



GRANT APPLICATION

City of Muskogee Tourism & Exposition

Each year, the City of Muskogee allocates a portion of Lodging Tax revenue to the Tourism Support Grant Program. This program is designed to support initiatives that attract visitors and stimulate the local economy, with a focus on encouraging overnight stays. Grant funds may be used for marketing, venue rentals, and tourism-related infrastructure that enhance the visitor experience and promote sustainable tourism development.

ELIGIBILITY REQUIREMENTS

- **Event Type**
 - Eligible events include festivals, cultural celebrations, sporting events, fairs, conferences, and similar activities with the purpose of generating tourism in Muskogee.
- **Application**
 - All applications are due a MINIMUM of 60 Days prior to the event. Applications submitted less than 60 days are subject to disqualification.
- **Location**
 - The event must take place within the City of Muskogee or partnering facilities.
 - Venues must comply with all safety, permitting, and regulatory requirements.
- **Tourism Impact**
 - Events must demonstrate the ability to increase overnight stays, visitor spending, and/or overall tourism activity.
 - Preference will be given to events with regional, statewide, or national marketing reach.
- **Economic Benefit**
 - Applicants must show how the event will generate a positive economic impact for local businesses (e.g. hotels, restaurants, retail)
- **Organizational Capacity**
 - Eligible applicants include nonprofit organizations, or established business entities. No funds will be issued to individuals.
 - Applicants must demonstrate the capacity to successfully plan, manage, and execute the event.
- **Event Financials**
 - Applicant must provide event budget, previous years financials and awarded year event financials in post event report. All sponsorships must be included.
- **Use of Funds**
 - Allowable expenses include marketing, advertising, visitor services, and other tourism- related programming.
- **Marketing & Promotion**
 - Applicants must submit a marketing plan outlining efforts to reach audiences beyond the local community.
 - Post Event report must include all media buys.
 - ALL grant-funded promotion must acknowledge support from the Tourism Support Grant Program.

ELIGIBILITY REQUIREMENTS

- **Reporting**

- A post-event report is required within 60 days of the event, including:
 - Attendance figures and visitor demographics
 - Media buys, Event financials, and a list of sponsors.
 - Documentation of grant fund expenditures
- The minimum standard for reporting is attached to this application. Organizations may submit additional data, graphs, presentation materials, and/or marketing materials.
- If an organization does not submit its post-event report it will not be considered for future funding.

- **Grant Limitations**

- Maximum funding available is \$5,000 per event.

Certification

Hereby certify that the statements made in this application are true and complete to the best of my knowledge and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application.

Signature of Applicant: _____ Date: _____

Name of Event _____ Date of Event _____

Location of Event (city,st,zip) _____

Organization Name _____

Organization Address _____

Applicant Name _____ Phone _____

Applicant Email _____

Event website _____

Social Media Sites (facebook, instagram, tiktok, linkedin): _____

Has this event received funding from the Tourism Department before? ☐ YES ☐ NO

Is this a new or a recurring event? ☐ NEW ☐ RECURRING

Tourism Grant Requested Amount (Max. Amount \$5,000) \$ _____

Estimated Total Marketing Budget \$ _____

How many years has your organization received this grant? _____

Projected Total Attendance _____

Projected # of Vendors _____ Projected # of Volunteers _____

Projected # of Staff _____

Estimated # of hotel rooms event attendees will utilize in Muskogee _____

Applicant Signature _____

Date _____

Placed Media (advertising): Describe where advertising will be purchased, i.e. local, regional, statewide, and/or national. Include the amount spent and the percentage of the media budget.

Placed Media (advertising): check the purchased media you plan to use & list specifics:

- ☐ Radio _____
- ☐ Television _____
- ☐ Newspaper _____
- ☐ Digital _____
- ☐ Outdoor Advertising/Billboard _____
- ☐ Print _____
- ☐ Social Media _____
- ☐ Other _____

Earned Media (publicity): List where publicity is obtained and describe what medium, i.e. public relations activities, editorial coverage, articles written about event/organization, etc. Include the estimated value earned and the percent of the budget affected.

Local: (list specific medias, outlets, publications, amount earned and estimated earned value):

Regional: (list specifics, amount earned and estimated earned value): _____

State: (list specifics, amount earned and estimated earned value):

Describe how you expect this event will provide a benefit to the community:

Applicant Signature _____

Date _____

Section 1: Event Overview

Event Name: _____

Event Date(s): _____

Event Location Address: _____

Organizer Name: _____ Phone: _____

Partner Organizations (if any): _____

Total Attendance: _____

Total Overnight Stays: _____

Section 2: Goals & Objectives

What were the primary goals of the event?

☐ Promote tourism

☐ Support local businesses

☐ Cultural celebration

☐ Other: _____

Section 3: Event Highlights

Key Attractions/Activities:

Special Guests/Performers:

Media Coverage:

☐ Local News _____

☐ Social Media _____

☐ Radio _____

☐ Other: _____

Section 4: Attendance & Demographics

How was attendance tracked?

☐ Ticketing

☐ On-site counts

☐ Box Office Report

☐ Other: _____

Visitor Origin:

Local Residents (%): _____

Out-of-town Visitors (%): _____

International Visitors (%): _____

Section 6: Marketing & Promotion

Channels Used:

- ☐ Social Media
- ☐ Print Media
- ☐ Radio/TV
- ☐ Website
- ☐ Email Campaign

Most Effective Channel: _____

Section 7: Challenges & Lessons Learned

What were the main challenges faced?

What worked well?

Section 8: Attachments

- ☐ Budget Report (vendor invoices, sources of income, net profits, and sponsorships)
- ☐ Photos
- ☐ Press Releases/ News Coverage
- ☐ Marketing Materials
- ☐ Surveys or Feedback Forms

FAILURE TO SUBMIT THE POST-EVENT REPORT WITHIN 60 DAYS POST EVENT COULD RESULT IN FUTURE INELIGIBILITY FOR YOUR ORGANIZATION.

I hereby certify that all information provided in this application and report is true, complete, and accurate to the best of my knowledge, and I understand that my misrepresentation may result in disqualification or repayment of grant funds.

Applicant Signature _____

Date _____