



## LODGING TAX FUNDING REQUEST

Date Form Completed: \_\_\_\_\_ Amount Requested: \_\_\_\_\_

Organization Applying for Funding: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

### REQUIREMENTS for Requesting Lodging Tax Funds:

- Lodging tax funds should be used for the promotion of events and activities in Perham and maximize the benefits to the community and visitors. **Applicants are strongly encouraged to request funding for marketing and promotion in communities outside the area, as well as locally.** Requests will be considered for other expenses when it involves the startup of an event, events with a proven record of exceptional visitor attendance, or for other instances. Groups or individuals can apply, and do not need to be a non-profit.
- Application should be **submitted no later than September 30<sup>th</sup>** of any given year for consideration for the following year.
- The contact person or representative should plan to attend a Lodging Tax Committee meeting to answer questions prior to approval.
- Preference will be given to **multi day events** in the **off peak lodging season (September – April)**.
- If funding is approved, an **Evaluation Worksheet** must be submitted to the Lodging Tax Committee within 45 days after completion of the event (see attached form).
- If funding is approved, organization or individual agrees to **list City of Perham Lodging/Perham.com as a sponsor on all printed materials, and submit a press release about the funding.**
- All forms, applications, committee approval, and requirements must be completed before requesting Lodging Tax Funds.
- **NO FUNDS will be disbursed without a submitted invoice or billing statement.**

### APPLICATION MUST INCLUDE THE FOLLOWING: (Please use attached forms)

1. Event Overview Worksheet
2. Event Budget Worksheet

### Signature of Organization Representative agreeing to Funding Requirements:

\_\_\_\_\_ Date: \_\_\_\_\_

**Send completed application to:** City of Perham, c/o Patti Stokke  
P.O. Box 130, Perham, MN 56573  
[pstokke@cityofperham.com](mailto:pstokke@cityofperham.com)

Be sure all forms, applications, committee approvals and requirements are completed before submitting request. For assistance, please call (218) 346-4455.



**LODGING TAX FUNDING REQUEST**  
**Event Overview Worksheet**

<b>Event Information</b>
Organization Name:
Date(s):
Description:
Venue:
Admission Fee(s):
Number of years event has been in place? (1st year, 2nd year, 5th year, 7th year...)
<b>Target Audience</b>
Who do you expect to attend this event?
Anticipated number of attendees:
Anticipated number of lodging rooms:
<b>Business Plan - Describe your business plan:</b>
<b>Marketing Plan - Describe your marketing plan for this event:</b>
<b>Community Impact - What is your projected economic impact to Perham businesses?</b>
<b>History - Describe the history of your organization and event:</b>



**LODGING TAX FUNDING REQUEST**  
**Event Budget Worksheet**

**Organization Name:** \_\_\_\_\_

**INCOME:**

Cash from Event	\$
Cash Donations	\$
In Kind Services	\$
In Kind Supplies	\$
Other	\$

**Total Income** \$ \_\_\_\_\_

**EXPENSES:**

Advertising	\$
Apparel	\$
Equipment	\$
Printing/Copying	\$
Supplies	\$
Other	\$

**Total Expenses** \$ \_\_\_\_\_

**Net Income (Loss)** \$ \_\_\_\_\_



## LODGING TAX FUNDING EVENT EVALUATION

Name of Event: \_\_\_\_\_

Host group/organization: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

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

Date(s) of Event: \_\_\_\_\_

Event Description:

Number of Participants: \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Total number of **City** Hotel rooms utilized (add up rooms for each night): \_\_\_\_\_  
(Event coordinators must contact all City of Perham properties to determine number of rooms occupied for event)

How was this event promoted? *Please list media and costs:*

Promotion costs: \$ \_\_\_\_\_ Expected (or actual) net profit: \$ \_\_\_\_\_

Intended profit uses/Sponsors:

Additional Information/Comments:

**MUST SUBMIT EVALUATION FORM WITHIN 45 DAYS OF THE EVENT. PLEASE ATTACH INVOICE/STATEMENTS FOR PROMOTIONAL COSTS INCURRED AND SAMPLE OF PRINTED PROMOTIONAL PIECES. Mail to: City of Perham, PO Box 130, Perham, MN 56573 Drop off at: 125 2<sup>nd</sup> Avenue NE, Perham, MN 56573 fax to: (218) 346-9364, or Email: [pstokke@cityofperham.com](mailto:pstokke@cityofperham.com)**