



December 23, 2016

Jackson Hole Travel and Tourism Board
2017/18 Event Sponsorship Guidelines

Vision: The Jackson Hole Travel and Tourism Board is dedicated to creating a year-round sustainable economy for Teton County, Wyoming.

Mission: To effectively spend lodging tax funds to promote travel and tourism to Teton County in a manner that is consistent with the shared values of our community. Our actions will reflect stewardship of our natural resources, highlight our outstanding assets and amenities and strive toward sustainability.

Goals for the Special Event Sponsorship program:

1. To attract more visitors to Jackson during shoulder and winter seasons.
2. Provide opportunities for visitors to interact with residents in a positive and meaningful way.
3. Support events that are compatible with our mission statement.
4. Support events that offer PR value both locally and nationally, i.e. what we want to be known for.
5. Support events that provide multiple positive benefits for both community and visitors.
6. Support events that demonstrate potential to become self-sufficient.
7. Encourage broad collaborations among event producers.

Eligibility Criteria

To qualify for funding review, events must support the JHTTB's strategic goals and meet the following requirements:

- The event(s) must take place predominately within Teton County, Wyoming.
- Applications must be complete, providing all information and attachments requested on the application form. Incomplete applications will not be reviewed.
- Applicants must request a specific dollar amount and a brief explanation of how the requested funds will be utilized.
- Funding allocations will be made directly to the entity whose name appears on the application.
- All event permits and documentation required for production must be filed under the name of the event producer as it appears on the funding application
- All event producers are required to adopt basic "green" practices for sustainability. Exact specifications are the decision of each producer, but the final report will require a summary of steps taken to meet this requirement.

The JHTTB will measure events using the following criteria:

Attachment A: SPECIAL EVENT RATING GRID

CRITERIA:	RATING (1-3)
Does the event have the potential to:	
Increase room nights	
Benefit local restaurants	
Stimulate Retail Sales	
Promote Visitor Intent to Return	
Balance: How well does it contribute to a balanced annual calendar of events, both regarding dates and types of events? Is this or can this be coordinated with other events?	
Community benefit: Does this event enhance the lives of local residents as well as visitor experience and does it allow for meaningful interaction?	
Meets Criteria: How well does the event meet the JHTTB's mission and vision?	
Growth Potential: Is event financially sustainable? Is this a viable event with potential to grow?	
Leveraging Value: How great is the potential to attract sponsorships and media exposure, thereby increasing the impact of the JHTTB funds?	

Committee member Initials: _____

\$ Amount of funding suggested: _____

In consideration of the receipt of funds from the JHTTB, Event Promoter shall agree to:

- Comply with all Special Event Permit requirements of the Town of Jackson and Teton County, Wyoming
- Agree to the insertion of the tag-line, "Funded in part by the Teton County Lodging Tax" and the 4JH logo on all marketing and promotional materials associated with the event. Also, provide the JHTTB with content for social media campaigns.
- Provide the JHTTB with copies of any film or photographs from the event for the purpose of promoting Jackson Hole
- Accountability: All event producers receiving funding will be expected to present to the JHTTB within **120 days of the close of their event a written, post-event follow-up report along with a voucher, w-9 and itemized receipts.** The required content of this report is explained below in Attachment A: Guidelines for Post Event Reports. Producers who do not submit this final report in a timely manner will not be eligible for funding from this program for the following year.
 - Transparency: All event producers must be willing to allow their complete applications to be posted on the Internet on the 4JH website (4jacksonhole.org) for public review. All applications are also open and available for public review at the office of the JHTTB. Please do not include any proprietary information in your application. If necessary and appropriate, please indicate when proprietary information is being withheld. Notwithstanding these conditions, all applications must be complete in order to be considered.

Sponsorship funds will be released as follows:

Up to 1/2 of the amount prior to the event, upon submittal of an invoice accompanied by verification of initial expenditures and, if required, a completed Town of Jackson or Teton County permit application. A completed W-9 form and an itemized voucher is required listing each and every expense. **(Alcohol may not be purchased with taxpayer dollars. Do not submit alcohol costs on submitted invoices).** No funds can be disbursed until the actual expense has occurred. Remaining funds will be released after receipt of a recap report and remaining expenses accompanied by an itemized voucher and receipts. Funds will not be dispersed beyond 120 days of event.

Please note these important limitations: Awarded funds should be directed toward marketing expenses and/or promotional items that will strengthen the tourism value of the event. Payroll for marketing as it directly relates to the event can be reimbursed only if the person's time is itemized and accountable to the

specific event for which funds are awarded. Lodging Tax funds cannot be used to reimburse for any capital expenses or any other production expenses.

Some examples for ways to utilize the grant funding are the following: *Print or digital advertising, graphic design, promotional brochures, purse to encourage out of town competitors, shirts or other branded material, and/or wages for PR/Marketing/Social Media time. If you have ANY questions about what can be funded, please contact Maureen Murphy at mo@jacksonholechamber.com*

Applications must be received no later than **5:00 p.m. on Friday, February 24th, 2017**. No applications received after the deadline will be considered. A complete application must be submitted by the deadline in order to be considered. Qualifying applications will be reviewed by the Special Events Sub-committee of the JHTTB with advisors recruited from the community and their recommendations will be considered by the Travel and Tourism Board, which will make the final decisions regarding all applications. Events that will occur between September of 2017 and March of 2018 will be notified of awarded funds following the **May board meeting (per the budget approval by the Joint Powers Board)**. Events that will occur between April and June will be notified of awarded funds after the **October board meeting**.

The Attorney General for the State of Wyoming has recently issued an opinion that may affect future event funding. We still encourage applying for event funding while we work to make adjustments to our process.

PLEASE SUBMIT YOUR APPLICATION ELECTRONICALLY IN PDF FORMAT INCLUDING THE REQUIRED ATTACHMENTS TO:

**Maureen Murphy – mo@jacksonholechamber.com
Please label PDF as follows:
Event name- JHTTB- FY 17.18**

