



CITY OF PROCTOR
LODGING TAX FUNDING REQUEST
Proctor Tourism Committee

Date Form Completed: _____ AMOUNT REQUESTED: _____

Organization applying for funding: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Cell Phone: _____

Email: _____ Website: _____

REQUIREMENTS for Lodging Tax Funds:

- **Lodging tax funds should only be used for marketing and promotion that is intended to bring tourists to Proctor.** Requests will be considered for new events, events with a proven record of exceptional tourist attendance, or for other events that show a strong likelihood to bring in tourists. (tourists are defined as those who travel more than 50 miles away and stay/spend money in Proctor)

- Application should be **submitted no less than 90 days in advance** of event. Consideration may be given in special circumstances.

- A representative should plan to attend a Tourism Committee meeting to answer questions.

- If funding approved, **summary report** must be submitted to the Tourism Committee within 45 days after completion and must include:
 1. Marketing, promotion and advertising for event.
 2. Summary of economic value to Proctor.
 3. Number of tourists who attended the event, as well as number who stayed in Proctor overnight. **Event sponsor is responsible for tracking visitor attendance.**

- If funding approved, organization or individual agrees to **list City of Proctor Tourism as a sponsor on all marketing and promotional materials.**

- **NO FUNDS will be disbursed without a submitted invoice or billing statement** and payment will go directly to the vendor.

APPLICATION MUST INCLUDE THE FOLLOWING: (Use additional pages as needed)

1. General description of event: Dates, venue, occasion, and history of event.

2. Target Audience: Who will attend and anticipated number.

3. Plan to identify number of tourists who attend the event.

4. **Business Plan:**
Budget
Marketing
Anticipated Income
Sponsorships, Donations, In-Kind
Expenses
Plan for Sustainability of Event

4. Projected economic impact to Proctor hotels and businesses.

Signature of Organization Representative agreeing to Funding Requirements:

_____ **Date:** _____

Send completed application to:

City of Proctor Tourism, c/o Sally Hedtke
100 Pionk Drive, Proctor, MN 55810
shedtke@proctormn.gov
(218) 628-6297- ext. 297