

Visit Enid Grant Guidelines & Application

PLEASE NOTE DEADLINES

August 31 is the deadline for grant applications for events to be held October 1 – April 30.
March 31 is the deadline for grant applications for events to be held May 1 – September 30.

The application will be reviewed by the Visit Enid staff and the Visit Enid Advisory Board. If approved, the entity will receive 60% of the requested amount at the beginning of the process. There will be a checklist provided that details the use of the Visit Enid logo and other information.

All organizations approved for grant funds must submit a Post Event Report Form ***within 60 days*** of the funded project to be eligible for the remaining 40% of the grant. The Post Event Report will be reviewed by Visit Enid to determine how well the project met its goals and be used when reviewing funding requests in the future. After the Post Event Form is reviewed and approved, the entity will receive the remaining 40% of the requested amount.

Priority will be given to those projects that demonstrate an ability to generate overnight visitors to Enid. Projects can prove this potential by a) historic information on the number of room nights used during previous years of the same activities, b) prospective information on a room block that has been reserved at area hotels for anticipated overnight guests attending the funded activity; and/or c) marketing of programs and activities in the event which will encourage overnight visitors to use local lodging properties.

Events and/or projects must not limit attendance by age, sex, race or other means. Visit Enid encourages all event organizers to patronize Enid businesses for food, supplies, materials, printing, etc.

Along with the application, please submit the following:

- Marketing Plan
- List of Board of Directors and committee members with contact phone numbers
- Budget for project, including all funding sources and in-kind
- Letters of Support
- Schedule of activities or events relating to the project
- Time line for project if applicable

Submit to: Visit Enid
201 W. Garriott
Enid, OK 73701

(if submitting via USPS, envelope must be postmarked by August 31 OR March 31)

Questions: Rob Houston, Director, Visit Enid
Rob@VisitEnid.org
580-616-7369

Visit Enid Grant Application

Organization Information

Date: _____

Name of Organization: _____ Date created: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone Numbers: _____ E-mail: _____

Is your organization: Non-Profit _____ Private/For Profit _____ Tax ID#: _____

How will the funds be used? (Extra sheets may be attached to the application for this information)

Project or Event

Name of Event or Project _____

Amount Requested: \$ _____

Date of Event or Project: _____ Location of Event or Project: _____

Web Site address of Event or Project _____

Primary Purpose of Funded Activity: _____

Percentage of costs covered by Grant Funds:

Event costs _____ Facility costs _____ Staffing costs _____

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Paid Advertising

_____ Newspaper _____ TV
_____ Radio _____ Other _____
_____ Media Press Releases
_____ Direct mailing

In-kind

_____ Newspaper
_____ Radio
_____ TV
_____ Other _____

Where is your advertising and promotion market: _____

Revised: 8/5/21

How many years of Event/Project: _____ Expected Attendance: _____

If the event is a sporting related function: How many individuals are expected to participate? _____

If the event is a sporting related function: How many participants are expected to be from another city or county more than 2 hours away? _____

If the event is a sporting related function: Tell us how the funded activity will substantially increase business at Enid hotels.

How many people attending the Event or Project will use Enid hotels? _____

How many nights will they stay? _____

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and how many nights: _____

Please list other cities that have hosted your Event or Project in years past with amount of assistance given by that city and hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

What ways have you developed to measure the impact of your event/project on area hotel activity?

Please list other organization, government entities & grants that have offered financial support to your project:

What number of individuals will your proposed marketing reach that are located in another city or county:

How many will your proposed marketing reach in cities more than 2 hours away or in a metro area:

How will Visit Enid be recognized in your advertising/promotional campaign: _____
