**Osage County Tourism**

**Grant**

**And Application Guidelines**

The purpose of the grants available through Osage County Tourism is to foster and assist in the promotion of events in Osage County that are designed to attract overnight visitors. Grant applicants must demonstrate economic impact through hotel room nights, sales tax generation, or otherwise as determined on a case by case basis. The following details this process.

**About the Source :** Osage County Tourism is funded by the hotel lodging tax. This tax is 5% in addition to Osage County’s regular city and state sales taxes and is collected only by hotels or lodging facilities on the room rate. This tax is solely generated by tourists, business people and visitors to our county. This is a dedicated tax whose definition states it is to be utilized only for the purpose of promoting and fostering tourism related business for Osage County.

Economic strengthening of the local economy will enhance the quality of life enjoyed by Osage County residents. The local economy will be strengthened by the development of Osage County’s tourism business. It is the intent of Osage County Tourism to maintain the development of this tourism revenue in ways consistent with Osage County’s community values.

**Who Can Apply :** Osage County Tourism can help event directors/organizers who apply for assistance that meet the established criteria. All applications are reviewed by the Osage County Tourism Board. Issuance of grants requires board action. The form and criteria established are for the purpose of ensuring that all applications are considered on an equal basis. Generally, those entities seeking an Osage County Tourism Grant must demonstrate that their event or project will result in overnight stays within Osage County.

**Why :** Osage County Tourism helps Osage County based events by providing assistance through funding, advertising, publicity/press releases and information distribution. Osage County Tourism is a tourism marketing office for Osage County that also offers lodging and visitor related liaison services. The Osage County Tourism grant program is an avenue of monetary assistance for events that generate overnight stays.

**Grant Application Criteria :** Assistance through the grant process is available to support the promotion of a planned event or project in the beginning stages of new events. This is to be considered “seed money” for new events to assist in their development. *This grant is not a source of permanent funding.* It is expected that events that become regular or annual events will develop a sponsor base and grow to no longer need this assistance.

Osage County Tourism grants issued for advertising must be for promotion of an event to markets outside of the Osage County area.

The amount of funding available through an OCT Grant will be determined by:

1. Number of Osage County hotel rooms booked for event
2. Sales Tax dollar impact
3. Quality of event
4. Season of event – to generate tourism during the off-season or slow season.

Event to be considered agree to check with Osage County Tourism before

scheduling date for event so as not to have an event during another large event to avoid not having hotel rooms available for each event. Grants may be awarded contingent on actual hotel rooms used. Grants are not donations, and should not be considered as such.

Osage County Tourism cannot make multi-year financial commitments.

All events receiving grants are required to include the logo of Osage County Tourism on all printed material and carry a credit line in electronic media.

The monetary assistance of Osage County Tourism grants will be on a purchase order system between the advertising vendor and Osage County. No funds will be directly given to the event. All grant applications are subject to Board vote as an action item on the monthly agenda. This action is required in compliance with the Oklahoma Open Meeting Act.

**How to Apply :** Well before the planned project or event, a fully completed application, together with supporting documentation, must be submitted to the Executive Director of Osage County Tourism. A minimum of three months prior to the actual date of your event is suggested to ensure applicants time to find alternate sources of funding if needed.

All forms must be completed in full with appropriate documentation for any request to be successfully processed. Applicants are fully responsible for the completion of all OCT Grant request forms. Incomplete submissions will not be accepted or reviewed for acceptance. Osage County Tourism will be happy to provide the appropriate forms and guidance for those soliciting this financial assistance. However, it is the applicant’s responsibility to complete the application requirements and supply the necessary documentation. Application form is currently online at www.VisitTheOsage.com.

*For more information*

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