Baker County Transient Lodging
Collaborative Marketing Support Program
Overview

Eligibility:
The Collaborative Marketing Support Program is open to all individuals, business, or organizations located in Baker County's most underserved areas: cities that hold an intergovernmental agreement under the County TLT Ordinance where County TLT funds are collected.

This program is for new events only. These events are only eligible for three years maximum support through this program. Applicants from outside of Baker County are not eligible to apply unless the project provides a direct benefit to tourism or economic vitality to Baker County.

Funds are to be used for Marketing and Advertising only. (i.e. web advertising, social media boosting, radio, television, print, graphic design, signage, influencer, media, digital content creation.)

Have questions on your event or application, please contact Rebecca Neault – Baker County Executive Assistant to the Commissioners rneault@bakercountyor.gov

Criteria:
The event will enhance the food, retail and lodging revenues in Baker County.
The event should bring in both demographic and geographic diverse tourists to Baker County.

Application Process:
- *All Applicants are **required** to fill out the application.
- *All applicants are **required** to send their application to Rebecca Neault/TLTC by either email or mailed physical copy (addresses provided below).
- *All applicants are **required** to submit this application ***no later than 90 days*** prior to event date.
- *The Applicant or representative will be asked to present the request to the TLTC (this will be scheduled as necessary.)
- *The Collaborative Marketing Support Program money will be limited to a ***maximum of $1,500*** with verified and preapproved proof of expended funds for **Advertising.**
- *Approved amount can be invoiced directly to Rebecca Neault/TLTC by preapproved advertising estimate or applicant can submit a preapproved paid invoice to Rebecca Neault/TLTC for reimbursement.

When current year funds are depleted, Collaborative Marketing Support Program requests may be funded the following fiscal year (July 1).

A written report on the event results, including a financial profit and loss statement and a breakdown of where event attendees traveled from, must be submitted to Rebecca Neault/TLTC within 60 days following the event.

The applicant may be asked to present event results to the TLTC at their next scheduled meeting. Failure to follow the application process and/or failure to submit a report will affect eligibility of future Collaborative Marketing Support funds.

Rebecca Neault/TLTC
1995 Third Street
Baker City, OR 97814
rneault@bakercountyor.gov
541-523-8200

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Name of Event: _____ Federal ID #: _____

Business Address: _____

City: State: Zip: _____

Mailing Address (if different): _____

City: State: Zip: _____

Contact Person: _____ Phone: _____ Email: _____

Add'l Contact: _____ Phone: _____ Email: _____

Amount Requested: _____ Date of Event: _____

Total event budget: _____

Has the event received funds from the TLTC Collaborative Marketing Support Program in the last three (3) years? No If yes, how will funds be utilized differently?

Event Specific Questions:
Describe the benefits the event should bring to the vitality of Baker County Tourism & Economy:

Please provide:

Estimated number of attendees: _____

Estimated number of participants: _____

Estimated number of overnight stays of attendees: _____

Please list the leadership team including any supporting organizations or groups that will be involved in implementing the event or activity.

Specify how you plan to utilize the Collaborative Marketing Support funds and provide available estimates. Examples of how funding can be used: Web Advertising, Social Media Boosting, Radio, Television, Print.

Include a detailed budget for the event and list all estimated sources of revenue and expenses. If a profit is anticipated, please list how the excess funds will be used in the future to promote the event. Please also include any additional funding you expect to receive.