

Baker County Transient Lodging Collaborative Marketing Support Program

Eligibility:

The Event Collaborative Marketing Support Program is open to all individuals, business, or organizations in Baker County. 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. (ie. Web advertising, social media boosting, radio, television, print)

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 application to Baker County Marketing Director, Jessica Hobson 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.
- *All applicants are **required** to schedule an appointment with Baker County Marketing Director, to review application and create a marketing plan and strategy.
- *The Applicant or representative may be asked to present the request to the TLT (this is not a requirement and will be scheduled as necessary.)
- *The Collaborative Marketing Support Program money will be limited to a **maximum of \$2,500** with verified and preapproved proof of expended funds for **Advertising**.
- *Approved amount can be invoiced directly to Travel Baker County by preapproved advertising estimate or applicant can submit a preapproved paid invoice to Travel Baker County for reimbursement.

The TLT committee highly encourages applicants to utilize the Baker County Marketing Director's skillset for best practices in marketing their event and other resources that may be available to maximize event success.

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

A written report of event results, including a financial profit and loss statement and a breakdown of where event attendees traveled from, will be submitted to the Baker County Marketing Director 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.

Baker County Marketing Director
Jessica Hobson
490 Campbell Street
Baker City, OR 97814
info@travelbakercounty.com
541-519-0763

Name of Event: _____ Federal ID #: _____

Business Address: _____

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 TLT Collaborative Marketing Support Program in the last three years? _____

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 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.