

Pahrump Tourism and Convention Council

Form PTCC-02: Grant Request Guidelines

BACKGROUND

The Pahrump Tourism and Convention Council (“PTCC”) is an advisory board answering to the elected Board Members of the Town of Pahrump, Nevada. The purpose of the PTCC is to:

- a. Act in an advisory capacity to the Pahrump Town Board and/or the Pahrump Town Manager with regard to the promotion of the unincorporated town of Pahrump, so as to increase the number of domestic and international tourists; and
- b. Make recommendations to the Pahrump Town Board and/or the Pahrump Town Manager with requests for expenditures from the Room Tax fund generated within the unincorporated town of Pahrump.

In furtherance of the stated purposes of the PTCC, the PTCC may, from time-to-time, offer specific grants to individuals, businesses and/or organizations provided that the use of the grant money serves the stated purposes of the PTCC and is in the best interests of the PTCC.

Without limiting the ability of the PTCC to offer any grant(s) that are anticipated to further the goals and objectives of the PTCC, a grant request must generally fit into one of the following four (4) categories:

1. Marketing. This category includes advertising efforts (television, radio, newspaper, etc.) designed to promote specific and established events/attractions. For the most part, the bulk of grant requests will reside within this category and this type of grant is the “standard”.
2. Start-up. This category includes new, or start-up, events/attractions. While the “standard” grants are limited to marketing efforts, grants for start-up events/attractions can be used for non-marketing activities provided that the grant funds are not used for those prohibited items listed in section 1.16.
3. Infrastructure. The PTCC supports the development of publicly owned property, facilities and infrastructure within the Town of Pahrump when such development will assist in attracting visitors to the town.
4. Cultural: The PTCC supports building a sense of community through partnerships with the arts, education and environment. Grants for cultural events can be used for any activity, including non-marketing activities, provided that the grant funds are not used for those prohibited items listed in section 1.16.

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The PTCC strives to maintain a balanced budget and engages in other marketing activities designed to promote the Town of Pahrump; these other marketing activities are the main focus of the PTCC and take precedence over the awarding of grants. As such, the amount of funds available for grants may be limited due to these other marketing activities and, as such, the PTCC makes no assurances that grant funds will be available and, further, the PTCC is under no obligation to award grants. Grants will only be awarded in those circumstances where the anticipated room tax revenues exceed the other budgeted marketing activities. Further, the amount available for grants, if any, will be limited to the difference between anticipated room tax revenues and the other budgeted marketing activities. Grants will be awarded on a “first come, first served” basis and will not be awarded once the available grant funds for the current fiscal year have been distributed.

GENERAL GUIDELINES

- 1.1 These general guidelines apply to all grant requests, and must be followed for all grant requests, regardless of which category (marketing, start-up, infrastructure, cultural) the grant is for.
- 1.2 Grant funds are intended exclusively to develop, promote and improve tourism to and within the Town of Pahrump and may not be used for any other purpose.
- 1.3 It is not the intention of the PTCC to fully fund any activity but, rather, to provide matching funds to assist. As such, each grant recipient must provide an amount of money greater than or equal to the amount of the grant request with such funds dedicated to the project. The PTCC may, however, provide a grant with less than equal matching money provided by the recipient if the PTCC is convinced that the recipient is financially unable to provide an equal match.
- 1.4 Applicants are strongly encouraged to leverage other funds beyond the required match such as state/federal grants, local cash/donations from businesses, local cash/donations from the community, event sponsorship, etc. in order to maximize limited resources.
- 1.5 Organizations requesting a waiver of any portion of the matching funds must submit a written statement of need.
- 1.6 While grant requests from individuals and for profit businesses will be considered, preference will be given to non-profit entities. In addition, preference will be given to those events/attractions anticipated to result in overnight stays.

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- 1.7 Applications for grant funds must be submitted no later than one hundred twenty (120) days prior to the date of the event/attraction and/or the start of the project. The PTCC may consider applications submitted less than one hundred twenty (120) days prior but is under no obligation to do so.
- 1.8 Applications for grant funds must be submitted on the official form. In addition, applicants must provide a formal and complete written statement of the project goal including an exact description of the purpose of the grant funds and how the grant funds will be expended, an itemized budget, the distribution plan and/or the media schedule (if appropriate to the project), the long and short term goals of the project, and an estimate of the number of visitors/tourists the project expects to attract. Submitting creative ideas and plans will be helpful in the grant evaluation process.
- 1.9 Applications for grant funds will be placed on a PTCC agenda. It is imperative that the applicant has a representative attend the PTCC meeting in order to explain the grant request and answer questions of the PTCC Board. Failure to have a representative attend the PTCC may result in denial of the application.
- 1.10 The PTCC does not “approve” applications but, rather, merely recommends that the Town Board approve the application. As such, if the PTCC recommends approval, the applicant should have a representative attend the Town Board meeting where the item will be heard in the event any Town Board Member has questions regarding the project.
- 1.11 If the PTCC recommends approval of the application, the applicant must complete and sign the “Grant Agreement” prior to the Town Board meeting where the item will be heard. The PTCC will not place the item on a Town Board agenda until such time as the “Grant Agreement” has been completed.
- 1.12 The PTCC operates on a reimbursement model. This means that your organization will not receive any funds prior to the start of the project but will only be reimbursed for actual funds expended as supported by a receipt. Once you have paid for the item, you may turn the receipt into the Town offices for reimbursement; once the receipt is verified, the reimbursement check will be issued within sixty (60) days.
- 1.13 Each Grantee must complete and submit a “Grant Evaluation” form to the PTCC; the grant evaluation form must be completed and submitted along with the request for reimbursement (see item 1.12 above). Failure to complete/submit the grant evaluation form will result in denial of the reimbursement and will automatically disqualify the grant recipient from all future grant requests. Performance on past and pending projects will be considered before further applications by the organization will be considered.

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- 1.14 Grants may be audited at any time by the PTCC or its representatives up to five (5) years after the conclusion of the event/attraction.
- 1.15 These guidelines have been established to assist grant applicants in developing proposals for grant funds. The PTCC hereby reserves the right to modify and/or waive these guidelines at any time and/or the right to reject any and all proposals. The PTCC further reserves the right to waive any irregularities in any proposal if it is in the best interests of the PTCC to do so.
- 1.16 The following are not fundable expenses for the purpose of grant funds:
- (a) Direct religious activities.
 - (b) Political activism, lobbying, legislative activities, or legal action.
 - (c) Capital investments or improvements (except for infrastructure grants).
 - (d) Equipment purchases (except for infrastructure grants).
 - (e) Salaries, cost over-runs, overhead, staff food or lodging, staff benefits, entertainment or transportation, or other personal costs. For the purposes of this paragraph, the term “staff” includes volunteers.
 - (f) Communications by telephone, telegraph, telex, or other means.
 - (g) Alcohol or drugs.
 - (h) Operating costs such as office rent, supplies, telephone, postage, subscriptions, memberships, utilities, maintenance, auto expense, maintenance of equipment, etc.
 - (i) In state or out of state travel costs or per diem.
 - (j) Training registration fees, travel, materials, training consultants, other costs for training staff, volunteers, community leaders, etc.
 - (k) Prizes and awards.
 - (l) Non-budgeted expenses.
 - (m) Expenses incurred or commitments made prior to the grant award.
- 1.17 The PTCC does not provide funding to agencies, organizations, individuals, etc. that discriminate based on race, color, creed, age, sexual orientation, national origin, etc.
- 1.18 Applicants/Grantees will comply with all applicable local, state and federal rules, regulations, laws, etc. including, but not limited to, Town of Pahrump business license, Town of Pahrump resolutions regarding audits of grantees, state health permits, state sales tax registration and collection, state business registration, state and federal employment taxes, federal income tax registration and filing, etc.
- 1.19 Grantees are not permitted to earn a profit from any event/attraction/activity sponsored by the PTCC through a grant (unless said profit exceeds the amount of the grant). If a profit is available, said profit must be remitted to the PTCC up to the amount of the grant awarded

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by the PTCC. Once the grant amount has been repaid, the grantee is allowed to keep the remaining profit, if any. Failure to remit profits to the PTCC within ninety (90) after the conclusion of the event/attraction/activity will render the organization ineligible for future grants.

MARKETING GUIDELINES

- 2.1 The purpose of the PTCC is to increase the number of tourists visiting the Town of Pahrump and, ideally, to increase the number of overnight stays. As such, the PTCC will not consider requests seeking grant funds to perform advertising within a fifty (50) mile radius of the Town of Pahrump. Be advised, however, that requirements at the state level may differ and should be considered if state funding is also anticipated.
- 2.2 In addition to the standard grant request application, the applicant must submit copies of all proposed marketing collateral. This includes, but is not limited to, the following:
 - (a) For print advertising (newspapers, magazines, flyers, etc.), a copy of the proposed advertisement.
 - (b) For radio and television advertising, a written copy of the proposed script.
 - (c) For Internet advertising, a copy of the proposed advertisement.
- 2.3 All marketing collateral (newspapers, magazines, flyers, radio, television, Internet, etc.) must contain the following:
 - (a) The following wording: "Sponsored by the Town of Pahrump and the Pahrump Tourism and Convention Council."
 - (b) The PTCC website address.
 - (c) The Town of Pahrump and PTCC logo.
- 2.4 A detailed listing of where and when the advertisement will be run.
 - (a) For newspapers and magazines, the name of the publication and the publication dates.
 - (b) For flyers, the number of flyers to be produced, distribution locations and distribution dates.
 - (c) For radio and television, the name of the station, the dates the ad will be run, and the total number of spots.
 - (d) For Internet, the name of the website, the dates the will be run, and the number of impressions.
 - (e) For other forms of marketing, similar information describing where and when the advertisement will be run.

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- 2.5 A detailed listing of the cost of the marketing. This is to include a quote, or proposal, from the media outlet.

START-UP GUIDELINES

- 3.1 A goal of the PTCC matching grant program is for the grant money awarded to serve as “seed” money to help a project get started or grow. It is anticipated that future matching grant awards will decrease as each event or promotion becomes successful enough to be self-sustaining. This will allow appropriated funds to assist other new events to get started or expand so as to bring additional tourism to the Town of Pahrump, or to be used in destination marketing.
- 3.2 An event or attraction may be considered a “start-up” for the first three (3) performances. After the first three (3) performances, the event/attraction will not be considered a “start-up” and will generally be limited to marketing funds only.
- 3.3 The PTCC anticipates that the total grant request from a “start-up” event/attraction will decrease for each subsequent performance. A grant request that increases from one performance to the next and/or remains flat from one performance to the next indicates an event/attraction that is not becoming self-sustaining and, therefore, less likely to meet the goals of the PTCC. A “start-up” grant request that does not decrease from performance to performance may not be given full consideration by the PTCC.
- 3.4 While the “standard” PTCC grant is for marketing activities, a grant to a “start-up” event or attraction can be used for purposes other than marketing provided that the grant funds are not used for those prohibited items listed in section 1.16.
- 3.5 In the event that any portion of the grant funds are to be used for marketing activities, the grant application must adhere to the requirements detailed in the “Marketing Guidelines” section.
- 3.6 As grant funds in this category can be used for a multitude of purposes, these guidelines will remain intentionally vague as it is not possible for the PTCC to anticipate each and every possible use of funds. Accordingly, it is incumbent upon the applicant to provide as much detailed information in their application as possible to assist the PTCC in reaching a conclusion regarding the application. Failure to provide sufficient information may result in the PTCC reducing the amount of the grant request and/or rejecting the request entirely. Sufficient information may include, but is not limited to, a detailed projected income statement for the event/attraction indicating all sources of revenue and all uses of funds, a

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detailed balance sheet and income for the organization as a whole indicating the need for start-up funds, quotes from vendors, etc.

INFRASTRUCTURE GUIDELINES

- 4.1 Priority will be given to projects that are unable to access other sources of funds (state grants, federal grants, bond issues, etc.). Documentation must be submitted to show why other sources of funds are not available for the project.
- 4.2 Priority will be given to projects that produce tangible assets that improve the tourism potential of the Town of Pahrump.
- 4.3 Priority will be given to projects identified as a local priority arrived at through a planning or public meeting process that shows broad community support and commitment. Documentation must be submitted showing the plans or process, which identified the project as a local priority.
- 4.4 Projects may include, but not be limited to, the following:
 - Visitor center, kiosk, rest stop, etc.
 - Downtown improvements
 - Gateway improvements
 - Local park or recreation improvements that will increase tourist visits
 - Fair grounds and arena improvements
 - Improved parking for visitors/tourists or RV's
 - Infrastructure such as water, sewer, streets, etc. that will directly enhance visitor/tourist visits
- 4.5 The following are examples (but should not be considered an exhaustive listing of all allowable uses) of allowable expenses for the purpose of the grant funds:
 - Capital investments or improvements
 - Equipment used as a part of the project
 - Real or personal property
 - Interpretive signs
 - Construction costs
 - Permit fees required by local, state or federal entities
- 4.6 Questions on what constitutes expenses that are allowed or not allowed should be addressed to the PTCC or its representatives. The PTCC will make the final determination as to which expenses are allowed and which are not allowed.

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- 4.7 Projects funded through the program must comply with all federal, state and local regulations and requirements.
- 4.8 As grant funds in this category can be used for a multitude of purposes, these guidelines will remain intentionally vague as it is not possible for the PTCC to anticipate each and every possible use of funds. Accordingly, it is incumbent upon the applicant to provide as much detailed information in their application as possible to assist the PTCC in reaching a conclusion regarding the application. Failure to provide sufficient information may result in the PTCC reducing the amount of the grant request and/or rejecting the request entirely. Sufficient information may include, but is not limited to, a detailed projected income statement for the project indicating all sources of revenue and all uses of funds, a detailed balance sheet and income for the organization as a whole indicating the need for project funds, quotes from vendors, etc.

CULTURAL GUIDELINES

- 5.1 All grants for cultural activities will be drawn solely from the funds provided by the State of Nevada room tax (as opposed to the funds provided by the Town of Pahrump room tax).
- 5.2 Priority will be given to those events held in conjunction with other town activities.
- 5.3 Priority will be given to those events appealing to the broadest cross-section of the community.
- 5.4 Priority will be given to those events displaying broad community support (as evidenced by the number of community volunteers, the number and dollar amount of community donations, etc.).
- 5.5 While not a prerequisite, priority will be given to those events expected to draw overnight visitors.
- 5.6 Grants will be limited to fifty percent (50%) of the anticipated shortfall (i.e., anticipated revenues less anticipated expenses). For the purposes of this requirement, "in-kind" donations of time are not considered. The remaining fifty percent (50%) of the anticipated shortfall must be provided by the grantee through their own resources, other grants, community donations, etc.
- 5.7 Grant funds for cultural activities may be used for any purpose (except those items listed in section 1.16) and are not limited solely to marketing purposes.

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- 5.8 If any portion of the grant funds are to be used for marketing purposes, the grantee must fully comply with the “Marketing Guidelines” (section 2) *except* that the grantee is not subject to the fifty (50) mile radius rule.
- 5.9 As grant funds in this category can be used for a multitude of purposes, these guidelines will remain intentionally vague as it is not possible for the PTCC to anticipate each and every possible use of funds. Accordingly, it is incumbent upon the applicant to provide as much detailed information in their application as possible to assist the PTCC in reaching a conclusion regarding the application. Failure to provide sufficient information may result in the PTCC reducing the amount of the grant request and/or rejecting the request entirely. Sufficient information may include, but is not limited to, a detailed projected income statement for the event/attraction indicating all sources of revenue and all uses of funds, a detailed balance sheet and income for the organization as a whole, quotes from vendors, etc.

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RECEIPT AND ACKNOWLEDGMENT

I hereby acknowledge receipt of the Grant Request Guidelines of the Pahrump Tourism and Convention Council (Version 1, Effective 08/01/2009). I understand that, if my grant request is approved (in whole or in part) by the Pahrump Tourism and Convention Council and the Pahrump Town Board, this "Receipt and Acknowledgment" will become an Exhibit to the Grant Agreement and will thereby fully incorporate all requirements, terms, conditions, etc. of the Grant Request Guidelines into the Grant Agreement. I hereby agree to fully comply with the Grant Request Guidelines before, during and after the event and I understand that failure to comply with the Grant Request Guidelines will be considered a material breach of the Grant Agreement. I represent and warrant that I have full authority to sign this "Receipt and Acknowledgment" and to bind the applicant/grantee.

Print Name of Event

Print Name Applicant (Organization/Individual)

Signature of Applicant

Print Name of Person Signing

Date