



November 14, 2011

Jackson Hole Travel and Tourism Board
Funding Requests for Special Events in 2012

Attached are an application and guidelines for producers of Special Events who are seeking funding from Jackson Hole Travel and Tourism Board (JHTTB) for events in 2012.

For its initial funding of events, the JHTTB will only accept proposals for the following:

- *The event has been offered at least once in the recent past*
- *The event will take place during the shoulder or winter seasons of 2012*
- *The event will not take place between June 21 through September 21, 2012*

Grants will range from \$1,000 to \$20,000.

Please see the attached "Special Event Rating Grid" for criteria that will be used to evaluate all proposals. Primary consideration will be given to events that drive incremental overnight visitors during the 2012 shoulder seasons.

Producers should submit the required information electronically in PDF format to the JHTTB no later than 5:00 p.m. on **January 9, 2012**. Applicants will be expected to make a brief presentation to the Community Events sub-committee on **January 17, 2012**. Grants will be awarded on **January 23, 2012**.

Please address any questions to Keith Gingery, kmgingery@wyoming.com



Jackson Hole Travel and Tourism Board

2012 Event Funding Guidelines

Vision: The Jackson Hole Travel and Tourism Board is dedicated to creating a year-round sustainable economy for Teton County, Wyoming.

Mission: To effectively spend lodging tax funds to promote travel and tourism to Teton County, WY, in a manner that is consistent with the shared values of our community.

- To strive toward sustainability
- To highlight outstanding activities and amenities
- To provide stewardship of natural resources

To qualify for funding review, events must support the JHTTB's strategic priorities and meet the following requirements:

- The event(s) must take place predominately within Teton County, Wyoming.
- Applications must be complete, providing all information and attachments requested on the application form. Incomplete applications will not be reviewed.
- Applicants must request a specific dollar amount and a brief explanation of how the requested funds will be utilized.
- Funding allocations will be made directly to the entity whose name appears on the application.
- All event permits and documentation required for production must be filed under the name of the event producer as it appears on the funding application.

The JHTTB will measure events using the following criteria: (Attachment A: Special Event Rating Grid)

- The event has been offered *at least once and in the recent past*
- Alignment with the JHTTB's stated vision and mission
- Potential for positive economic impact to the lodging, restaurant and retail sectors of the community, with the highest priority given to events that drive destination guests
- Opportunity to leverage funding with sponsorships and/or media exposure so as to "stretch" the impact of the JHTTB's contribution
- Experience and qualifications of the event producer, as well as a demonstrated commitment to share the values of the JHTTB
- Demonstrated success, per the JHTTB's measurement criteria
- History of compliance with Teton County and Town of Jackson regulations
- Events will be selected that represent the diversity of interests and talents in our community. This includes sporting and athletic events, arts and cultural events, heritage celebrations, intellectual and educational events, and events for a broad range of ages

In consideration of the receipt of funds from the JHTTB, Event Promoter shall agree to:

- Comply with all Special Event Permit requirements of the Town of Jackson and Teton County, Wyoming
- Agree to the insertion of the tag-line, "Funded in part by the Teton County Lodging Tax" on all marketing and promotional materials associated with the event as appropriate to the level of sponsorship
- Provide the JHTTB with copies of any film or photographs from the event for the purpose of promoting Jackson Hole

Accountability: All event producers receiving funding will be expected to present to the JHTTB within 60 days of the close of their event a written, post-event follow-up document which must include:

- A detailed event budget showing actual profit and loss numbers, cash vs. in-kind sponsorships and an explanation of how the JHTTB funding was utilized
- A complete explanation of how potential attendees were directed to book lodging, the estimated number of room nights generated, and the mechanism that was used to track these bookings
- Survey results showing the estimated effect on the following, per the JHTTB Criteria:
 - Attendance numbers and demographic profile
 - Estimated benefits to the local economy
 - Visitor Intent to Return
- A detailed overview of the marketing that was implemented to promote the event
- Estimated Return on Investment (ROI) to Jackson Hole
- An overview outlining the event's strengths and weaknesses
- Potential for growth and the development of sponsorships and media exposure
- "Green Events:" What initiatives were taken to insure compliance with Teton County's commitment to environmental sustainability? (Including but not limited to reducing, reusing, and recycling materials, minimizing vehicle trips and the like.)
- An overview of how the event fared relative to previous years

Unless otherwise specified in the contract, JHTTB funds will be distributed upon signing of the contract stipulating the terms of the JHTTB's funding allocation.

Applications must be received no later than 5:00 p.m. on Monday, **January 9, 2012**. Qualifying applications will be reviewed by the Community Events sub-committee of the JHTTB. Applicants will be expected to make a brief presentation to the Community Events sub-committee on Tuesday, **January 17, 2012**. Grants will be awarded on Monday, **January 23, 2012**.

**PLEASE SUBMIT YOUR APPLICATION ELECTRONICALLY IN PDF FORMAT INCLUDING THE REQUIRED ATTACHMENTS TO:
Keith Gingery, kmgingery@wyoming.com**



Jackson Hole Travel and Tourism Board
2012 EVENT FUNDING APPLICATION

NAME OF EVENT

PROPOSED DATE(S)

AMOUNT OF CASH FUNDING REQUESTED

PRODUCING ENTITY:

1. President or Executive Director's Name
2. Name and Title of Person Completing the Application
3. Business Address: Please include the physical address as well as the mailing address.
4. Contact Info:
 - Telephone: Main/Cell/Fax
 - E-Mail Address
5. Event and/or Organization WEBSITE
6. Number of years your organization has been in business
7. Mission Statement
8. Organization's tax status: For Profit or Non-Profit*/Not-for-Profit*
 - Non-Profit (501C-3), or Not-for-Profit (501C-6) organizations, please attach current tax identification letter
 - Does the Event benefit a charity? If yes, please name the beneficiary.

EVENT DESCRIPTION:

1. Brief description of the event and its activities
2. Where will the event be located in Teton County?
3. Will additional in-kind services be required from the Town of Jackson or Teton County, Wyoming? If yes, please explain, including a description of anticipated impacts on services: i.e. bus service, parking, traffic control, street closures, police services, etc. (The event promoter will be charged for all labor, materials and equipment unless such services are specifically exempted and approved as part of the Special Event Permit.)
5. Describe the location(s) of the event in previous years and the number of years it has been produced.
6. People:
 - Number of participants (athletes, artists, exhibitors, etc.) anticipated
 - Number of volunteers needed
 - Number of event staff
 - Total Number of spectators/attendees anticipated and your rationale for these estimates:
 - o % Local
 - o % In-state (non-local)
 - o % Out of State
7. Brief description of potential benefits to Jackson Hole, including an estimated # of incremental room nights and increased spending generated
8. What return on investment should Jackson Hole expect?

BUDGET:

1. Please attach a complete and detailed event budget, including anticipated revenues and expenses.
2. What % of the total event budget is the JHTTB being asked to fund?
3. Describe briefly how you will use the funds that you are requesting from the JHTTB.
4. Should the JHTTB decide not to support this event, will it still occur?
5. What is the \$ amount of sponsorships from alternative sources reflected in the event budget?
6. What % of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.)
7. Do you anticipate requesting funding from the JHTTB next year?

ADDITIONAL REQUIRED ATTACHMENTS:

1. Explanation of how you will direct prospective attendees to book lodging in Jackson Hole and a description of how you will track the number of lodging nights generated
2. Marketing plan and detailed explanation of potential for sponsorships and media exposure
3. Past or projected demographics of event attendees and spending
4. Organization rosters naming:
 - All officers and respective positions
 - Board of Directors and positions

The JHTTB appreciates the inclusion, *in electronic format please*, of any additional support materials such as DVD's, programs, news articles and other printed materials.

Applications must be received no later than 5:00 p.m. on Wednesday, **January 9, 2012**. Qualifying applications will be reviewed by the Community Events sub-committee of the JHTTB. Applicants must attend a presentation meeting on **Monday, January 17** and be prepared to speak for two minutes and field questions for eight. Grants will be awarded on **January 23, 2012**.

**PLEASE SUBMIT YOUR APPLICATION ELECTRONICALLY IN PDF FORMAT INCLUDING THE
REQUIRED ATTACHMENTS TO:
Keith Gingery, kmgingery@wyoming.com**



Attachment A: SPECIAL EVENT RATING GRID

EVENT NAME: _____

DATES: _____ **\$\$\$ AMT. REQUESTED:** _____

#Yrs event has been in existence _____

The event is: (check all that apply)

Destination _____ **Participatory** _____ **Ambient** _____ **Community** _____

CRITERIA:	RATING (1-10)
Does the event have the potential to:	
Increase room nights	
Benefit local restaurants	
Stimulate Retail Sales	
Promote Visitor Intent to Return	
Leveraging Value: How great is the potential to attract sponsorships and media exposure, thereby increasing the impact of the JHTTB funds?	
Growth Potential: Is it sustainable financially?	
Timing: How well does it contribute to a balanced annual calendar of events?	
Producer Qualifications: Do they have the ability to produce an event compatible with the image of Jackson Hole as a "world class" resort?	
Meets criteria: How well does the event meet the JH Travel and Tourism Board's mission and vision?	
Community value: Does this enhance the lives of local residents as well as visitor experience?	
TOTAL SCORE:	

Committee member Initials: _____ **\$ Amount of funding suggested:** _____



2012 Request Proposals: Attachment B

Guidelines for Post-event Recaps for all Events Receiving Public Funding:

A post-event recap is required from all events receiving JHTTB funding. This shall include:

1. An overview outlining the event's strengths and weaknesses: specifically, what went well and what measures could be taken to improve the event.
2. An event budget showing actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues.
3. *Estimated results:
 - a. Attendance numbers and demographic profile:
 - i. Estimated attendance. If your event is non-ticketed, please describe what method you used to estimate the numbers of attendees.
 - ii. What percentage of people came to Jackson Hole specifically for your event? What percentage of people attended the event in previous years?
 - iii. Were attendees local, regional, out of state, international?
 - iv. Average age and income bracket of attendees.
 - b. Estimated spending by event attendees:
 - i. Lodging: Please include an explanation as to how participants and/or attendees were directed to book lodging.
 1. Average amount spent on lodging per day?
 2. Estimated number of room nights booked in association with event.
 - ii. Dining
 - iii. Shopping
 - iv. Other Activities
 - c. Visitor Intent to Return and Satisfaction Ratings: Would they return?
 - d. . Estimated Return on Investment (ROI) to Jackson Hole: Specifically, how much additional spending within Jackson Hole was generated by the event? What is the ratio of increased revenue to the amount of funding received? How much additional sales tax revenue generated by the event accrued to Teton County? (Teton County sales tax is 6%).
4. Marketing overview that was implemented to promote the event.
5. Potential for growth and the development of sponsorships and media exposure.
6. Please describe any measures that were taken to produce the event in as "green" and environmentally friendly manner as possible.

Please submit your recap electronically to Keith Gingery, kmgingery@wyoming.com

