

Williamson County Convention & Visitors Bureau

108 4th Avenue South, Suite 203, Franklin, Tennessee 37064

Phone: 615.791.7554 Fax: 615.550.2707

email: Kathryn@visitfranklin.com

website: www.VisitFranklin.com

**2011-2012 WCCVB HOTEL GRANTS PROGRAM
GUIDELINES**

The purpose of the Williamson County Convention & Visitors Bureau (WCCVB) Hotel Grants Program is to generate overnight bookings, assisting hotels to secure business on new, non-contracted meetings and groups by providing grant funding as a tool to off set expenses as an incentive to attract new business.

The WCCVB Hotel Grants Program is for the fiscal year July 1, 2011 to June 30, 2012. Hotel contracts must be signed by May 30, 2012.

Hotel Grant Amount Available Per Meeting: Up to \$2,500 depending on the total number of room nights contracted and the matching value added and/or in-kind contribution on behalf of the hotel.

PROJECT GUIDELINES

Any hotel, Bed & Breakfast, or lodge located in Williamson County and listed on the WCCVB website VisitWilliamson.com may apply for a WCCVB hotel grant according to the following guidelines:

1. The amount of the grant given is based on the final room night pick up. The following total room night counts (RN) determine the level of grant funding:
300 RN- \$2,500
250 RN- \$2,000
200 RN- \$1,500
150 RN- \$1,000
100 RN- \$500
2. The hotel can apply for a matching grant up to \$2,500 to secure a piece of new non-contracted business.
3. The hotel must show that the value added and/or in-kind contribution match or exceed the grant amount requested up to \$2,500 not including room rate discount or complimentary meeting space.
4. While the event date does not have to fall in the current fiscal year, the event contract must be signed by May 30th in order to qualify for funding from the grant program.
5. All client information given to the WCCVB is considered protected disclosure and will be kept highly confidential.

6. Should the group experience a drop in pick-up of total room nights contracted, grant funds may be adjusted by the WCCVB at its discretion.

APPLICATION PROCEDURES & SCHEDULE

Applications are accepted July 1, 2011 through May 30, 2012 and will be evaluated monthly until program funding is exhausted. Applicants will be notified after the Grants Committee has met regarding the approval or denial of their requests.

1. Send in a completed WCCVB Hotel Grants Application. All information must be filled in.
2. Type or print application clearly. Additional pages and support material may be attached but are not necessary.
3. A grant may be awarded for less than the amount requested, depending on the number of applications received and other factors in the guidelines. A letter will be sent to each applicant stating approval of grant request with grant amount awarded or denial of grant request.
4. To receive grant funds the following must be provided to the WCCVB:
 - a. A copy of the meeting contract with total number of room nights contracted (Disclosure)
 - b. A complete list of concessions, value added and/or in-kind contributions made by the hotel along with total revenue collected (Disclosure)
 - c. A print out of total room nights picked up must be submitted with in one week of departure date for the event.
 - d. An invoice from grant recipient billing the WCCVB for the approved grant amount (Approved grants will be paid directly to the grant recipient only.)
5. Should the room nights exceed the estimated approved grant, no more than the awarded amount will be paid.
6. The WCCVB will reimburse the hotel after all requirements have been met. Once all requirements have been fulfilled a check will be issued within 30 days.

Mail applications to: Williamson County Convention & Visitors Bureau
Hotel Grants Program
c/o Kathryn Smith
108 4th Avenue South, Suite 203
Franklin, TN 37064

or fax: (615) 550-2707

or email: Kathryn@VisitFranklin.com



Williamson County Convention & Visitors Bureau

108 4th Avenue South, Suite 203 Franklin, Tennessee 37064

Phone: 615.791.7554 Fax: 615.550.2707

email: kathryn@visitfranklin.com

website: www.VisitFranklin.com

2011-2012 WCCVB Hotel Grant Application

Completed application is required for consideration of grant.

Date _____

HOTEL NAME _____

Application Submitted by _____

Hotel Sales Contact _____

Address _____

City _____ State: TN Zip code _____

Name of Meeting (Disclosure) _____

Meeting Contact (Disclosure) _____ (Name) _____ (Address)

_____ (Email) () _____ (Phone)

Applications must be for new, non-contracted business. First time applicants are given priority and will be evaluated as submitted until program funding is exhausted.

Planned Meeting Date ____/____/____

Planner Decision Date ____/____/____ (contract must be signed by May 30, 2012)

Hotel Room Rates _____

Projected Contracted Hotel Room Night Pick Up

Table with 2 columns: Room Rate (RN) and Amount. Rows include 300 RN- \$2,500, 250 RN- \$2,000, 200 RN- \$1,500, 150 RN- \$1,000, 100 RN- \$500.

(maximum amount available is \$2,500. Please see Grant Guidelines for details.)

Questions: Please answer in the space provided below or on back of sheet.

1. Has this group ever been at your property before? If so, when?

2. Where has this meeting been held in the past 3 years (city, property, pick-up)?

3. As stated in the Grants Guidelines the hotel property must contribute in-kind and/or value added in the amount of the requested funds. Please list all value added and/or in-kind contributions to be made by the hotel. (Discount off of room rate, reduced meeting room fees or comp meeting space does not qualify)

No payments will be made directly to vendors or meeting planners. Reimbursement checks will be issued after the completion of the event and total room night pick up is reported.

By submitting this application you agree to the guidelines, terms and conditions set forth by the Williamson County Convention and Visitors Bureau.

Hotel General Manager (Print)

Signature

Date Signed

Hotel Sales Representative (Print)

Signature

Date Signed