



Town of Wickenburg

Bed Tax Marketing Grant

FY2021-2022



**TOWN OF WICKENBURG BED TAX MARKETING GRANT
FY2021-2022**

In an effort to provide additional support to local 501(c)(3) and 501(c)(6) organizations, the Town of Wickenburg has prepared a community program to assist organizations with marketing funds through a grant application process. A maximum of \$10,000 will be available in the current 2020-2021 fiscal year to 501(c)(3) and 501(c)(6) organizations that operate their business within Wickenburg town limits.

The major purpose of the program is to provide funding assistance to organizations within the Town of Wickenburg for marketing of programs, events, and activities that enhances the community lifestyle and encourages tourism to our community.

To be considered for the program, applicants must meet eligibility requirements and submit a completed application.

Applications will be accepted until Tuesday, October 12, 2021.

Applications must be addressed to:

**Grant Administration – Bed Tax Marketing Grant
Attention: Tonya Forbrook
Town of Wickenburg
155 North Tegner Street, Wickenburg, AZ 85390**

Applications must be typed, concise, and filled out completely. Applicants who receive an award during the fiscal year must re-apply for consideration for any future rounds of funding.

A non-mandatory pre-application meeting will be available to all applicants and will include information about the marketing grant program and application process.

This workshop will be held on: Wednesday, September 29, 2021 at 3:00pm.

Successful applicants will be announced on Monday, November 1, 2021. For more information about the application or the program, please contact Tonya Forbrook at tforbrook@wickenburgaz.org or 928-668-0553.



Town of Wickenburg



Guidelines

1. Receipt of an award does not guarantee continued support in subsequent years.
2. Applicants must have enhancement of the Wickenburg community lifestyle and encourage tourism as their primary mission.
3. Applicant must provide information that explains how the requested marketing funds will be used to advertise the specific event, program, or activity to draw tourism to Wickenburg.
4. The proposed project must take place in the Town of Wickenburg, be open to the public, and include clear marketing outreach to nearby communities. Outreach will include 25% of awarded funds being used to encourage tourism from the larger communities outside of Wickenburg.
5. Applications must include any pertinent financial data, including a proposed marketing budget.
6. Applications must be typed, with an original signature and include supporting materials.
7. Late or incomplete applications will not be accepted.
8. Quarterly updates and presentations may be required.
9. Final Reports are due at the completion of the grant program. Late or incomplete Final Reports may hinder an applicant's reimbursement funds and future funding eligibility. (April 10, 2022)
10. Award funding will only be distributed through a 100% reimbursement process. The Town will issue reimbursement within 30 days of receipt of a completed eligible request. No upfront monies will be distributed.
11. Reimbursement requests must be completed and submitted no later than April 10, 2022 to receive reimbursement. All funds must be used before April 10, 2022. Unused funds will be withdrawn.
12. Applicant is limited to a maximum of six (6) reimbursement requests, limited to one (1) request per month.
13. Award recipients will acknowledge the award in all programs, press releases, and other publicity with the following credit line: "_____ is supported by an award from the Town of Wickenburg Bed Tax Marketing Grant program."
14. All applicants agree by accepting the award that all activities surrounding the function will be open to all members of the public and no person shall be denied access to, or participation in, the events on the basis of race, color, national origin, sex, religion, or disability.
15. Maximum award per applicant will be up to \$5,000.
16. Awarded applicants do not have privileges associated with Town sponsorship, donations and/or in-kind (example: Channel 11, labor, rental equipment, etc).



Town of Wickenburg

Eligibility Criteria

1. Applicants must provide direct services which improve Wickenburg as a visitor's destination. The Wickenburg Town Council is interested in seeing proposals focus on using the grant funds to market events and facilities to residents and visitors.
2. Applicants that received previous funding must be current in their reporting and have submitted timely and accurate reports.
3. Applicants must demonstrate the ability to generate revenue from other sources.
4. Applicants must not have received bed tax funds within the same fiscal year. Organizations that already receive bed tax funds through Town contract are not eligible.
5. Applicants must provide 501(c)(3) or 501(c)(6) verification by providing a list of the organization's board of directors, a copy of the non-profit federal tax status, a copy the organization's annual report and W9 Form. Or the applicant must partner with a 501(c)(3) or 501(c)(6) organization.

Application Checklist

- Completion of Application (Section 1) and Questions in Section 2, #1 through #5
- Application typed and signed
- Proposed budget
- 501(c)(3) or 501(c)(6) verification includes all items listed below:
 - o List of Board of Director's
 - o Copy of the non-profit federal tax status
 - o Copy the or organization's annual report
 - o Completed W9 Form
- Any additional documentation supporting your proposed project.

**Turn in this checklist, the application, and all corresponding items no later than
5pm on Tuesday, October 12, 2021.**

Late or incomplete applications will not be accepted.



Town of Wickenburg



Town of Wickenburg

2020-2021 FUNDING APPLICATION

Bed Tax Marketing Grant

Section 1

Organization Name: _____

Address: _____

Phone: _____ 2nd Phone: _____

Email: _____

Contact Person & Title: _____

Name of the project/activity for which you are requesting funding: _____

Please indicate the amount of funding you are requesting: \$ _____

Have you received Bed Tax money from the Town of Wickenburg this fiscal year? Yes No

Are you a 501(c)(3) or 501(c)(6) organization? (Please provide documents.) Yes No

_____	_____	_____
Authorized Agency Representative	Title	Date

Application Due Date: 5pm on Tuesday, October 12, 2021



Town of Wickenburg



Town of Wickenburg

Section 2 - Application Directions

Please provide comprehensive and clear responses to each of the sections below. Respond to all questions, if a question does not apply to your proposal; indicate this by responding “Not Applicable”. Times New Roman or Arial 12-point font and black type must be used. Completed applications should be emailed to tforbrook@wickenburgaz.org or delivered to Wickenburg Town Hall, 155 North Tegner Street, Wickenburg, AZ 85390.

Please respond to the following questions with clear and specific information. The following questions will be ranked on a point system of up to 100 points.

1. Provide a brief description of your proposed program/event/activity. Include any previous history, evidence that the event will take place in the Town of Wickenburg, any partnerships with other groups/organizations and how the BTMG funds will be used. (no more than 500 words) **25 points**
2. Demonstrate the need for the proposed project/program. (no more than 300 words) **25 points**
3. Specify the total number of persons expected to be served by this project during the funded year and the number of Wickenburg residents who will be served. (no more than 300 words) **20 points**
4. Identify one goal and three measurable objectives which will be met by this project. (no more than 300 words) **20 points**
5. Provide evidence of other leveraged resources. (No more than 300 words) **10 points**

The Town of Wickenburg reserves the right to reject any and all applications and to waive any requirements in an application when it deems it necessary and in the best interest of the Town of Wickenburg.



Town of Wickenburg



Town of Wickenburg

Section 3 – Reimbursement and Expense Report

Below is a list of requirements/instructions for reimbursement.

- 1) Reimbursement Forms will be provided to recipients at award signing. Please do not make format changes to the spreadsheet, if additional lines are needed please contact the Town for an updated spreadsheet.
- 2) Only invoices and supporting documentation for those invoices paid shall be eligible for reimbursement from the Town of Wickenburg Bed Tax Marketing Grant. Each ad submittal shall have a copy of the ad and invoice with proof of payment (Copy of Check issued, Credit Card Receipt or Cancelled Check). Readable/good quality photocopy of the print media are required as Proof of Publication.
- 3) If the print media page with the advertisement does not indicate the publication name and/or publish date directly on it, the previous & next page of the print media must be included to verify authenticity. A signed letter from the publication confirming the date published is also sufficient.
- 4) Invoices shall only be submitted for the grant period the funds were disbursed. Invoices date and payment dates must be between November 1, 2021 and April 10, 2022. Any expenditure not within this time frame will not be accepted. Invoices should be paid within publishers' defined payment terms per purchase agreement. The Town will not cover charges for late fees.
- 5) Reimbursement requests shall include justification of how your organization has made a positive impact on the local economy by increasing tourism. Please quantify the number of people served, number of visitors brought to town, and how many people each advertisement was expected to reach.
- 6) Recipients of the funding shall sign and date the spreadsheet acknowledging the information provided is accurate.

Timeline Summary

September 22, 2021 – Grant Cycle Opens at 8:00am

September 29, 2021 – Non-Mandatory Grant Workshop at 3:00pm

October 12, 2021 – Grant Applications are due by 5:00pm

November 1, 2021 – Successful Applicants will be announced

November 1, 2021 – Use of grant funds may begin (after organizations sign award documents)

Ongoing – Reimbursement requests / Quarterly Updates

April 10, 2022 – Final Reimbursement Requests accepted

April 10, 2022 – Final Report is due to tforbrook@wickenburgaz.org