

**CITY OF LAS VEGAS
SPECIAL EVENTS**

LODGERS' TAX APPLICATION FORM

EVENT TITLE: _____

EVENT DATE: _____

ORGANIZATION: _____

PHONE: _____

MAILING ADDRESS: _____

CONTACT PERSON: _____

E-MAIL ADDRESS: _____

WEBSITE: _____

FUNDING REQUEST

AMOUNT REQUESTED : \$ _____

TOTAL
EVENT BUDGET: \$ _____

SIGNATURE OF APPLICANT'S
AUTHORIZING OFFICIAL: _____

DATE: _____ TAX ID NUMBER / TAX STATUS: _____

PLEASE INCLUDE A W-9 OR A LETTER FROM THE IRS STATING THAT YOUR ORGANIZATION IS A NON PROFIT ORGANIZATION

FOR OFFICIAL USE ONLY

DATE RECEIVED: _____ STAFF REVIEW DATE: _____

LTAB REVIEW DATE: _____

RECOMMEND: YES NO

AMOUNT RECOMMENDED: _____

MUTUAL AGREEMENT: YES NO NOTIFICATION SENT: YES NO

CITY OF LAS VEGAS LODGERS' TAX
MINIMUM CRITERIA FOR UNDERWRITING SPECIAL EVENTS

IT IS THE POLICY OF THE CITY OF LAS VEGAS THAT THE FOLLOWING GUIDELINES BE MET BY ANY APPLICANT FOR LODGERS TAX FUNDING FOR SPECIAL EVENTS:

1. That an Applicant for lodgers tax dollars for special events submit a complete application provided by the City of Las Vegas Community Development Department by or before the stated deadline.
2. The Applicant clearly demonstrates through the application process that the event is likely to be successful and result in a positive economic impact on the City of Las Vegas.
3. The Applicant for Lodgers' tax money should be a Non-Profit organization 501c3 or 501c6 or a private entity that meets the Lodgers' Tax criteria.
4. That all applications for lodgers tax dollars for special events be timely submitted, reviewed by staff and submitted to the Lodgers' Tax Advisory Board which, based on the application, shall make a recommendation for approval or disapproval to the City Council.

SPECIAL EVENT FUNDING POLICY

The City of Las Vegas/Lodgers Tax Advisory Board have established this policy for the purpose of awarding monies for special events in the following categories:

A. Direct Advertising-

Organizations may request advertising funds for an event that will take place in Las Vegas. State the amount you are requesting in your project narrative and proposed budget.

B. Promotions

Organizations may request funds for promotional purposes. Please indicate promotional items(s) in your project narrative and proposed budget.

C. Recognition

Organizations must recognize the City of Las Vegas/Lodgers Tax as the funding source on advertising or promotional materials. (City logo to be provided.) Approved funds will or may be withheld for failure to do so.

LAS VEGAS LODGERS TAX APPLICATION PACKAGE

A. PROJECT NARRATIVE

1. A project narrative answering the basic **Who** is putting on the event; **WHAT** is the event; **WHERE** is the event to occur; **WHEN** will the event take place; and **WHY** is the event important. The Project Narrative must be submitted on (a) separate page(s) and not to exceed typewritten 1-3 pages.

Be sure to include but not limited to the following in your narrative:

1. Estimated number of participants
2. Your primary target market and secondary target market(s), (if applicable)
3. Your advertising strategies and materials that will be used to attract visitors/participants from out of the local area
4. How will you staff the event, personnel, paid staff, volunteers.
5. Will there be vendors
6. City resources you are planning to request for the event
7. A description or estimate of the economic impact on the City of Las Vegas, by means of generating revenue for restaurants, hotels, restaurants; grocery stores, gas stations, etc.
8. How will you measure the overall success and impact of the event?

B. BUDGET

Applicants must provide an attached budget page with as much detail as necessary breaking down the overall cost of the event, cash and in-kind match provided by the Applicant and co-sponsors or other contributors, and the amount requested from Lodgers Tax and how it will be expended. (Cash and in-kind match must be shown on separate lines.)

C. REPORTING REQUIREMENTS:

The Organization will be required to submit a report to the City and present to the Lodgers Tax Advisory Board as required under a negotiated contract. Reporting may include:

- Event Description
- Positive outcomes and things to improve
- Advertising=Inquiries
- Web Page=Hits-Inquiries
- Trade Show=Contacts-Leads
- Collateral (Brochures, Video, etc.)=Quantity-Distribution