

ODESSA CONVENTION & VISITORS BUREAU

Sport Event Recruitment Guidelines Application

Odessa Convention & Visitors Bureau (Odessa CVB) will distribute financial assistance to eligible individuals or organizations capable of providing sports service and programs to people in the Odessa area. "Requests for Assistance" forms will be reviewed and evaluated through the *Odessa CVB* grant review process. Available funds will be assigned to the events which best advance the aim of this program, which is to:

- increase hotel/motel tax revenues
- increase sales tax revenues
- promote and enhance sports in Odessa and the area
- bring in and support quality athletic events
- enhance the economic impact in the Odessa area

HOW TO APPLY

"Request for Assistance" forms may be picked up or e-mailed to prospective individuals/organizations. Completed forms should be mailed or delivered to the following address:

Odessa Convention & Visitors Bureau
C/o Melissa Aguirre
700 N. Grant, Suite 200
Odessa, Texas 79761
432-333-7890

Inquiries:

REQUIREMENTS FOR APPLICATION FOR GRANT

1. Application Fee: There is a \$25.00 non-refundable application fee payable to the Odessa CVB upon submission of the "Request for Assistance."
2. Interviews may be required as part of the grant application process.
3. The Odessa Convention CVB will review and approve and or decline all grant applications in a timely manner.
4. The grant amount Odessa CVB may be adjusted should there be a substantial deviation from the projected room nights.
5. **INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

APPLICATION DEADLINE

Requests for Assistance forms should be submitted to the Odessa CVB a minimum of sixty days prior to the event. However, this sixty (60) day requirement could be waived under extenuating circumstances at the sole discretion of the Odessa CVB.

TYPES OF FUNDING

Funds for event assistance will be awarded to the event host not to a facility.

RESTRICTION OF THE USE OF FUNDS

Odessa CVB grant fund usages will be based on the "Request for Assistance" form and the type of event. All events for which grant funds are awarded must be open to the public. The following is how the Hotel/Motel Tax Funds can be spent. These guidelines are set by the State of Texas Hotel & Lodging Association.

Criteria #1: First, every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.

Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of seven (7) statutorily provided categories for expenditure of local hotel occupancy tax revenues;

- 1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center;**
- 2) Paying the administrative costs for facilitating convention registration;**
- 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity;**
- 4) Expenditures That Promote the Arts;**
- 5) Funding Historical Restoration or Preservation Programs;**
- 6) Funding Costs in Certain Counties to Hold Sporting Events that Substantially Increase Hotel Activity;**
- 7) Funding transportation systems for tourist.**

ACKNOWLEDGEMENTS REQUIRED

The Odessa CVB shall be credited in ALL printed or electronic programs and promotional materials (news releases, brochures, flyers, handbills, and all other advertising) related to the project to be funded.

GRANT REVIEW CRITERIA

Throughout the grant review process, the following criteria will be used to evaluate grant proposals:

- Contribution to the local economy and/or the promotion of tourism
- Room nights generated
- Quality of programming
- Demonstration of community involvement
- Administrative and fiscal responsibility
- Accessibility of your programs and facilities to the public
- Amount of Odessa CVB grant funding available

GRANT TERMS AND CONDITIONS

1. Grants will be based upon service contracts between the individual or the organization and Odessa CVB. Contracts must be signed and returned prior to the funded event. After contract execution, **NO CHANGES THAT MATERIALLY ALTER THE BUDGET OR AFFECT THE PROJECT CAN BE MADE WITHOUT PRIOR AUTHORIZATION OF THE ODESSA CVB.**
2. Grants will be paid only after:
 - The event is completed
 - A fully completed “Post Event” evaluation report and the association tracking form has been filed with the Odessa CVB. These evaluation reports **MUST** be filed within thirty days following project completion, or funding will be lost.
 - Following a review of the post event form, the grant amount approved may be adjusted should there be a substantial deviation from the projected room nights.
3. Odessa CVB shall be granted free access to accounting records relevant to funds expended under terms of grants.
4. *Individuals or organizations not providing a complete evaluation, including complete accounting records, of previously funded events, shall not be considered for future assistance.*

ACKNOWLEDGEMENT & RECEIPT OF GRANT APPLICATION GUIDELINES:

The undersigned acknowledges that he/she has read and fully understands the grant application guidelines contained herein.

Signature/Title

Date