Paris Visitors and Convention Council
Tourism Event Funding Application

Conventions, sports events, meetings and other events that will generate 15 + room nights in the City of Paris may request funding from the Paris Visitors & Convention Council. It is the primary intent of this process to promote overnight occupancy in Paris motels. We also expect events to demonstrate examples of direct revenue to the community such as using local printers, caterers, retail businesses, equipment rental, etc. To be considered there will be no restrictions by age, sex, race, color or national origin.

For funding consideration, all requests must be made using the attached form at least 90 days prior to the date of the event and two weeks prior to the meeting date of the VCC Board. If not submitted within this time frame the request may not be considered.

Events must have the ability to grow in participants and/or spectators to continue to receive funding on an annual basis. If the event requesting funding is a new event the applicant is responsible for demonstrating the need for financial assistance and that without assistance the event could not be held in this area. If the event is not a start-up please provide previous years itemized expenses, funds raised by contributions and other sources, and projected use of any net profits.

A scoring process will be used to determine whether funding is granted, and the amount of funding awarded. Funding will not exceed $2,500 in a calendar year per organization. Funding exceeding $500 will be distributed equally in two stages. The 1st installment upon application approval or 30 days before actual event, and the 2nd installment paid within 30 days of receipt of the Final Evaluation provided by the event organizers and based on final evaluation report with documented total room nights for this event.

A requirement of receiving funding is that in all publicity the Paris Visitors and Convention Council be listed as a supporter.

Scoring is based on the following

1. Projected hotel-motel occupancy for new event, and history of heads in beds for recurring events requesting funding.
2. Estimated attendance outside of the 754 zip code area.
3. Is the event new or returning? Time of year of the event and Days of the week
4. Other areas of income such as self-sustaining by participant fees, sponsorships and other event generated revenue.
5. Publicizing and planning effectiveness: Marketing Tools listed
6. Other fundraisers, and location of event.
7. Is your organization a For-Profit or Non-Profit?
8. Love Civic Center booked for event.
9. How many overnight guests expected and what hotels?

EVENTS FUNDING APPLICATION
Paris Visitors and Convention Council
Lamar County Chamber of Commerce

EVENT: _____   AMOUNT
REQUESTED: _____

SPONSORING GROUP: _____

DATE OF EVENT: _____

FOR WHAT PURPOSES WILL THESE FUNDS BE USED?

HOW MANY LOCAL HOTEL ROOMS WILL BE OCCUPIED FOR THIS EVENT TIMES

NUMBER OF NIGHTS GUESTS ARE THERE?

WHAT OTHER SOURCES ARE BEING USED TO HELP FUND THIS EVENT?

CONTACT PERSON IS RESPONSIBLE TO REPORT HOTEL ROOM NIGHTS OCCUPIED

Please submit with this application the previous year's **FINANCIAL STATEMENT** showing
income and expenses, OR an estimated **BUDGET** for this year's event.

CONTACT PERSON: --
MAILING ADDRESS: --
TELEPHONE: --------------------------------- EMAIL: --
FUNDING CHECK PAYABLE TO: --

FINAL EVALUATION REPORT
Paris Visitors and Convention Council

As a recipient of Hotel-Motel Occupancy Tax, the Paris Visitors and Convention Council is requesting your cooperation in providing the following information regarding the success of your event.

Please return this form within 30 days of the end of your event to the Paris Visitors and Convention Council, 8 West Plaza, Paris, Texas 75460. This form must be completed to receive the 2nd half of funds awarded to your event. Because this is an important part of our documenting the spending of tax dollars, failure to comply will affect future funding.

If you have any questions, please contact Becky Semple at 903-784-2501.

NAME OF EVENT_____

DATES HELD: _____**AMOUNT OF VCC FUNDING APPROVED:** _____

ATTENDANCE:
ESTIMATE YOUR ATTENDANCE: _____

ESTIMATE YOUR ATTENDANCE OUTSIDE 754 – ZIP CODE AREA: _____

WERE YOU PLEASED WITH ATTENDANCE? _____

PLEASE LIST ANY COMMENTS YOU HAVE REGARDING WAYS THE VCC CAN ASSIST IN YOUR ATTENDANCE FIGURES: _____

_____

HOTEL ROOMS:
HOW MANY ROOMS DID YOU BLOCK PRIOR TO THE EVENT? _____

HOW MANY ROOM <u>NIGHTS</u> DID YOUR EVENT USE?   _____

COMMENTS YOU HAVE REGARDING THE ROOM BLOCKING PROCESS: _____

_____

Please submit copies of advertising and newspaper clippings. If you wish, you may submit a financial statement showing expenses at this time. One will be required for future requests.

THANK YOU!