Box Elder County
Tourism Tax Advisory Board
2012 Grant Packet

Packet Includes:

1. Tourism Development Fund Policy
2. Tourism Tax Advisory Board Mission Statement, Goals and Objectives
4. Grant Application

Grant Checklist:

1. Application may be submitted electronically to: tourism@boxelder.org
2. Applications may instead be submitted in person. Please include TWO copies of the completed grant application in the following manner:
   a. Paper clipped, not stapled.
   b. No binders, folders, notebooks required.
   c. If submitting pictures, please scan them to 8.5 X 11 paper.
   d. If submitting odd sized information, such as blueprints, drawings, etc., please scan them to 8.5 X 11 paper.
3. Please submit to:

   Box Elder County Tourism Office
   01 South Main
   Brigham City Utah  84302
   435-734-3315
   tourism@boxelder.org
Box Elder County Tourism Tax Advisory Board

Tourism Development Fund Policy

Mission.  The mission of the Box Elder County Tourism Tax Advisory Board (TTAB) is to encourage tourism promotion to advance sustainable economic development. The Board will work with other tourism-related entities on projects to improve existing tourism products or initiate new ones. The projects should follow the Mission and Goals of the Advisory Board. The Mission and Goals are found in the grant packet.

The TTAB Tourism Development Fund is available to assist tourism projects, to include: events, activities, festivals, conference, or programs, as well as aid in infrastructure projects that directly benefit tourism. This fund is not guaranteed year-to-year. The applicants are encouraged to work toward becoming self-sustaining.

Purpose.  The Box Elder County Tourism Tax Advisory Board shall, at its annual budget meeting, allocate a set amount of its budget as a “Tourism Development Fund” for tourism development by organizations developing projects in the Box Elder County area. The Tourism Development fund has the following purpose:

1) To increase tourism in Box Elder County
2) To assist new tourism projects
3) To help organizations develop new tourism projects
4) To increase the advertising exposure of Box Elder County outside of the County
5) To involve more people and organizations in tourism promotion

Eligibility.  Tourism Development Funds are available organizations that promote tourism-related attractions, events, festivals, or programs. These events should encourage overnight stays in Box Elder County with immediate impact on the tourism economy.

Tourism Development Funds are derived from restaurant and hotel taxes and may only be used for the purpose of promoting recreation and tourism.

Application Policy.  Please read this section BEFORE submitting your application. Requests for funds will be approved under the following conditions:

1) The proposed attraction, event, activity, festival or program must relate directly to the priorities of the TTAB mission statement and goals.
2) The funds may not be used for salary or wages.
3) The funds may be used for direct mail only if it can be documented and is going to be sent outside Box Elder County.
4) It is encouraged that promotional funds be spent outside Box Elder County. Promotional activities are expected to encourage tourists to spend the night in Box Elder County.
5) Any printed material must be included with the application and reviewed by the Advisory Board prior to printing. If the Advisory Board does not review printed material, funding will not be granted. Printed materials must include the Box Elder County Tax Advisory Board logo and the words: “Funded by the Box Elder County Tax Advisory Board.
6) A follow up report must be submitted within sixty (60) days following the completion of the project.

Payment of Tourism Development Fund.  Once funding has been approved, the applicant must follow the proper steps in order to be considered for future grants. If these steps are not followed, funding will not be granted in the future.

1) Payment will be made based on agreement specified in grant award.
2) A follow up report must be completed within sixty (60) days after project completion. The report must contain the following:
   a) Appropriate documentation of completed work and execution of final payments to include copies of invoices or checks for service rendered. All documents must be received sixty (60) days after completion of project. All matching funds must be accounted for as well
   b) A written evaluation report documenting the event and success of project. Please include who the audience was, number of attendees, etc.

For questions, please call the office at 435-734-3315
Tourism Tax Advisory Board Mission Statement

The mission of the Box Elder County Tourism Tax Advisory Board is to develop criteria and an application process that will assist the fair evaluation of all requests for tourism enhancement. Such enhancement is that which best reflects and affects the recreation, heritage, cultural and scenic wonders of the whole county. The process is to encourage coordination of all tourism promotion and strategies commensurate with tax revenue to advance sustainable economic development. The Board will then make recommendations to the Box Elder County Commission for allocation of funds. This constitutes all taxes enacted by the Utah State Legislature and Box Elder County relating to tourism.

The criteria & application process must be in compliance with the purpose of the Tourism, Recreation, Cultural, and Convention (TRCC) Tax in Utah Code Annotated Title 59, chapter 12, section 601.

Goals and Objectives

1. Increase visitor numbers, trip duration and visitor sales by promoting Box Elder County as an all-season tourism destination.

2. To create awareness of Box Elder County as a refuge or oasis for peace, tranquility, and serenity that will leave visitors feeling refreshed, rejuvenated and inspired.

3. Be an advocate of the tourism industry and represent the best interests of Box Elder County on issues of public interest and policy.

4. Build the credibility of the tourism industry as an important force in the region’s economy and vitality of life by educating the government, business, labor and professional communities.

5. Pursue relationships with organizations and tourism providers that foster mutual goals, provide cooperative marketing and funding mechanisms, and offer partnership opportunities to increase tourism to Box Elder County.

6. Provide quality, timely, up-to-date information to those seeking tourism information on Box Elder County by telephone, internet, mail or in person. Collect tourism data to assist with market analysis and research.

7. Encourage and assist new and appropriate tourism developments or events to Box Elder County. Help existing community events expand their market outside Box Elder County.
| Contact Person: ____________________________ | Phone:  _________________ |
| Name of Organization: ______________________ | Cell Phone:  _____________ |
| Address:__________________________________ | Email:  _________________ |
| ____________________________________________________________________________________ | |

Project Title:  ____________________________________________________________

Concept:  Describe your project, event, activity, or attraction:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Opportunity:  How will your project, event, activity, or attraction increase tourism to Box Elder County?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Project Starting Date:  _________________  Project Ending Date:  _________________
Audience: Identify your target market(s):

Age(s):  
- 1-18
- 19-30
- 31-50
- 50-65
- 65 or older

Gender(s):  
- Male
- Female

Where from:  
- Box Elder County
- In-State
- Out of State

Expected attendance: 

Promotion: How do you plan to advertise and promote your project, event, activity, or attraction? How many brochures, posters, etc. will be printed and how will you distribute them?

How often will your ad run in the newspaper, or on radio or television?

- Direct Mail
- Newspaper
- Radio
- Television
- Posters
- Brochures
- Other (be specific): 

Is this a:  
- One-time event?
- Annual event?

Budget: ***Please attach a budget for your project or fill in the information below***

Please note documentation of expenditures will be required at the end of the project. The more specific you can be the better. The TTAB Board likes detail!

Project revenue to apply to project (please list all including in-kind amounts, other grants, cash, etc.):

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Total Box Elder County Tourism Tax Advisory Funds Requested $_________ 

Total Project Cost $_________ 

Project Expenditures (please list)

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Total Project Cost $_________
How will you measure the success of your project, event, activity, or attraction?

________________________________________________________________________

________________________________________________________________________

What is the expected economic impact of your project, event, activity, or attraction?

Number of participants spending the night in Box Elder County: ___________________

Number of nights they will be staying in Box Elder County: ______________________

Number of motel/hotel rooms booked in Box Elder County: ______________________

Applicant Signature ________________________________ Date ____________________

(Don’t forget to attach a detailed description and any pictures as you see fit)

Project Approval (to be filled out by the Tourism Tax Advisory Board)

  Board Approval ___________________________ Date ____________________
  Documentation of paper work to Auditor Date ____________________
  Documentation of Check sent to applicant Date ____________________
  Written report received Date ____________________