

Watertown Business Improvement District Fund Request

The Watertown Business Improvement District (WBID) is entirely funded by a \$2.00 occupancy tax collected exclusively by hotels within the district. The primary objective and mission of the WBID is to increase hotel room nights to collect the tax. This is to be obtained through the promotion and marketing of events and activities that utilize hotel room nights within the WBID. It is the goal of the WBID to help fund those groups in the startup phase of new events to increase overall attendance.

Please fill out the form as completely and accurately as possible. Once the form is submitted, the WBID Board will review for approval. The WBID will accept handwritten applications or digital applications. Please find the addresses to mail or email at the end of this document.

APPLICANT DETAILS

Organization name: _____

Contact name/title: _____ **Application date:** _____

Address: _____ **City/State/Zip:** _____

Email: _____ **Phone:** _____

Website: _____

EVENT DETAILS

Event name: _____

Event date(s): _____

Event location: _____

Projected attendance: _____ **Projected hotel room use:** _____

Revenue budgeted: _____ **Expenses budgeted:** _____

Amount request: _____

RECURRING EVENTS: Event History (if applicable)

Date(s) of previous application(s): _____ **Amount previously requested:** _____

Amount previously received: _____ **Previous year's attendance:** _____

Percentage of out-of-town attendees: _____ **Total number of occupied hotel rooms:** _____

1. Briefly describe the event for which funds are being requested. (Please attach a schedule)

2. Who is your target audience? What marketing/promotional plan do you have in place to attract them to Watertown for your event?

3. Have you secured a block of rooms with area hotels? If so, which hotels?

4. How would the funds be used? Why are BID funds essential to make the event successful?

5. How would your event be impacted if you receive partial or no funding from the WBID?

6. Have you or would you take steps to ensure the event is successful and ultimately become self-sufficient? How do you plan to grow your event?

7. Please list any other details you believe the WBID Board would need to be aware of.

PROJECTED BUDGET- for additional budget space, please attach an additional sheet.

REVENUE				
Source	Cash amount	In-kind amount	Total	Status
Ticket sales	\$	\$	\$	
Individual donations	\$	\$	\$	
Vendor/participant fees	\$	\$	\$	
Other [concessions, etc.]	\$	\$	\$	
Totals	\$	\$	\$	

PLEASE LIST ANY OTHER MAJOR SPONSORS- for additional sponsor space, please attach an additional sheet.

EXPENSES				
Item	Cost	In-kind amount	Total	Notes
Facility rent	\$	\$	\$	
Promotion/marketing	\$	\$	\$	
Lodging	\$	\$	\$	
Equipment	\$	\$	\$	
Hospitality	\$	\$	\$	
Other [labor]	\$	\$	\$	
Other [trophies]	\$	\$	\$	
Other [equipment rent]	\$	\$	\$	
Totals	\$	\$	\$	

APPLICANT’S STATE OF AGREEMENT

Everything that I have stated on this application is correct to the best of my knowledge. I understand that a that an event evaluation form must be submitted to the Watertown Business Improvement District within 60 days following the event. I understand that if the event evaluation is not submitted within 60 days, the funds rewarded will be revoked. By signing here, I signify that I have received the Watertown Business Improvement District criteria and understand that the Watertown Convention & Visitors Bureau will occasionally send me emails regarding the program updates and reminders.

Applicant’s Signature: _____ **Date:** _____

Return the application at least 45 days prior to event

By mail
 Watertown Convention & Visitors
 Bureau
 PO Box 225
 Watertown, SD 57201

In person
 Watertown Commerce Center
 1 East Kemp Avenue
 Watertown, SD 57201

Email
 Julie Knutson
 julie.knutson@visitwatertownsd.com