BRANDON

Destination Marketing Organization Funding

Application Form

City of Brandon Accommodation Tax By-Law 7014

Overview

The City of Brandon Accommodation Tax By-Law 7014 came into effect on Jul 1st, 2012 and serves to act as an incentive to event organizers. The By-Law imposes a tax of $3.00 per room flat rate fee for every hotel room occupied overnight in the City of Brandon, subject to some limited exceptions. Funds collected through the accommodation tax support event acquisition and retention or capital repairs / upgrades related to same.

Application proposals for use of the funds collected through the City of Brandon Accommodation Tax By-Law 7014 will be considered on an ongoing basis by the City of Brandon through application to the Director of Economic Development. Applicants are to select the funding category from the five listed below that best fits the criteria of the event. There are five separate application forms to select from:

1. New Event - This category is typically suitable for the first time event applicant looking to bring to or create an event in Brandon. An event will be considered "new" provided it has been at least 3 years since the last time the event was held in Brandon.
2. Event Retention - This category is typically suitable for an event that has a history of being hosted in Brandon but is in jeopardy of no longer being hosted in Brandon or being shortened as a result of a variety of reasons, including but not limited to finances or a competitive bid from another community.
3. Growing an Existing Event - This category is typically suitable for an event that has a history of being hosted in Brandon but is looking to expand the event in order to attract a new market segment to the event which will result in increased room nights.
4. Destination Marketing Organizations – This category is for organizations whose sole purpose is the proactive recruitment of group business that includes events, meetings, conventions, conferences, etc. that generate overnight lodging in the City of Brandon on behalf of the City of Brandon. Brandon First would be an example of a local Destination Marketing Organization.
5. Capital enhancements – This category is for repairs or upgrades of a capital nature that are required in order to host a specific event. Capital funding will not be approved to position Brandon to pursue future events or for the purposes of regular maintenance.

Once the appropriate application is complete, it will be reviewed utilizing the established evaluation matrix and a recommendation formulated by the Director of Economic Development for consideration by Brandon City Council during a regularly scheduled Council meeting. Brandon City Council will make the final decision on which projects will be funded and the funding levels for approved projects.

Information in the Accommodation Tax Funding application will aid in evaluating proposed events based on maximizing exposure, profile and long range economic impact on the city. The Director of Economic Development uses an evaluation matrix, as outlined in this document to

determine the level and conditions of funding support that may be offered. It is in the best interest of your application to supply as much information as possible relative to the criteria outlined in the applicable evaluation matrix and the questions contained within the funding application itself. General guidelines for recommending funding from the Accommodation Tax reserve along with the criteria contained within the funding evaluation matrix can be found further on in this document.

Ideally, applications should be submitted in advance of the event recruitment work beginning. Should the application be made once event recruitment work has started and the application is not successful, the Accommodation Tax Fund will not cover expenses that have already been incurred by the applicant.

Sandy Trudel
Director of Economic Development
410 9th Street
Brandon MB R7A 6A2
Phone: 204.729.2131
Fax: 204.729.8244
Email: s.trudel@brandon.ca

Frequently asked Questions:

Q: How much money can I apply for from the Accommodation Tax reserve?

A: It is impossible to tell you in advance how much funding you should request. Please request a grant equal to what you feel you desire / need for your event recruitment efforts. Your application will be evaluated using criteria set forth in this application package. The final scores allotted to your application will determine what level of funding will be recommended for approval.

Q: Can I apply for funding after event recruitment work has commenced?

A: Yes, but there is no guarantee of funding approval so if you incur expenses and your funding request is not approved there will be no reimbursement for costs expensed to date.

Q. When will I know what amount of funding is being recommended by the Director of Economic Development?

A: You will know the recommended Accommodation Tax grant once your application has been reviewed and a recommendation formulated for Council's consideration.

Q: What if I do not agree with the Accommodation Tax grant funding recommendation put forth by the Director of Economic Development?

A: Brandon City Council is the final approval body for all Accommodation Tax grant funding applications. You are welcome to appear as a delegation at the City Council meeting on the evening in which your funding application is being reviewed. Requests to appear as a delegation can be submitted online at http://www.brandon.ca/council-information/delegations-to-council/delegation-request.

Q: Do I have to attend the Council meeting when my funding request is being considered?

A: Yes, you or a designate are required to be present during the Council meeting in which your application is being reviewed. You are not obligated to make a presentation though, this is optional.

Q: If my event recruitment budget projects a profit am I eligible for an Accommodation Tax grant?

A: No, the amount requested for recruitment efforts are intended to offset recruitment effort costs not generate a profit for the DMO.

Q. When should I submit my application for funding?

A: Applications are accepted on an ongoing basis. The most important factor to consider with timing is whether you have sufficient information about the event recruitment strategy to submit a solid business plan inclusive of a marketing plan and budget. Your application will be evaluated based on the information you supply relative to the evaluation criteria listed on the next page.

Criteria for evaluating Destination Marketing Organization Funding applications – This category is for organizations whose sole purpose is the proactive recruitment of group business that includes events, meetings, conventions, conferences, etc. that generate overnight lodging in the City of Brandon. Brandon First would be an example of a local Destination Marketing Organization.

DMO Application Evaluation focus on Strategy presented	Maximum Points Awarded
Strength of Budget	
Action Plan and timelines	
Rationale in targeting identified event(s)	
Homework completed (can we meet their hosting requirements)	
Measures / accountability (re-evaluation of plan)	
Community capacity / local hosting group	
Media exposure (local, provincial, national, international)	
Potential for future events	
Maximum points awarded	100

Destination Marketing Organization Accommodation (DMO) Tax Funding General Guidelines

- Applications and the basis of funding for requests will be forwarded and reviewed by the Director of Economic Development or in the event of a conflict, the City Treasurer.
- If the recruitment strategy does not target events that generate overnight stays then funds will not be approved from the Accommodation Tax Reserve Fund.
- When determining funding for a DMO, consideration will be given to the criteria set forth in the funding matrix.
- Applications from Destination Marketing Organizations must include a detailed business plan that portrays a supportable and viable strategy for the attraction of specific events to Brandon.
- When determining funding for DMOs, the targeted event details shall be run through the New Event Acquisition Matrix to determine maximum funding that would be supportable if the event were to be hosted in Brandon. DMOs may be eligible for funding up to a maximum of 50% of the level of funding support that the targeted event(s) would be eligible for funding through the Event Acquisition Matrix.
- If the DMO is successful in attracting the targeted event, the event shall be eligible to apply for new event funding.

Eligibility to apply for funding from the Accommodation Tax Reserve

- The targeted event must generate overnight stays
- The targeted event must be considered a new event, thus not a regularly occurring Brandon event.
- The targeted event must be held in Brandon
- Applicant must be an established and recognized Destination Marketing Organization

- The applicant must have no outstanding taxes, utility charges or other amounts owing to the municipal government and all properties owned by the Organization must be free of any City of Brandon Building and Safety Maintenance Orders.

Application Process:

If all of the eligibility criteria listed above is met, complete the appropriate Accommodation Tax Funding Application. If an accommodation tax grant is approved, 90% of the grant will be advanced at the time of approval with the remaining 10% forwarded upon receipt of a mandatory satisfactorily completed Final Event Report Form.

Submit the completed application as soon as possible. Ideally this would be **no less than 90 days before the event recruitment efforts for which you are requesting funding will begin.** Your funding application must be received, reviewed and approved by Council prior to incurring expenses relative to the attraction of the targeted event, or the applicant bears full responsibility for costs incurred to date if the funding application is not approved. **Submit the Final Report in desired format no later than 90 days after the outlined event recruitment strategy work has been completed.** All applications should be clearly written or typed using the same format as outlined in the funding application and contain the appropriate applicant signature.

First, the City of Brandon will review the application to verify that all information has been received. If there is missing information or documents, the City will notify the requesting organization of any additional needs. Once the application is complete, it will be reviewed using established matrix by the Director of Economic Development with assistance from others as deemed appropriate. A recommendation will be formulated by the Director of Economic Development for consideration by Brandon City Council, during a regularly scheduled Council meeting.

The applicant or designate **must be present** at the Brandon City Council meeting when the funding recommendation is being considered **but is not required to make a formal presentation unless they so desire**. If the applicant wishes to make a formal presentation or speak to Council regarding the application they must apply to appear as a delegation. Applications can be submitted online at www.brandon.ca/council-information/delegations-to-council/delegation-request

Reporting and Reimbursement:

- The organization is responsible for completing the DMO Final Report Form that will be provided at the time of grant approval. The report is due within **90 days of the outlined event recruitment strategy work being completed**.
- DMOs approved for funding shall receive 90% of approved funds in advance with the remaining 10% to be paid out after the receipt of a final report, which is satisfactory to the City.
- At its expense, the City of Brandon has the right to audit the books or financial records of any organization that receives Accommodation Tax revenues.

Required Attachments: (Ideally please have the documents single sided and unbound)

1. Signed DMO Accommodation Tax Funding Application
2. Most current year-end financial statements or best equivalency.
3. Detailed comprehensive Business Plan that portrays a supportable and viable strategy for the attraction of specific events to Brandon.
4. Any additional information that supports your funding request

Destination Marketing Organization
Accommodation Tax Funding Application

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

Amount of Accommodation Tax Funds Requested: $

Organization Information:

Name of DMO requesting funding:

Contact Person:

Phone: Email:

Mailing Address including postal code:

Type of DMO (please select one)
Public ◯ Private ◯ Not-for-Profit ◯ Other ◯

Name that the accommodation tax grant, if approved, should be made payable to if different than DMO name:

_____

Brief description of organization requesting funding, including history and track record:

Organization's annual budget: $ _____

Profile of Event(s):

Please include an overview of the targeted event(s) including but not limited to general description. As the targeted event will be evaluated through the "New Event" matrix you must supply all the information requested through the "New Event" funding application as well as the DMO strategy mentioned further down in this application.

Name of Event(s):

Duration of event(s): Start date - End date -

Describe the event(s):

Accommodations:

Estimated number of room nights generated from event(s):

What method did you use to estimate the number of room nights generated for this event(s)?

What percentage of projected overnights stays will pay in excess of $35.00 per night for their lodgings? %

What local facilities other than accommodations will be used:

Event Attendance:

Estimated participants, officials and staff: _____

Estimated spectators – non-residents (80 km or more away from Brandon)_____

Estimated spectators – city residents _____

Total estimated spectators 0 _____

This event(s) is (please select one)
Local ◯ Provincial ◯ Regional ◯ National ◯ International ◯

Media exposure (please select one)
Local ◯ Provincial ◯ Regional ◯ National ◯ International ◯

Event History
Is this a brand new event being started in the City of Brandon? Yes ◯ No ◯

If this event has been held in Brandon previously, has it been at least 2 years since it was last held in Brandon?

If yes, please explain

If no, the event is not eligible for funding under the "New Event" category and thus not eligible for funding under the DMO category.

Is there a possibility of this event(s) happening more than once in Brandon? Yes ◯ No ◯
Please explain

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

What is your level of confidence that there will be a willing and able host group for the event?

DMO Strategy - Critical to the evaluation of your funding application is the provision of a detailed business plan that portrays a supportable and viable strategy for the attraction of specific events to Brandon. Please provide as much supporting information to aid in assessing your application. At a minimum the information included with your application should speak to the evaluation criteria set forth earlier in this document with a strong emphasis on

- Budget
- Action Plan and timelines
- Rationale behind targeting the identified event(s)
- Homework / research completed that supports the pursuance of the identified event
- Measures and accountability that are part of your event attraction strategy

The strategy can be attached separately to your application if desired. This information should include a business plan inclusive of a marketing plan, a list of key actions and associated timelines, along with additional rationale / insight to support the information you supplied and / or your funding request, etc. The strength of information provided is the basis from which funding recommendations will be made.

Please ensure the following items accompany your application:

- Signed accommodation tax funding application
- Most current year-end financial statements or best equivalency for the DMO.
- Budget for the event.

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.

Signature Date

Printed Name and Title

To check the dates of upcoming City Council Meetings, please visit www.brandon.ca/council-information/meeting-dates.

All meetings are held in Council Chambers at 410 9th Street at 7:30 p.m. on the specified date.

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