

## Hot Springs Travel & Tourism Funding & Reporting Guidelines

### **Consideration for funding:**

1. Applicant must complete an application for each event for which funding is requested.
2. Application **MUST** be accompanied by completed Event Budget Form.
3. Applications for previously funded events received after March 1<sup>st</sup> will not be considered for funding.
4. Incomplete applications will not be considered for funding.
5. If this is a new event, or one not previously funded by HST&T, a personal appearance before the Board of Directors may be requested.
6. New events that arise after the application deadline may still apply within a reasonable time prior to the event. The application and post event reporting requirements will be the same.
7. Email photos, web links, and/or registration forms/links, or other information for Event tab on Thermopolis.com website.

### **Requesting and receiving reimbursement of funds awarded:**

1. Grantee must complete and return a Post Event Report and Budget, accompanied by copies of any available advertising for which reimbursement is requested within 60 days of event.
2. All advertising paid for by HST&T funds must mention HST&T or use logo of same.
3. Local advertising in Hot Springs County will be reimbursed at 50%.

### **Criteria for funding consideration:**

#### *The Event must:*

1. Take place in Hot Springs County, WY.
2. Increase motel, RV, and/or other lodging occupancy.
3. Increase day-trippers.
4. Increase overnight stays during the off-season (October-May).
5. Provide visitor attractions and/or promotes area attractions.
6. Employ strategic partnerships.
7. Prove return on investment made by HST&T.
8. Increase the number of repeat visitors to Hot Springs County.

### **Review Process:**

1. Applications available mid-January
2. Deadline for applications March 1<sup>st</sup>
3. Initial review for completion May 15<sup>th</sup>
4. Review and selection by Board of Directors April/May
5. Final Budget and notice of approval/rejection May 31

**Please return to:** Hot Springs Travel & Tourism  
PO Box 927  
Thermopolis, WY 82443

**Or Email:** [tourism@thermopolis.com](mailto:tourism@thermopolis.com)