

Event Marketing Grant Request 2025

Special Event Grant Program Policies

The mission of the Real County Hotel Occupancy Tax is to promote Real County as an overnight year-round tourism destination and to increase off-season occupancy in the regions' accommodations. Event funding requests will be reviewed by the Real County Commissioners court to ensure the event is in line with our mission and meets certain criteria as stated by the Tax Code. Under the Tax Code, every event, program, or facility funded with hotel occupancy tax revenues must be likely to do two things:

- 1) Directly promote tourism; and
- 2) Directly promote the convention and hotel industry.

☐ x _____

By checking the above box and signing you acknowledge you have fully read and understand the tax code requirements.

Event Requirements:

- Event must be likely to directly promote tourism and overnight lodging rentals in the County
- Show promise as a new event or program, or growth potential for a successful existing event
- Recognition of Real County HOT must be included on all printed material and the organization's Website and referred to in public relations activities. A event flyer must be given to the HOT Adm. to advertise on the website.

☐ x _____

By checking the box and signing you acknowledge you have fully read and understand the event requirements.

Grant Policies & Miscellaneous

(Please check side boxes indicating you fully read and understand the Grant policies)

☐ • A "Special Event" shall be defined as a new or existing organized concert, exhibition, festival, fair, conference, sporting event, or celebration which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to those living outside Real County who would consider visiting the destination and staying overnight to observe or participate.

- ☐ • Allowable expenses shall include the following:

Promotion, marketing, and programming expenses, paid advertising that reaches beyond Real County with the potential to drive overnight visitation, and media buys including production and technical expenses. The Application requires all applicants to describe how the grant funds will be used.

A post-event report is required to be submitted to be considered for future funding within 60 days after the completion of the event. The report must include, if possible, tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on overnight lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support in the future.

Request for funding must be heard by Commissioners Court at least **90 days prior** to the event and before printing of marketing materials that could include the Real County visitor logo.

Email

Event Coordinator's Name and Phone Number

Event Name

Event Description

Event Date

Event Location

Organization Producing/Hosting the Event

Who To Make Check Payable To & W-9 must match:

Type of Event (Circle One)

BBQ Cook-Off, Concert, Craft Fair, Fundraiser, Rodeo, Holiday Parade, Educational, Sporting Event, Nature Tourism Event, Arts, Historical Restoration, or preservation projects,

Other: _____

Is this an annual event? If so, how many years has it occurred? _____

Dollar Amount Requested: _____

How many people do you expect to be in attendance? _____

Description of target market served by event (age/geographic/interest):

Where will guests primarily stay overnight?

Have you applied for funding from Real County for this event before? _____

How do you plan to use the funds for this event? Please be as specific as possible.

How will you promote Real County as a part of your promotional campaign?

Describe the impact you expect from this event. What is the projected increase in terms of overnight rentals, HOT revenue, new visitors, extended stays, etc.

How will you collect the necessary data to measure the impact of your event?

Attendee Questionnaire At The Event

Attendee Survey At The Event

Ticket Sales Information

Reports from lodging partners on occupancy

Other: _____