CITY OF CARLSBAD
LODGERS TAX GRANT PROPOSAL

Each Section below must be completed.

Project Title: _____

Brief Project Narrative:

Applicant: _____

Address: _____

City, State, ZIP: _____

Contact Person: _____**Phone:**_____

e-mail: _____ **(optional)**

_____**Title:**_____
(Signature of Authorizing Official)

Date Application Submitted: _____

Project Start Date: _____ **Project Completion Date:** _____

Proposed Total Budget for Applicant: **$** _____

Proposed Amount of Eligible Expenses: **$** _____

Amount Requested: **$** _____

INSTRUCTIONS FOR THE COOPERATIVE ADVERTISING OR OTHER PROPOSED USE APPLICATION PACKAGE

Please prepare your application according to the following instruction. Please be concise and to the point with all your responses. Please try to limit your responses to the space provided and type responses if possible.

A. BRIEF PROJECT NARRATIVE –

B. BRIEF SUMMARY OF THE APPLICANT'S MARKETING PLAN –

C. ADDITIONAL INFORMATION REQUIRED – Please Provide information specific to each question

1. List of your event, activity or project's objective(s).

2. List of your target markets with description of method and type of promotion and media placements.

3. How do you intend to survey event or activity participants to determine economic impact in regards to Lodgers Tax and Gross Receipts Tax?

4. How does this event advertise and promote the City of Carlsbad as a destination resulting in overnight stays in local lodging facilities as well as promoting use of other tourist business, i.e. restaurants, attractions etc.?

5. Describe your plans for future Lodgers Tax promotion which will continue the quality and continuity of the event or other proposed use of funds. (If Applicable)

6. Do you have any other partnerships in this effort and have received any other type of funding from private, corporate and/or state grants? If yes, please list name & amount below.

_____ $_____

_____ $_____

_____ $_____

_____ $_____

D. COOPERATIVE ADVERTISING PROJECT BUDGET, including both eligible and ineligible costs –
(Please attach copy of budget or financial statements of project if available) (Use additional pages if necessary)

Newspaper(s)

Local (Carlsbad Current Argus) $_____

Out of Town (list):

_____ $_____

_____ $_____

_____ $_____

Magazines:

_____ $_____

_____ $_____

_____ $_____

Postage or Mailings:

_____Local_____ $_____

____Out-of-Town_____ $_____

Cost of Posters used:

_____Local_____ $_____

____Out-of-Town_____ $_____

Radio:

_____Local_____ $_____

____Out-of-Town_____ $_____

Television:

_____Local_____ $_____

____Out-of-Town_____ $_____

E. PROVIDE ANY AVAILABLE SURVEY INFORMATION FROM PAST EVENTS OR OTHER USES –

F. COMPLETE THE FOLLOWING CHECKLIST PRIOR TO THE SUBMISSION OF YOUR APPLICATION

1. Application Completed? _____
2. Summary of Marketing Plan? _____
3. Project Description? _____
4. Copy of Budget Included*? _____
5. Survey Results? _____
6. Signed Copy of Application? _____
7. 2 copies of Application? _____

* Be sure to clearly list amounts dedicated to advertising and promotion.

Any questions regarding this application should be directed to _____, at 887-1191

Once the City Council approves your request for Lodgers Tax Funds reimbursement will only be awarded after you submit the proper documentation (tear sheets, invoices, copies of cancelled checks, etc.) that funds have been expended in accordance with this agreement.