

## **Growing an Existing Event Accommodation Tax Funding Application**

(City of Brandon Accommodation Tax By-Law 7014)

Please provide the following information and attach additional information as required.

Application Date:

Amount of Accommodation Tax Grant Requested:

### **Organization Information**

Name of Organization requesting funding:

Contact Person:

Phone:

Email:

Mailing Address including postal code:

Type of Organization (please select one)

Public

Private

Not-for-Profit

Other

If Other explain:

Name of Organization that the accommodation tax grant, if approved should be made payable to:

Brief description of organization requesting funding:

Organization's annual budget:

**Event Information:**

Name of Event:

Location/Address of Event:

Duration of event:      Start date:                      End date:

**Describe the Event:**

Please describe the organization's strategy to grow the event including but not limited to the following information:

- What is being added to the event to generate new room nights?
- How do you plan to attract this new market segment?
- What are the benefits and impacts of attracting this segment to the existing event?
- Are there any particular barriers or opportunities that adding this market segment to your existing event present?
- What are the incremental costs associated with growing the event? Please itemize additional expenses incurred as a result of the planned event growth.

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made.

***REMINDER: As per the Accommodation Tax Guidelines, increasing the amount of attendees to an event, without fundamentally changing the event does not meet the eligibility requirements for Growing an Event Accommodation Tax funding.***

**Accommodations:**

Estimated number of room nights generated from the event presently:

*(Room nights limited to hotel/motel rooms, Brandon University, B&B rooms)*

Estimated number of **additional** room nights generated by the event after the growth strategy outlined in this application:

What method did you use to estimate the number of room nights generated for this event currently and after the growth strategy is implemented?

Percentage of projected overnight stays will pay in excess of \$31.00 per night for their lodgings? %

What local facilities other than accommodations are typically or will be used for this event?

**Event Attendance:**

Estimated participants, officials and staff of **expanded event**

Estimated spectators of **expanded event** – non-residents  
(80 km or more away from Brandon)

Estimated spectators of **expanded event** – city residents

Total estimated attendance of **expanded event**

**This event is** (please select one)

Local

Provincial

Regional

National

International

**Media exposure** (please select)

Local

Provincial

Regional

National

International

**Event History**

How long has the event been held in Brandon:

Frequency of the event being hosted in Brandon:

Is there potential of this event resulting in other events being hosted in Brandon?    Yes    No

Please explain:

What is your organization's experience in hosting this or similar events? Please be sure to include a profile of your organizing committee / working group.

**The following items must accompany your application:**

- Most current year-end financial statements or best equivalency
- Budget for the event
- Supporting information if applicable

**Privacy Policy Statement and Application Certification**

Your privacy is important to the City of Brandon. That is why we request that all applicants read the following privacy policy statement carefully.

Information about Accommodation Tax funding applicants, both current and past consists of data contained in their applications, information derived from interviews, and information gathered during the course of past experiences. The City stores this information in written and electronic form for a period of time. Information, which is described above, may be:

- Used by those evaluating the accommodation Tax funding application, City Staff and City Council;
- Used in the collection of data for general program evaluation;
- Used in public announcements relative to approved funding;

The City does not sell applicant current or past participant information.

I certify that the information given in this application is complete and accurate to the best of my knowledge and that I have carefully read and understand all notes and disclaimers provided therein. I understand that the City reserves the right to verify all the information listed in the application. I understand that giving false or misleading information in the application will result in exclusion from the application process for funding under the City of Brandon Accommodation Tax By-Law. I certify I am authorized to make this application on behalf of the organization herein described for the purpose of receiving City of Brandon Accommodation Tax Funding and the organization has no outstanding taxes, utility charges or other amounts owing to the municipal government and all properties owned by the Organization are free of any City of Brandon Building and Safety Department Orders to Maintain or other directives.

To check the dates of upcoming City Council Meetings, please visit [www.brandon.ca/council-information/meeting-dates](http://www.brandon.ca/council-information/meeting-dates). All meetings are held in Council Chambers at 410 9<sup>th</sup> Street at 7:00 p.m. on the specified date.

This application with all supporting documents can be saved and emailed to [accommodationtax@brandon.ca](mailto:accommodationtax@brandon.ca) or printed and mailed or dropped off to Economic Development Brandon, 410 – 9<sup>th</sup> Street, Brandon, MB, R7A 6A2.