship funding for an event must substantially accomplish what was presented and set forth in the application prior to receipt of such funding. If, for any reason, the requirements of the application have not been substantially met in the sole discretion of the Commission, payment may be reduced or withheld.
10. All sponsorship funding awards are subject to the availability of funds to the Bureau.
- 11. All recipients awarded funding must display the Bureau logo on materials, and include the Bureau as a sponsor in all promotional and support literature including program books, print and electronic advertising, and in-facility promotions.**
12. Event sponsorship funding awards shall be expense specific and may only be used for event expenses specified below unless otherwise approved in advance by the Commission. All aspects of awards, including expenditures for which reimbursement is sought, are subject to audit by the Commission and/or the City Auditor, or his/her designee.

EXAMPLES OF ALLOWABLE EXPENDITURES

- Printing for the event
- Postage pertaining to the marketing of the event
- Advertisements and promotion for the event, including but not limited to television, radio, on-line marketing, newspaper, magazines, billboards and signage on highways entering Oklahoma City. Preference in award decisions will be given to those applicants providing substantial out-of-market advertising to attract new business to Oklahoma City hotels.
- Preparation of presentation materials, such as brochures, photography, DVDs, etc.
- Transportation within Oklahoma City while event is being held; i.e., bus transportation to take participants to event site, local attractions, etc.
- Souvenir items that include the Bureau logo on them
- Rental fees for use of a facility, such as the facilities currently known as Cox Convention Center, State Fair Park or Chesapeake Energy Arena, National Cowboy & Western Heritage Museum, or other facilities, etc. for the event
- Prize money for event participants
- Costs associated with Host City responsibilities
- Special promotions of Oklahoma City hotel packages for the event participants or attendees.
- Other appropriate promotional expenses required for the event that would be allowable under Oklahoma law

EXAMPLES OF NON-ALLOWABLE EXPENSES

- Taxes cannot be reimbursed.
- Annual operating expenses that are not directly related to the event
- Any other expenses that are not allowable under Oklahoma law
- Staff salaries for event planning and operations

13. The Committee shall review all applications and make recommendations regarding awards.
14. Once the Committee has acted the application for funding and the Committee recommendation will be forwarded to the full Commission; and, after the Commission has acted thereon, applicants will be notified of the final decision within ten (10) business days.
15. The recommendation by the Committee and the final decision by the Commission to award or not to award event sponsorship funding to an applicant will be based primarily on the following factors:
 - a. The extent to which the event would promote and provide exposure outside the metro area with regard to Oklahoma City's appeal as a convention or visitor destination;
 - b. The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within the city limits of Oklahoma City;
 - c. The extent to which the event is anticipated to enhance direct spending through increased convention and/or tourism (visitor) activity in Oklahoma City;
 - d. The extent to which the event has potential for future growth; and
 - e. The extent to which the event provides an overall benefit to the community.

These factors shall be applied to an application based upon the best judgment of the members of the Committee and the Commission from the information provided by the applicant organization and reports filed for past events, and any such recommendation and/or decision on an application shall rest in the sole discretion of the members voting thereon and shall be final and binding.

TO RECEIVE THE FUNDS YOU HAVE BEEN AWARDED:

16. Following approval by the Commission, **event sponsorship funds will be disbursed only upon completion of the event and all related activities and after submission of all required documentation to the Bureau not later than forty-five (45) calendar days following completion of the event.** Documentation must include:
 - a. Invoice for the amount awarded;
 - b. Project Accountability Form (attached as Exhibit 4) including a brief narrative of the project;
 - c. Final report for the event including expenses associated with event sponsorship funding awarded;
 - d. Completed Group History-Room Pickup Report (Form attached); and
 - e. An evaluation of the direct spending impact associated with the event based on the formulas and dollar amounts specified on the Event Sponsorship Funding Award Accountability Form included in this packet as Exhibit 4.

Disbursement of all funds by the Bureau to the recipient will follow accepted accounting practices of the City of Oklahoma City Finance Department.

When requesting funds, send reimbursement package to:

President
Oklahoma City Convention and Visitors Bureau
123 Park Avenue
Oklahoma City, OK 73102

17. The attached forms and any additional Exhibits required to provide the requested information make up the entire Application and Accountability packet for the Event Sponsorship Funding Program. The **Application for Event Sponsorship Funding** and **Event Sponsorship Funding Program Certification** -- plus additional pages as needed are required at the time of application, and the **Event Sponsorship Funding Award Accountability Form** and **Event Sponsorship Funding Award Group History – Room Pickup Report** forms-- plus additional pages as needed are required for reimbursement of the award amount.
18. Accountability Forms, Group History-Pick-up Reports, Invoices and other required documentation must be received in the office of the Bureau, 123 Park Avenue, Oklahoma City, OK 73102 within forty-five (45) calendar days of the end of the event or funding reimbursement may be forfeited.
19. In accordance with Title VI of the Civil Rights Act, as amended; 42 U.S.C. § 2000d; Section 303 of the Age Discrimination Act of 1975, as amended; 42 U.S.C. § 6102; Section 202 of the Americans with Disabilities Act of 1990; and 42 U.S.C. § 12132, all organizations, associations and/or agencies awarded sponsorship and/or promotional funding for an event shall provide equal access and equal opportunity in employment and services and shall not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age and/or gender.

Exhibit 1

Oklahoma City Convention and Visitors Commission Application for Event Sponsorship Funding

You MUST submit this form in addition to any additional pages required to provide the requested information

Date Submitted:

Organization Requesting Funds:

Type of Organization: For Profit Not For Profit

Contact Person:

E-mail:

Contact Person Title:

Address:

City: State: Zip:

Phone: Fax:

Event/Project Name:

Event Website and Phone Number (for publication):

Date(s) of Event:

Event Venue or Location:

1. Funds to be used to pay for:

Transportation Costs

Event Facility Costs

Host City Costs

Other (specify on separate attached page)

Special Promotions
(meetings/associations)

Special Promotions, Advertising or Activities
(leisure travel)

2. Description of Project: Please attach pages as required to include complete details of this project and the anticipated benefits to be received as it relates to:
 - A. the extent to which the event would promote and provide exposure outside the metro area with regard to Oklahoma City's appeal as a convention and visitor destination;
 - B. the extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation in the city limits of Oklahoma City, including the number of Oklahoma City hotel room nights anticipated to be generated and a list of all hotels/motels to be used;
 - C. the extent to which the event is anticipated to enhance direct spending through increased convention and/or tourism (visitor) activity in Oklahoma City;
 - D. the anticipated number of daily event participants, and spectators, and the percentage of each from outside the greater Oklahoma City metropolitan area;
 - E. a budget of anticipated revenues and expenses including details of how the Event Sponsorship Funds are proposed to be used; and,
 - F. marketing and advertising plans. *(Please attach additional pages.)*
3. Describe the attempts that you have made with other sources to secure the funding necessary for this project including all sponsorship opportunities that are being made available.
4. Describe in detail how you will track, evaluate and report the success of your program. *(Please attach additional pages.)*

Amount requested:

Exhibit 2

Oklahoma City Convention & Visitors Commission Event Sponsorship Funding Program Certification Application

(This completed form must be attached to the Application at time of filing)

I have reviewed the EVENT SPONSORSHIP FUNDING APPLICATION from the Oklahoma City Convention and Visitors Commission. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the Commission in making an award for special promotions or other purposes, does not assume any liability or responsibility for the ultimate financial profitability of the event for which the funds are awarded. The Commission, unless specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event.

The parties also fully understand that the Commission has no legal capacity to contract and any commitment for the award of sponsorship funding for the event shall be between the organization, association or agency conducting the event and the Oklahoma City Chamber of Commerce, or a subsidiary legal entity thereof to be chosen by the Chamber.

All third parties are hereby put on notice that neither the Commission nor the Bureau will be responsible for payment of any costs or debts for the event that are not paid by an event sponsorship funding award.

Funding recipients assume all risks incident to, or in connection with, its purpose to be conducted under or pursuant to the Event/Project, and shall indemnify, defend, and save Commission, Bureau and OKC harmless from damages, losses or injuries of whatever nature or kind to persons or property arising, directly or indirectly out of funding recipients' operations or arising from acts or omissions of its agents, employees or subcontractors.

Print Name of Authorized Agent

Title of Authorized Agent

Signature of Authorized Agent

Exhibit 3

Oklahoma City Convention & Visitors Commission
Event Sponsorship Funding Program Certification Application
(This completed form must be attached to the Application at time of filing)

Proposed expenses associated with the use of requested Event Sponsorship Funding Program:

| Item # | Description | Proposed Expenditure (\$) |
|---------------|--|----------------------------------|
| 1) | Transportation Costs | \$ |
| 2) | Host City Costs | \$ |
| 3) | Special Promotions (meetings/associations) | \$ |
| 4) | Special Promotions, Advertising or Activities (leisure travel) | \$ |
| 5) | Other (specify on separate attached page) | \$ |
| 6) | Other (specify on separate attached page) | \$ |
| 7) | Other (specify on separate attached page) | \$ |
| 8) | Other (specify on separate attached page) | \$ |
| 9) | Other (specify on separate attached page) | \$ |
| | Projected Total (must equal total amount of funds requested) | \$ |

Oklahoma City Convention & Visitors Commission
Event Sponsorship Funding Award Accountability Form
Exhibit 4
To be completed and submitted following the event

Name of Applicant Organization

Name of Event

Amount of Award \$

Amount Spent \$

Dates of Event

Event Description

Evaluation of Overall Event

Evaluation of Direct Spending of the Visitor Industry in Oklahoma City

Event Participants (per day)

Spectators (per day)

Total attendance (per day)

Impact of the Hotel/Motel Industry in Oklahoma City (total number of room nights)

Any Additional Information Supportive of Event's Success in Achieving Intended Results

NOTE: A financial report detailing how the funds received through the Event Sponsorship Funding Program were used must be enclosed.

- * The following formula is provided for your information in computing direct spending. Currently, the Destination Marketing Association International formula is based on \$237 per day spending for overnight attendees x the number of attendees x the average number of nights per attendee. For public shows, concerts, sporting events, etc., use \$75.00 for in-town delegates (or day trip visitors)—those who attend an event each day but are not staying in a hotel/motel. These direct spending numbers are based on delegate expenditures generated by an economic modeling program developed for Destination Marketing Association International and adjusted to 2015 rates, which may be subject to change without notice. Call the Bureau for clarification on any questions you may have at 297-8960 or 297-8963.

ATTACH YOUR INVOICE WITH THIS FORM FOR SUBMITTAL

Oklahoma City Convention & Visitors Commission
Event Sponsorship Funding Award
Group History-Room Pickup Report
Accountability Form

No later than forty-five (45) calendar days from the completion of your event, please fill out the pickup history request below and submit with your event support accountability form and all required documentation, to President, Oklahoma City Convention and Visitors Bureau, 123 Park Avenue, Oklahoma City, OK 73102. A comprehensive list of hotels/motels used is required.

Event/Meeting Name:

Dates of Event:

Total Attendance:
(Specify % In-Town and Out-of-Town Attendees)

| DATES: | | | | | | | | TOTAL |
|---|--|--|--|--|--|--|--|--------------|
| Total # of Rooms Picked Up Per Night | | | | | | | | |

Names of hotels utilized & location:

Form completed by:

Phone #:

Signature:

Date: