

**TOWN OF TONOPAH
5/8THS ROOM TAX GRANT REQUEST
AGENDA ITEM REQUEST**

Agenda Item No. _____

TOWN BOARD ACTION ITEM

The Tonopah Town Board meet the 2nd and 4th Wednesday of each month, at 6:00 p.m. at the Tonopah Convention Center, 301 Brougner Avenue, Tonopah, NV. To request placement on a future Tonopah Town Board agenda, please complete the information below and submit it to the Deputy Town Clerk at 140 S. Main Street, Tonopah, Nevada, or by email to jmills@tonopahnevada.com **at least seven (7) business days prior to the scheduled meeting. Action Items will be considered by the board for approval, adoption or denial of request presented.**

1. Action Requested: _____

1. Provide the background of the requested action for the board's consideration: _____

2. Grant Funds Requested: \$ _____
3. Department or Organization: _____
4. Request Submitted By: _____
5. Requestor's Email Address: _____
6. Requestor's Phone Number: _____
7. Meeting Date: _____ Please complete and include pages 2 and 3 of this packet and relevant documents, materials, or information related to this request.

Please plan to attend the board meeting, either in person or telephonically, on the date this item will be presented for consideration by the Town Board to answer questions the board or the general public may have regarding this item. Do you have a presentation for the board in support of this request: ☐ Yes ☐ No

If you answered yes, please place a check mark in the box next to the equipment requested:

☐ Podium ☐ Microphone ☐ Projector ☐ Other: _____

SIGNATURE

DATE

FOR TOWN USE ONLY:

REQUEST RECEIVED BY: _____ ***AMOUNT REQUESTED:*** _____

DATE RECEIVED: _____ ***MEETING DATE:*** _____

NOTES: _____

TONOPAH 5/8THS ROOM TAX GRANT APPLICATION

ORGANIZATION NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

PHONE NUMBER: _____ **EMAIL:** _____

PURPOSE OF GROUP/ORGANIZATION: _____

NAME OF PROJECT/EVENT: _____

AMOUNT OF FUNDS REQUESTED: \$ _____ **TOTAL ANTICIPATED COST: \$** _____

PROJECT OR EVENT **START DATE:** _____ **END DATE:** _____

IS THIS A NEW EVENT: ☐ YES ☐ NO - IF NO, WHEN DID THIS PROJECT/EVENT START: _____

LOCATION OF PROJECT/EVENT TARGET MARKET: _____

SUMMARIZE THE OBJECTIVE OF THIS REQUEST: _____

DEFINE THE GOALS OF THE PROJECT/EVENT: _____

EXPECTED NUMBER OF VISITORS THIS PROJECT/EVENT WILL BRING TO THE AREA: _____

PLEASE COMPLETE THE DETAILED ADVERTISING BUDGET ON PAGE THREE (3)

I hereby acknowledge that I have read and understand the restrictions and guidelines for expenditures of 5/8th Room Tax grant funds (pages 5-6). I further agree to file a completion report (page 4) upon completion of this project/event to be reimbursed for grant funds awarded.

Print Name

Signature

Date

PROJECT/EVENT NAME: _____

PLEASE COMPLETE THE FOLLOWING BREAKDOWN OF ANTICIPATED ADVERTISING COSTS FOR THIS PROJECT/EVENT:

SIGNS	\$ _____
POSTERS	\$ _____
FLYERS	\$ _____
BROCHURES	\$ _____
NEWSPAPER ADS	\$ _____
MAGAZINE ADS	\$ _____
RADIO ADS	\$ _____
SOCIAL MEDIA ADS	\$ _____
OTHER ADVERTISING	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL ADVERTISING EXPENSE:	\$ _____

ADDITIONAL COMMENTS:

PROJECT COMPLETION REPORT
(TO BE COMPLETED AFTER THE PROJECT/EVENT HAS CONCLUDED)

COMPLETION REPORTS FOR TONOPAH 5/8THS ROOM TAX GRANT FUNDS MUST BE SUBMITTED WITHIN SIXTY (60) DAYS OF COMPLETION OF THE PROJECT/EVENT OR BEFORE THE END OF THE FISCAL YEAR (JUNE 30TH) FOR WHICH THE GRANT FUNDS ARE AWARDED, WHICHEVER COMES EARLIER.

TO RECEIVE REIMBURSEMENT FROM AWARDED 5/8THS ROOM TAX GRANT FUNDS, SUBMIT THIS REPORT WITH COPIES OR PHOTOS OF ADVERTISING MATERIALS, SUCH AS POSTERS, FLYERS, AND NEWSPAPER ADS, ALONG WITH PAID RECEIPTS FOR ALL ADVERTISING EXPENSES RELATED TO THIS PROJECT/EVENT.

PROJECT/EVENT NAME: _____

ORGANIZATION NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

PHONE NUMBER: _____ **EMAIL:** _____

HOW MANY *OUT-OF-TOWN* VISITORS DID YOUR PROJECT/EVENT BRING TO TOWN: _____

NUMBER OF VISITORS WHO SPENT ONE OR MORE NIGHTS AS A RESULT OF THIS PROJECT/EVENT: _____

GRANT FUNDS AWARDED: \$ _____ **TOTAL FUNDS EXPENDED: \$** _____

TOTAL REIMBURSEMENT REQUEST: \$ _____

MAKE CHECK PAYABLE TO: _____

STATEMENT OF PROJECT RESULTS/OUTCOME (ATTACH A SEPARATE SHEET OF PAPER IF NECESSARY)

(SUMMARIZE OUTCOME OF PROJECT/EVENT, FOR EXAMPLE: WERE GOALS AND OBJECTIVES MET, WHERE DID OUT OF TOWN VISITORS COME FROM, WHAT WILL YOU DO DIFFERENTLY IN THE FUTURE TO ACHIEVE BETTER RESULTS?)

I hereby acknowledge that the information I have provided is accurate and in compliance with the Tonopah 5/8ths Room Tax Grant Guidelines for expenditures of the grant funds awarded.

Print Name

Signature

Date

TOWN OF TONOPAH

5/8^{THS} ROOM TAX GRANT GUIDELINES

1. Grant funds are intended to develop, promote and improve tourism within the Town of Tonopah. Grant funds may be used for no other purpose and must be obligated and/or expended for invoices that clearly reflect advertising and promoting the project/event the grant funds were awarded for.
2. Grant funds are to be granted to organizations/individuals to help promote specific projects, events or attractions held in Tonopah.
- 3.
4. Preference is given to organizations/individuals holding events/attractions which have the highest potential for drawing non-local attendance and will be ranked as follows:
 - a. Events/Attractions that develop, promote and increase participants from out-of-town, who may stay overnight in Tonopah as a result of the event/attraction.
 - b. Events/Attractions unique to Tonopah which help to create media exposure for the event/attraction and help promote and increase tourism awareness and interest.
 - c. Events/Attractions that develop, promote and increase tourism and have a significant economic impact and media exposure.
 - d. Events/Attractions that will draw tourist/participants from other states/countries.
 - e. New Events/Attractions that are being developed to become annual event/attraction.
5. Application for Grant Funding must be made on official grant request forms. The overall objective of 5/8ths Room Tax Grant monies awarded is to serve as seed money to help projects get started or grow, with future awards for returning requests to decrease from the previous year as it becomes successful and therefore, self-sustaining.
6. Funding allocation will consider measurable results provided by the grantee organization. Each grant application should project the expected increase in visitor's/tourist numbers and provide an estimate of the financial impact upon the local economy. These projections will be used in the evaluation of grant awards. The results will be used in the evaluation of future grant applications for the same project/event or attraction.
7. Eligible expenditures for grant funds awarded through the Tonopah 5/8th Room Tax Grant are as follows:
 - a. Advertising; the purchase of advertising for reasonable fees of a recognized advertising agency, production and fulfillment costs; printing, photography and art services must have a plan for use in targeted regions outside the local area and/or use in the local area; non-local advertising, and promotional materials with the goal to encourage attendees from out-of-town to participate.
 - b. Travel promotional literature, printing, layout, design, typesetting, color separations, photography and distribution of literature.
 - c. Trophies, awards, or similar items, for a reasonable fee that are awarded/presented at the event and have "Tonopah" on the award.
 - d. Items for resale will be reimbursed at the actual costs for local non-profit organizations only. when the event is open to the public at no charge.
 - e. All materials must include either the "Tonopah Logo" which can be obtained through the Town office or one of the following expressions is used: "Tonopah, Tonopah, Nevada, or Sponsored by the Town of Tonopah.

8. The following are expenditures **NOT eligible for reimbursement**:
- a. Capital investments or improvements with the exception of signs or billboards. Signs will be classified as official signs and required to meet Nevada Department of Transportation specifications.
 - b. Salaries, overhead, food, lodging, entertainment, transportation and supplies.
 - c. Equipment purchase or equipment maintenance/repairs.
 - d. Alcohol or drugs
 - e. Postage and bulk permit fees
 - f. Communication expenses i.e., telephone/internet charges
 - g. Advertising invoiced by grant recipient.
 - h. Other non-budget expenditures.
9. Completed grant applications must be submitted to the Tonopah Town Office located at 140 S. Main Street, Tonopah, Nevada or by email to jmills@tonopahnevada.com no later than seven (7) business days before regular Town Board meetings (2nd and 4th Wednesday of each Month) to be placed on the next agenda. It is suggested that a representative attend the board meeting to present your case or answer any questions the Town Board may have regarding this request.
10. Within sixty (60) days from the completion of the project or no later than June 30th, whichever is sooner, the grantee must submit a "Project Completion Report" to the Town Office upon to include the completed "Project Completion Form", copies of receipts clearly showing the expenditure was related to the project and is an eligible expenditure, include proofs, designs, copies of advertising completed. Completion reports not submitted timely will void the grant award.
11. Upon receipt of the "Project Completion" report the town will review for compliance and either notify the grantee of additional information needed or upon acceptance the Town will process the reimbursement request in the amount of approved expenditures not to exceed the total amount awarded. Please make sure all of the information related to the Payee and the mailing address to send the payment is complete and accurate.
12. Reimbursement may take up to four (4) weeks to process.