

Application Procedure

The process to apply for funding is as follows:

1. Applicants are to select the funding category that best fits the criteria of the event as listed in this policy. Applicant is to complete the required Grant Application Form as per Funding Category and submit to the attention of the Administrator. The Administrator will forward a report along with the application to the Secretary.
2. The Chairperson of the Destination Marketing Levy Advisory Committee will call an Advisory Committee Meeting to review applications requesting funding from the Destination Marketing Levy Funds. The Advisory Committee, at its meeting, will review the application(s).
3. The Destination Marketing Levy Advisory Committee will approve applications under \$10,000. Applications over \$10,000, a recommendation from the Advisory Committee will go to City Council to approve the application. Funding recommendation is reviewed by City Council at a regularly scheduled meeting with a decision rendered during the Council meeting.
4. The Administrator will be responsible for making contact with the Applicant, forwarding the Funding Agreement for signing.
5. The Mayor and City Clerk will sign the Funding Agreement once signed by the Applicant.
6. Once the Funding Agreement has been signed, the Administrator will forward 40% of the funding approved.
7. The Applicant will submit the required Final Report to the Administrator within sixty (60) days of the event, along with hotel confirmations of hotel rooms used for the event. If the Applicant requires an extension to submit the Final Report, this should be submitted in writing to the Administrator.
8. The Administrator will forward the Final Report submitted by the Applicant to the Destination Marketing Levy Advisory Committee for final post-evaluation report.
9. Final report is reviewed and room nights verified. If actual room nights generated match or exceed projections, the final 60% approved grant is paid to the Applicant. If the actual room nights generated are less than projected, the evaluation metrics is completed using actual room nights. If the new calculations generate a recommendation for funding that is lower than what was previously supported, final payment will be reduced accordingly.
10. Final payment is issued to the Applicant by the Administrator following endorsement of the Final Report by the Destination Marketing Levy Advisory Committee.