

Town of Provincetown Visitors Services Board Special Events and Promotions

Guidelines for Funding

The Visitors Services Board

One of the tasks of the Visitors Services Board is to solicit in a manner consistent with Town budgeting, review, and recommend to the Board of Selectman annual expenditures from the Tourism Fund. The expenditures are for the purpose of marketing, promoting and enhancing tourism for Provincetown. These recommendations include: marketing and advertising, specific municipal projects including Beautification Committee budget, and support funding for special events and promotions.

Applying for Special Events & Promotion Funding

Projects that will be funded are events or activities, which are designed to promote and market Provincetown as a tourist destination during the months of September through June. Additionally, the VSB and/or Board of Selectman may, at their discretion, approve events at other times, based on identifiable need.

The Visitors Services Board will advertise for funding requests for Special Events and Promotions during the months of November and December.

Recommendations will be made to the Board of Selectman in February and will be applicable to the upcoming fiscal year.

Awards will be available for disbursement starting in July. The Visitors Services Board will notify recipients upon approval of the request by the Board of Selectman.

Any individual, business or non-profit organization conducting an event or activity located in the Town of Provincetown may apply.

Guidelines

All special events, promotions or activities that are funded in any manner by the VSB & Tourism Fund must:

- Be open to the general public
- Adhere to sponsorship statement and Town logo placement requirements in the promotion and advertising of the event .

The merit of the event to the Town, the potential economic impact to the Town and the anticipated success of the event will determine the amount of all awards granted.

All events, including annual events, will be considered on a yearly, case by case basis. Each request will be evaluated using standard criteria (see attached).

First year event applications' shall include:

- a description of the event or project
- proposed date(s)
- the event's marketing plan
- projected budget, including anticipated funding in addition to that requested from the VSB

Second and subsequent year event applications shall additionally include:

- Press clippings, as available
- Estimate of number of people who attended
- Estimate of number of people who attended from outside Provincetown
- Total promotional spending
- Any other information to describe success of event
- Final report and financial accounting from previous year

Disbursement of funds will take place upon submission of invoices by the award recipients. A final financial report, to be submitted to the VSB prior to final disbursement, is required for all applications, regardless of amount awarded.

The Visitors Services Board may request an interview with applicants.