

Capital Enhancements Accommodation Tax Funding Application

(City of Brandon Accommodation Tax By-Law 7014)

Application Date:

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

Note: *The request for capital enhancements must be directly related to a need identified in order to successfully host a specified event. The applicant must provide written proof that the capital enhancements are part of a bid requirement.*

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 if different than the organization named above:

Brief description of organization requesting funding, including history and composition:

Organization's annual budget:

Total Value of capital enhancements:

Amount of Accommodation Tax funding requested:

Profile of Event(s) requiring the capital investment:

Please supply the information below for the event for which capital enhancement are required in order to host the event.

Name of Event:

Location/Address of Event:

Duration of event: Start date: End date:

Describe the event:

If this Capital Investment is required to host more than one event bid, include additional event information here:

Accommodations:

Estimated total number of room nights generated from event:
(Room nights limited to hotel/motel rooms, Brandon University, B&B rooms)

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

What percentage of projected overnight stays will pay in excess of \$31.00 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 attendance

This event(s) is (please select one)

Local

Provincial

Regional

National

International

Media exposure (please select all that apply)

Local

Provincial

Regional

National

International

Event History

Has the event been held in Brandon previously? Yes No

If this event has been held in Brandon previously, please explain when it was last hosted in Brandon:

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:

Capital Enhancement Information:

Critical to the evaluation of your funding application is the provision of a detailed business plan and rationale for the capital enhancements for which funding is requested. The applicant must also include a long term plan as to how they will protect / maintain the capital assets once the investment is made.

Please provide as much supporting information to aid in assessing your application below or in a separate attachment. At a minimum the information included with your application should speak to the evaluation criteria set forth in the Capital Enhancements Guidelines, with a strong emphasis on:

- A detailed description of the capital investments required including associated costs.
- Rationale for making the capital investments for which funding is being requested. Why are capital enhancements required for the event?
- Comprehensive Business Plan, including total capital costs, % overall capital investment being requested, other funding sources being utilized, including amount per funder,
- Project timelines (start, key milestones and completion date)
- Experience in completing capital projects

- Long term plan for sustaining funded capital asset as well as past experience maintaining capital assets long term
- Other events / uses made possible through the capital enhancement for which funding is being requested.

Information requested in this application may be attached separately to your application if preferred. The strength of information provided is the basis from which funding recommendations will be made.

The following items must accompany your application:

- Estimates for the capital enhancements.
- Most current year-end financial statements or best equivalency for the applying organization.
- Budget for the event for which capital enhancements are being proposed.
- Comprehensive business plan and associated items listed above.
- Supporting documents 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. All meetings are held in Council Chambers at 410 9th 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 or printed and mailed or dropped off to Economic Development Brandon, 410 – 9th Street, Brandon, MB, R7A 6A2.