



# Tourism Event Funding Guidelines

The Osage County Tourism Committee (OCTC) Funding Process follows the following guidelines:

- A. EVENT CRITERIA
- B. FUNDING REQUEST PROCESS
- C. FUNDING PAYMENT PROCESS
- D. FOLLOW UP REQUIREMENTS

## A. EVENT CRITERIA

1. The event must be an event that will attract tourists and/or visitors to Osage County, Oklahoma.
2. Granted funds must be used for marketing and advertising in advance of the event.
3. Upon funding approval, the event organization will schedule a meeting with Osage County Tourism Executive Director (OCTED) to discuss marketing and advertising plans/direction.
4. Grant amounts will be based on attendance figures, economic impact to the community and Osage County and where demonstrated, number of room nights generated by the event.
5. First time event grants will be limited to \$500.
6. No event will be granted an amount higher than \$5,000.
7. The event must be marketed as an open to the public event.
8. In association with this event, any bookings of hotel rooms by the organization receiving funding, **MUST** be booked in OSAGE COUNTY. If lodging is promoted by the organization, Osage County lodging must be promoted.

## B. FUNDING REQUEST PROCESS

1. Ahead of initial request for funding, the Funding Request Form must be completed and submitted to the Osage County Tourism Board Executive Director **AT LEAST 90 DAYS** prior to the start date of the event. There will be no exceptions to the 90-Day requirement, including force majeure (acts of God).
2. Funds are not given directly to the organization. All funds will be paid directly to marketing and advertising vendors through the Osage County Purchase Order process.
3. The event organization agrees to include Osage County Tourism logo and website address on all forms of marketing and advertising. Event organizers agree to allow Osage County Tourism the opportunity to attend the event and promote Osage County Tourism at the event in a manner agreed upon by event organizers and Osage County Tourism at no cost to Osage County Tourism or the Executive Director. This may be in the form of hanging the OCT banner, providing space for map distribution, etc.
4. If funding is recommended by the OCTC, the OCTED will submit the request as an agenda item to the Osage County Commissioners for approval at their next scheduled meeting. The Executive Director will

notify the event organizers of the commissioners' decision.

### **C. Funding Payment Process**

1. The event organization, after funds are approved and after meeting with the Executive Director, will obtain quotes from prospective vendors for marketing and advertising services. Quotes must be obtained from prospective vendors BEFORE services are ordered. The quote is to be sent to the Executive Director at [VisitTheOsage@gmail.com](mailto:VisitTheOsage@gmail.com). The quote must include a sample of print, run dates, run times, number and size of copies, etc. as well as the name, address, phone, fax, and email address of the vendor. The total dollars on the quote must not exceed the approved funding amount.
2. The Executive Director will submit a request for a Purchase Order from the Osage County Clerk's office.
3. The Osage County Clerk's office will review the request and then if request is approved, send the vendor a Purchase Order number.
4. The vendor may begin services/work AFTER receiving the Purchase Order number from the Osage County Clerk's office.
5. Once work is completed, the vendor will submit an invoice to the Osage County Clerk's office with the Purchase Order number on the invoice, along with sample ads, etc. The invoice must have the Purchase Order number on it to receive payment. If any items such as flyers, programs, etc. are ordered, they must be received and counted by Osage County BEFORE being distributed, for payment to be issued. If items are not received and counted by Osage County BEFORE distribution, the payment for services becomes the responsibility of the event organizers. Items may be received in two locations: 1. The Osage County Clerk's office located on the second floor of the Osage County Courthouse – or – 2. At the Osage County District #2 office in Skiatook.

### **D. FOLLOW-UP REQUIREMENTS**

1. The event organization will furnish attendance numbers from the event to the OCTED within 30 days after the event.
2. If these numbers are not furnished to Osage County Tourism, this event and/or organization will not be considered for future funding.

#### **Attachments:**

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| 1. Attachment I:  | Tourism Committee Funding Request Form |
| 2. Attachment II: | Tourism Quotation Form                 |