

Event Retention Accommodation Tax Funding Application

(City of Brandon Accommodation Tax By-Law 7014)

Application Date:

Please select the type of application being submitted.

Note: *If your event has received an Event Retention Accommodation Tax Grant in the past it must be at least 3 consecutive years since the year that the event receiving the grant occurred. ie: A retention grant was approved for a 2024 event. This same event would not be eligible for another event retention grant until 2028.*

Event Viability Application (event is struggling)

Competitive Bid received Application

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:

Organization's annual budget:

Brief description of organization requesting funding:

Event Information:

Name of Event:

Location/Address of Event:

Duration of event: Start Date End Date

Describe the event:

Accommodations:

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

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

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

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 is (please select one)

Local

Provincial

Regional

National

International

Media exposure (please select one)

Local

Provincial

Regional

National

International

Event History

How long has this event been held in Brandon?

Frequency of the event being hosted in Brandon (annually, every second year, etc.)?

Does hosting this event in Brandon result in other events being hosted in Brandon or could other events be hosted in Brandon as a result of this event? Yes No

Please explain:

Briefly summarize the experience of your organization related to hosting this or other events:

Assessing Need

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.

Please pay special attention to describing the items outlined below to the best of your ability.

Why is the event in jeopardy of not being held in Brandon or of its duration being reduced?

How crucial is the Event Retention grant?

Please describe efforts made by the organizing committee to retain this event in Brandon:

Should an Event Retention grant be approved, what plans have been put in place to ensure the event is sustainable moving forward?

(Possible information to include is your business plan including marketing plans and a demonstration of what is planned to ensure ongoing sustainability of the event)

If a competitive bid from another community to host the event in their community has been received please include details with your funding application.

(These details should include: was the bid solicited by your organization or unsolicited, have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.)

Applications must be submitted a minimum of 90 days prior to the event start date.

Please ensure the following items 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. 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.