

**City of Crosby
Visitors Lodging Tax Committee**

Promotion Fund Request Form

The Visitors Lodging Tax Committee is an advisory committee to the City of Crosby. Our goal is to bring people to our community for tourism (meetings, conferences, events, tournaments, trade shows, etc.); to attract visitors and to promote Crosby.

The purpose of this funds program is to:

1. Encourage local organizations to bring district, regional and state events or meetings to Crosby.
2. Aid local organizations in the development and production of historical, cultural and recreational promotional materials and advertising in order to increase public awareness of their attraction or event.

Priority will be given to projects that demonstrate:

1. Conventions/Events with overnight stays
2. Ability to draw visitors or groups to the Crosby area
3. Ability to describe an action plan and means of completion
4. New event
5. Financial need

Funded projects will be required to provide documentation of promotion and/or publicity.

Acknowledgement of the Crosby Visitors Promotion Fund as a funding source must appear in promotional materials (printed & web based only).

Grants may not be used for projects already completed.

Grants may not be used for any project designed to give financial or political gain to any organization or individual. (Must spend a minimum of 75% of the requested funds).

Application submissions are requested two months prior to the event date.

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Promotion Funds Request Criteria

Who May Apply: Non-profit organizations

1. Application must be filled out on the form provided.
2. No more than one application per event.
3. Application Deadline: For guaranteed consideration we suggest applications be submitted 2 months prior to event.
4. Priority will be given to events that produce overnight accommodations.
5. Money must be used for promotion of an attraction or event (not operations or implementation).
6. Event must demonstrate ability to draw visitors to Crosby.
7. The City of Crosby will issue a check at completion of the program – reimbursement.
8. All projects must be completed within one year of the application.

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Promotion Funds Request Application

Background

Name of Organization _____

Address _____

Phone _____

Person completing application request _____

Phone _____ E-mail _____

Funding Request

1. Name of event for which funding is requested _____

2. Description of event (attach additional information if necessary)

3. Date(s) of event _____

4. Is this a new event? Yes No

 If yes, what is the goal of the event?

 If no, how many years has it been in existence? _____
 (Please attach copies of previous promotional materials)

5. Estimated number of persons reached (impact) _____

6. How will the impact be measured?

