



2020-2021 DURANT TOURISM ECONOMIC DEVELOPMENT TAX
TOURISM PROMOTION FUND
GRANT APPLICATION

Dear Applicant,

Attached please find the 2020-2021 Tourism Promotion Fund Grant Application.

The Durant Tourism Economic Development Authority, hereinafter referred to as the DTEDA, allocates funding from the tourism tax provided by our lodging facilities within the city of Durant to market and promote regional activities, attractions, and events in the City of Durant and surrounding area. The DTEDA reviews the Tourism Promotion Grant Applications and makes recommendations on allocation.

There are two (2) different categories, those seeking funds \$2,500.00 and below and those seeking funds \$2,500.01 to \$10,000.00.

Funding is very limited and the grant process is very competitive. Receipt of funds in one year is not a guarantee of receiving funds, or the same amount of funding, in subsequent years.

Review the entire application and all instructions prior to beginning work on it. Contact the Durant Area Chamber of Commerce at 580-924-0848 with questions.

Review your application completely before submitting it and make sure you have followed all instructions.

The DTEDA complies with all applicable state and federal laws and does not discriminate in any manner.

Sincerely,

Durant Tourism Economic Development Authority



INSTRUCTIONS

2020-2021 DURANT TOURISM ECONOMIC DEVELOPMENT TAX TOURISM PROMOTION FUND GRANT APPLICATION

Eligible projects shall provide for the development and promotion of tourism within the City or region. Categories of award may include:

***Special Events.** This includes events to draw visitors to the City of Durant or region, encourage longer visits, or extend the length of the tourism season.*

PROGRAM DATES

Applications Available: **July 1, 2020**

**Applications Due at Discover Durant,
Durant Area Chamber of Commerce:** **90 days prior to event date**

Target Award Date: **30 days prior to event date**

***Note:** The DTEDA reserves the right to take whatever time is necessary to make their respective final determinations.*

INSTRUCTIONS

1. Applications **MUST BE RECEIVED** by the DTEDA at the Durant Area Chamber of Commerce 90 days prior to event date. All applicants must submit one electronic copy in PDF form to discoverdurant@gmail.com AND one (1) original copy to:

Discover Durant
Durant Area Chamber of Commerce
215 N 4th Ave
Durant, OK 74701

2. Late or incomplete applications will not be considered.
3. Applications will be evaluated first on compliance with eligibility requirements and then on responses to the selection criteria. The DTEDA reserves the right to fund applications in whole, in part, or not at all, and to reject any or all applications.
4. Applications and all materials submitted to the DTEDA may be subject to disclosure pursuant to the Oklahoma Open Records Act.
5. No cover letter or table of contents will be accepted. Cover letters and tables of contents submitted with applications will be discarded and not considered.
6. No double-sided printing will be accepted.
7. Applications that are bound and those that use dividers or tabs that prevent the DTEDA from easily photocopying or handling the applications will be rejected. Do not bind applications or use dividers or tabs.
8. This application consists of these instructions, (1) the Summary Form, (2) the Selection Criteria Questions, and (3) Attachments.
9. The final application submitted to the DTEDA must include:
 - Completed and signed Summary Form
 - Use of Funds Summary (250 words)
 - Responses to Selection Criteria Questions (3 pages)
 - Attachments in proper order
10. The DTEDA is the sole decision maker for grants awarded through the DTEDA.
11. The DTEDA is responsible for all activities regarding the distribution of funds through the 2020-2021 Grant Cycle and may solicit information from any source as needed in conducting this work.
12. The DTEDA reserves the right to issue or not to issue supplemental statements regarding these instructions or any aspect of the grant program on an as-needed basis, and to perform any and all due diligence that may be required in the discharge of its obligations. Applicants may be required to provide additional information or to participate in pre-award interviews, as needed.



SUMMARY FORM

APPLICANT INFORMATION	
NAME:	
MAILING ADDRESS:	
APPLICANT CONTACT NAME:	
TITLE:	
ARE YOU THE PRIMARY CONTACT FOR THIS GRANT:	YES NO
EMAIL:	
TELEPHONE:	
FEIN:	
DATE(S) OF EVENT:	

GRANT REQUEST AND FINANCIAL INFORMATION	
GRANT AMOUNT REQUESTED FOR 2020-2021:	
TOTAL OF ALL CURRENT CASH RESERVES:	
TOTAL APPROVED BUDGET FOR FISCAL 2020-2021 (CURRENT BUDGET YEAR):	
TOTAL ACTUAL OPERATING EXPENSES FOR FISCAL 2019-2020 (PRIOR BUDGET YEAR):	
TOTAL INCOME FROM ALL SOURCES FOR FISCAL 2019-2020 (PRIOR BUDGET YEAR):	
PERCENTAGE OF FISCAL 2019-2020 TOTAL INCOME FROM TOURISM GRANTS FUND, IF ANY:	
BRIEF PROJECT DESCRIPTION -- IN A SEPARATE DOCUMENT, ANSWER THESE THREE QUESTIONS BELOW IN 250 WORDS <u>TOTAL</u> OR LESS: <ul style="list-style-type: none"> • What does your organization do? • How will grant funds be used? • How will you measure success? <p style="text-align: center;">*Please specify word count on project description document.*</p>	

SELECTION CRITERIA

Selection Criteria: All applicants must respond to the following questions in no more than three (3) pages total. The three-page limit applies only to your answers to these questions, not to the Summary Form, Use of Funds Summary, or Attachments. Twelve (12) point font or greater and one (1) inch page margins (top, bottom, left and right) required. No double-sided printing.

In a separate document, please answer every question, restating in full the question you are answering. Number all questions. Number all pages. Do not reduce font size below 12-point font.

1. Please describe your special event. Make sure to define the site, area or location, including a map if appropriate.
2. Provide an implementation plan for your proposal including a budget. How specifically will grant funds be used?
3. Highlight the desired goals and outcomes to be achieved with the Durant Tourism Economic Development Tax Tourism Promotion funds. How will you define and measure your success as related to this funding request?
4. Describe your income stream(s) including fundraising efforts. If you are the local chapter of a national entity, explain how much funding it provides. Have you used City funds to receive additional funds from other sources?
5. Describe your paid professional staff and your level of volunteer involvement.
6. Explain how your proposal supports the development or promotion of tourism within the City.
7. How will your organization measure the number of tourists and the financial impact on tourism from your proposal? Please estimate the positive financial impact on the community.
8. Explain how your event relates to the Durant tourism season? Will the event draw visitors or encourage longer visits? What is the total number of attendees expected? Of those, how many will be from Durant?
9. How many overnight stays in Durant hotel rooms do you estimate this event will generate? What is the estimated length of stay?
10. Does the proposal increase the aesthetic or social experience of visitors to Durant?

APPLICATION CHECKLIST

SUBMIT THIS APPLICATION WITH THE FOLLOWING REQUIRED DOCUMENTS IN THE FOLLOWING ORDER:

- Summary Form (two pages)
- Brief Project Description (250 words max)
- Response to Selection Criteria Questions (in narrative form on your own paper, maximum three pages, 12-point font, all page margins one inch)
- Site or Event Map
- Proposed Budget
- Implementation Schedule
- If this is a new event, what is your estimated economic impact on Durant? If it is a reoccurring event, what was the last years economic impact? (Sample of previously awarded grant report is included in the application for reference).

ATTACHMENTS:

- Copy of IRS determination letter as to 501(c)(3) status
- List of current Board of Directors and Officers
- List of all major contributors (\$1,000 and above) and amounts contributed, highest to lowest
- Year-end financial statements for fiscal year most recently ended
- IRS Form 990 (most current available)
- Approved budget for current fiscal year

By signing below, the applicant hereby certifies and warrants that any and all statements and representations made in this Grant Application are true and correct and may be relied upon by the DTEDA.

Authorized Signature: _____ Date: _____
(from applicant organization) *(mm/dd/yyyy)*

Printed Name and Title:

Official form of the Durant Tourism Economic Development Authority.

Do not alter or change this form in any manner.

Submittals not using official forms or using altered forms may be returned without notice.

For Official Use Only:

Date Received: _____ By: _____
Date: _____ Approved / Denied (If Approved Date of Wrap-up: _____)

Below is a sample of an economic report from a previously awarded grant. The breakdown provided was specific to that event. Please breakdown your report specific to the requested event.

Savage Storm Rodeo 2018 Economic Impact

- 500 contestants from 40 states and Australia and Canada on average @ \$400.00 including meals, gasoline, diesel, meals, lodging, and retail shopping @ \$200,000.
- Wednesday Night Warm-Up Barrel Race – RFDTV American Qualifier – Better Barrel Races Approved - BBR - 200 barrel racers @ 100 dollars a piece on meals, fuel and entry fee - one night-\$20,000 plus spectators 100 @ \$50.00 = \$5,000 = \$25,000
- Sunday Jackpots Goat Tying and Breakaway - RFDTV's American Qualifier – 200 contestants @ \$300 fuel, meals, entry fees. \$60,000
- 10 stock employees of the stock contractor. Stay in a motel for 3 days and nights spending on average \$120 a piece @ \$1,200. The motel rooms cost on average \$120 a night total x 2 rooms x 3 nights. @ \$720.00 Fuel for the semi and or truck and trailer 3 rigs @ 100 minimum each rig @ \$300.00. Total \$2,220
- 4,000 spectators within a 100 mile radius @ \$150 each including fuel, meals, and retail shopping @ \$452, 220.00
- Announcer stay at 3 nights @ motel \$120.00 x 3 nights @ \$360.00. Meals @ \$40.00 a day x3 days @ \$120.00 total = \$480.00
- Concession workers @ 8 worker's x 3 nights totals 24 workers spending \$30.00 a day on meals and/or fuel = \$720.00 dollars
- Two timers stay at hotel @ \$120.00 a day x 3 days = \$360.00
- Gate Opener - local-1 person @ \$200 a day x 5 events = \$1000
- Neck rope fastener - local- 1 person @ \$200 a day x 4 events = \$800
- Tractor Drag Person – local- 1 person @ \$200 a day x 5 events = \$1,000
- Rough Stock Flag Worker - local-1 person \$100 a day X 3 events = \$300
- Arena Director - local-1 person \$ 200 a day x 5 events = \$1000
- Secretary for Barrel Race Jackpot -local-1 person @ \$300
- Secretary for Jackpot - local-1 person @ \$300
- Volunteer parking staff - local- 4 nights at @ 10 workers @ \$60.00 each including fuel and meals= 1,800
- Gate Staff - 3 nights @ Southeastern Staff - Local – 7 people @ \$50 = \$350 x 3 = \$1,050.00
- Southeastern Rodeo Team Parents and Family - 75 members-3 nights@ \$50.00- 3,750 x 3 nights = \$11,250.00
- Thursday Special Olympic Rodeo - 200 participants @ \$25 each on meals = \$5,000
Volunteers @ 50 people @ \$25 dollars \$1,250
- Participant Cowboy Hats, stick horses, ropes for Special Olympic Participants - \$1,000
- EMT'S-2 workers-5 days @ \$50 a day = \$500
- Livestock Feed Expenses - Local - two tons of feed 80 bags of feed - \$680
- Hay two bundles or 42 square bales - Local – one bundle of hay \$210 x 2 = \$420
- Diesel - local expense – 200 gallons - \$500
- Electricity - local expense-\$400

- Signage - banners, local restaurant table toppers, radio advertisements, newspaper ads, posters - \$4,000
- Rodeo Payout - 26,617.34 - This rodeo does not add money and the number of contestants enter no matter if money is added to their events or not because it's an intercollegiate competition. Schools competing against each other.
- Jackpot Breakaway and Goat Tying - 150 competitors @ \$150 entry fee = 22,500 = payout \$15,750
- Barrel Race - 200 barrel racers @ \$50 entry fee = \$10,000 = Pay Back to Contestants = \$7,000
- Calf Scramble - 3 nights @ \$100 a night = \$300
- Ladies Steer Scramble - 10 competitors @ \$50 @ 3 nights = \$1,500
- Stock Contractor – 3 rooms @ 4 nights \$100 x 4 nights = \$1,200
- Announcer – 1 room X 4 nights \$100 = \$400
- Spectator Insurance - Local - \$300
- Concession Items for resale = \$5,000
- Arena and Ground Preparation = 5 days @ 5 workers = @ \$150 a day for watering and ground preparation @ \$250 a person \$1,250
- Championship Prizes - 2 - All Around Saddles - \$1,500 @ 2 = \$3,000 saddle with chamber of commerce logos 14 belt buckles – 150 @ 14 = \$2,100 with SErodeo logos and chamber of commerce logos and 14 5 star pads - \$300 @ 14 = \$4,200 with SErodeo and chamber logos.

Total Monies Generated

842,937.34

The economic impact of this figure will exceed over one million dollars into the community.