



## CITY OF BRANSON

110 W. Maddux, Suite 210

Branson, MO 65616

417-334-3345

417-334-6095 Fax

### **APPLICATION FOR TOURISM TAX CONTINGENCY FUNDS**

#### **Overview:**

The Branson Board of Aldermen established a set-aside of the City's tourism tax marketing revenues ("Contingency Fund") to fund special attractions, events, projects and activities designed to attract additional visitors to Branson and provide increased exposure and added marketing and promotional value for the City. These funds are available in recognition that possible visitor attraction, marketing and promotional opportunities may present themselves to the City but require financial assistance to be successful as projects or one-time event and attraction or to become successfully established as a self-supporting and reoccurring event or attraction.

#### **Guidelines:**

1. Applications for funding shall only be accepted from organizations that have a not-for-profit designation.
2. Individuals may apply for funding only as long as there is clearly no personal financial gain or benefit to the individual from the event, attraction or project for which funding is requested.
3. The Board of Aldermen does not provide monies from the Contingency Fund to finance ongoing operational expenses for applicant organizations or individuals.
4. The Board of Aldermen look favorably on Contingency Fund requests where a portion of the funds needed for the project have already been raised.
5. Funding will only be considered if the event, attraction or project cannot happen without the assistance of Contingency Fund monies.
6. Contingency Funds allocated to the applicant cannot be diverted from their original purpose by the applicant unless approved by the Board of Aldermen.
7. Excess funds generated from the event, attraction or project must be returned to the City up to the amount provided by the City. However, it may be requested by the applicant that the City allow excess revenues generated by the event, attraction or project to be used by the applicant for the specific start-up cost for the same reoccurring event, attraction or project if it can be demonstrated that no other funding opportunities are available and that the event, attraction or project met or exceeded the projected visitor attraction, promotional or marketing estimates.

8. The applicant must be able to show a funding plan that clearly demonstrate that applicant is exhausting all efforts to obtain funding from all other possible revenue sources such as grants, sponsors, etc.
9. If monies are provided, applicant will be required to enter into a binding contract defining terms of expenditure and disbursement of monies, documentation, accountability, reporting, etc.

**Applicant Information:**

Name of Organization: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Primary Contact Person: \_\_\_\_\_  
Corporate Status: \_\_\_\_\_  
State of Incorporation: \_\_\_\_\_  
Tax Identification Number: \_\_\_\_\_  
Amount requested from the Contingency Fund: \_\_\_\_\_

**Proposal:**

Please provide a written narrative with the following information:

- A clear business plan and outline of the event, attraction or project to be funded.
- A brief history of your organization (or your background if an individual), including development, accomplishments and mission.
- What personnel, resources, and experience does your organization (or you if an individual) have available to ensure that the project will be carried out according to plan?
- A description of the people or community that you or your organization serves or benefits.
- A list of the expected results if the event, attraction or project takes place (e.g. number of visitors being brought to Branson, anticipated expenditure amounts, amount of promotional or marketing benefit, etc. that the City will receive).
- Planned changes to the major board, staff or organizational structure in the next 18 months, if any.
- Short and Long-term strategies for funding this event, attraction or project if more than a one-time occurrence.
- What is the anticipated return on investment (“ROI”) for this event, attraction or project and quantify how you will measure the return.

Please provide the following:

- The most recent audited financial statements (if available, if not available please explain).

- The current operating budget for the organization.
- Event, attraction or project budget
- IRS determination letter of not-for-profit.
- A copy of the organizations certificate of good standing.
- A copy of the organizations most recent annual report.

**Reporting Process:**

An applicant that receives Contingency Funds must use those funds as approved by the Board of Aldermen. A contract will be drawn between the City of Branson and the Applicant that outlines the requirements for the use of these funds, use of excess funds if any, dissemination of funds, accountability, reporting requirements, etc. If Contingency Funds are received, applicant will submit a report to the Board of Aldermen following the completion on the event, attraction or project as agreed upon in the contract so that the Board of Aldermen can evaluate the success of the event, attraction or project.

**Acknowledgement Agreement**

The applicant certifies that all information provided in this application is true and complete.

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Applicant's signature

**Please mail information to:**

Mayor  
City of Branson  
110 West Maddux Street  
Suite 210  
Branson, Missouri 65616