

## TOWN OF TONOPAH GUIDELINES FOR THE EXPENDITURE OF STATE 5/8THS ROOM TAX GRANT MONIES FOR ADVERTISING AND SPECIAL EVENTS

1. Grant funds are intended to develop, promote and improve tourism within the Tonopah area. They may be used for no other purpose, and must be obligated and/or expended for invoices that are clearly connected to advertising and promoting the event the funds were requested for.
2. Grant funds are to be granted to organizations which promote specific events and attractions in the community.
3. A preference will be given to projects which have the highest potential for drawing non-local attendance in the following ranking:
  - a. projects which develop, promote and improve tourism to attract tourists to stay in Tonopah, preferably for several nights.
  - b. projects which are unique to the Town which will help create media exposure for the project and help to promote tourism through increased awareness and interest.
  - c. projects which will develop, promote and improve tourism with the largest impact economically and in media exposure.
  - d. projects which attract tourists from other states.
  - e. events which are new and being developed or annual events which do not qualify in any of the above categories.
4. Applications for grant requests should be made on the official form. A goal of the grant program is for the grant money awarded to serve as “seed” money to help a project get started or grow and for future awards for projects to decrease as each event becomes successful enough to be self-sustaining. This will allow grant funds to assist other new events to get started or expand to bring additional tourism to Tonopah.
5. Funding allocation will consider measurable results provided by the grantee organization. Each grant application should project the expected increase in visitor/tourist numbers and provided an estimate of the financial impact upon the local economy. These projections will be used in the evaluation of grant awards and will be reviewed. The results will be used in the evaluation of future grant applications if for the same or similar projects.
6. The following are fundable expenses for the purpose of these grant funds:
  - a. Advertising; the purchase of advertising space or time, the 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; promotional literature, measurable publicity outside the local area. Advertising must encourage attendance from out of town. Overnight stays are preferable when possible.

- b. Travel Promotion literature; printing, layout, design, typesetting, color separations, photography and distribution of literature. Consideration will also be given to other specially targeted literature which may not need to conform.
  - c. Trophies, awards or similar items, for a reasonable fee, that are awarded/presented, at the event.
  - d. Items for resale will be reimbursed for local non-profit applicants only whose event is free to the public.
  - e. All material must include either the Tonopah logo which can be obtained through the Town Office or one of the following expressions: Tonopah, Tonopah, NV, sponsored by the Town of Tonopah.
7. The following are NOT fundable expenses for the purpose of these grant funds:
  - a. capital investments or improvements with the exception of signs or billboards. These signs will be classified as official signs and be required to meet the Nevada Department of Transportation standards;
  - b. salaries, overhead, food, lodging, entertainment, transportation and supplies;
  - c. equipment purchase, maintenance and repairs;
  - d. alcohol or drugs;
  - e. communication by telephone, etc.
  - f. postage and bulk permit fees;
  - g. invoices issued by the grant recipient;
  - h. non-budgeted expenses;
8. Application for grant funds must be submitted to the Tonopah Town office along with an agenda item request form by the first or third Wednesday before 12:00 noon to be reviewed at the Tonopah Town Board meetings which are held the second and fourth Wednesday of each month. Please provide a representative to be present at the Board meeting for presentation.
9. It is the responsibility of the grantee to notify the Tonopah Town office upon the completion of a grant project and include a full report of its results and copies of all receipts clearly showing expenditure was related to the grant application and materials (i.e. design proof) produced. The report and supporting material are to be submitted within 60 calendar days of completion of the project or before the end of the fiscal year for which the grant funds were awarded, whichever comes earlier. Reports cannot be accepted after this period.
10. Final reports must be submitted along with all invoices and design proofs clearly labeled and legible. Only complete packets, sorted by the grant recipient, will be accepted either in person, mailed, or e-mailed as a scanned PDF. Failure to comply with this requirement may result in denial of reimbursement request.
11. Expenditure that qualifies under the guidelines will be reimbursed once the project completion report and supporting materials are received and reviewed by town staff. Grant funds cannot be paid for invoices that do not clearly state what the expenditure was for or do not have a design proof or explanation of expenditure attached.