



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 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.

**IF THIS APPLICATION IS NOT SUBMITTED AT LEAST 45 DAYS PRIOR TO THE EVENT, IT WILL NOT BE CONSIDERED FOR FUNDING.**

## APPLICANT DETAILS

Application date: \_\_\_\_\_

Organization name: \_\_\_\_\_

Contact name/title: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

## 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: \_\_\_\_\_

## EVENT DETAILS

Event name: \_\_\_\_\_

Event date(s): \_\_\_\_\_

Event location: \_\_\_\_\_

Projected attendance: \_\_\_\_\_ Projected hotel room use: \_\_\_\_\_

Revenue budgeted: \_\_\_\_\_ Expenses budgeted: \_\_\_\_\_

Amount request: \_\_\_\_\_

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

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

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

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

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

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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?

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

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**PROJECTED BUDGET | REVENUE**

SOURCE	CASH AMOUNT	IN-KIND AMOUNT	TOTAL	STATUS
TICKET SALES	\$	\$	\$	
DONATIONS	\$	\$	\$	
VENDOR/PARTICIPANT FEES	\$	\$	\$	
OTHER (concessions, etc.)	\$	\$	\$	
TOTAL	\$	\$	\$	

## PROJECTED BUDGET [cont.] | EXPENSES

ITEM	COST	IN-KIND AMOUNT	TOTAL	NOTES
FACILITY	\$	\$	\$	
MARKETING	\$	\$	\$	
LODGING	\$	\$	\$	
EQUIPMENT	\$	\$	\$	
HOSPITALITY	\$	\$	\$	
LABOR	\$	\$	\$	
OTHER	\$	\$	\$	
<b>TOTAL</b>	\$	\$	\$	

THE WATERTOWN BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS STRONGLY ENCOURAGES APPLICANTS TO TRACK HOTEL ROOMS USED FOR THE EVENT FOR WHICH FUNDS ARE BEING REQUESTED. HOTEL ROOMS FILLED FOR THE DURATION OF EACH EVENT IS CRUCIAL TO THE DECISION MAKING PROCESS SHOULD FUNDS BE REQUESTED AGAIN.

**IF APPLICATION IS NOT SUBMITTED AT LEAST 45 DAYS PRIOR YOUR EVENT, IT WILL NOT BE CONSIDERED FOR FUNDING**

## APPLICANT'S STATE OF AGREEMENT

Everything that I have stated on this application is correct to the best of my knowledge. I understand that the EVENT FOLLOW-UP SURVEY must be completed and submitted no later than 30 days following the event in order to receive funding. I understand that if the survey is not submitted within 30 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 program updates and reminders.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### SUBMIT APPLICATION

#### BY MAIL OR IN PERSON

Watertown Convention & Visitors Bureau  
1 East Kemp Avenue  
PO Box 225  
Watertown, SD 57201

#### EMAIL

Katherine Danforth  
Executive Director, WCVB  
[katherine@visitwatertownsd.com](mailto:katherine@visitwatertownsd.com)