

TOWN OF TONOPAH GUIDELINES FOR THE EXPENDITURE OF STATE 5/8THS  
ROOM TAX GRANT MONIES FOR ADVERTISING AND SPECIAL EVENTS

1. Grant funds are intended to develop, promote and improve tourism within the Tonopah area. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded.
2. Grant funds are to be granted to non-profit organizations which promote specific events and attractions in the community.
3. A preference will be given to projects which have the highest potential for drawing non-local attendance in the following ranking:
  - a. projects which develop, promote and improve tourism to attract tourists to stay in Tonopah, preferably for several nights.
  - b. projects which are unique to the Town which will help create media exposure for the project and help to promote tourism through increased awareness and interest.
  - c. projects which will develop, promote and improve tourism with the largest impact economically and in media exposure.
  - d. projects which attract tourists from other states.
  - e. events which are new and being developed or annual events which do not qualify in any of the above categories.
4. Applications for grant requests should be made on the official form. A goal of the grant program is for the grant money awarded to serve as “seed” money to help a project get started or grow and for future awards for projects to decrease as each event becomes successful enough to be self-sustaining. This will allow grant funds to assist other new events to get started or expand to bring additional tourism to Tonopah.
5. Funding allocation will consider measurable results provided by the grantee organization. Each grant application should project the expected increase in visitor/tourist numbers and provided an estimate of the financial impact upon the local economy. These projections will be used in the evaluation of grant awards and will be reviewed. The results will be used in the evaluation of future grant applications if for the same or similar projects.
6. The following are fundable expenses for the purpose of these grant funds:
  - a. Advertising; the purchase of advertising space or time, the reasonable fees of a recognized advertising agency, production and fulfillment costs. Printing, photography and art services must have a plan for use in targeted

regions outside the local area and/or use in the local area. Non-local advertising; promotional literature, measurable publicity outside the local area. Advertising must encourage attendance from out of town. Overnight stays are preferable when possible.

- b. Travel Promotion literature; printing, layout, design, typesetting, color separations, photography and distribution of literature. Consideration will also be given to other specially targeted literature which may not need to conform.
7. The following are NOT fundable expenses for the purpose of these grant funds:
- a. capital investments or improvements with the exception of signs or billboards. These signs will be classified as official signs and be required to meet the Nevada Department of Transportation standards;
  - b. salaries, overhead, food lodging, entertainment, transportation and supplies;
  - c. equipment purchase, maintenance and repairs;
  - d. alcohol or drugs;
  - e. communication by telephone, telegraph, telex, etc.
  - f. postage and bulk permit fees;
  - g. non-budgeted expenses;
  - f. expenses incurred or commitments made prior to the grant award.
8. Application for grant funds must be submitted to the Tonopah Town office along with an agenda item request form by the first or third Wednesday before 12:00 noon to be reviewed at the Tonopah Town Board meetings which are held the second and fourth Wednesday of each month. Please provide a representative to be present at the Board meeting for presentation.
9. It is the responsibility of the grantee to notify the Tonopah Town office upon the completion of a grant project and include a full report of its results and copies of receipts and materials produced.