

**CITY OF YERINGTON ROOM TAX BOARD
APPLICATION FOR FUNDS**

Applicant Name: _____

Address: _____

City, State, Zip: _____, _____, _____

Contact Person: _____

Title: _____ **Phone Number:** _____

Project or Event Name: _____

Location of Project or Event: _____

Dates of Project or Event From: _____ **To:** _____

Brief Description of Project or Event: _____

City Room Tax Funding from Prior Period (if applicable): \$ _____
January – June OR July – December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$ _____
(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$ _____
(See Breakdown on Next Page)

Specify the total costs for your project/event, including any other funding and the requested room tax funding.

PROJECT/EVENT ADVERTISING COSTS

List Types of Advertising (Radio, Newspaper, Social Media, etc.)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL OVERALL COST OF ADVERTISING	\$ _____
(NOT only what you are requesting)	

OTHER PROJECT COSTS (Non-Advertising/Non-Room Tax Eligible)

List any other notable costs that are related to your Project/Event

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL OVERALL COSTS	\$ _____

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members' packets. Please do not attach CD's or other forms of media.

GUIDELINES

APPLICANTS MUST BE IN ATTENDANCE AND PRESENT FOR ROLL CALL AT THE START OF THE ROOM TAX MEETING TO BE CONSIDERED FOR FUNDING.

The City of Yerington Room Tax Grant shall be used to advertise the resources of the City and surrounding area related to tourism, including, but not limited to, available accommodations, transportation, entertainment, natural resources, climate and to promote special events.

THE ADVERTISING IS RESTRICTED TO THE FOLLOWING TYPES OF MEDIA:

Television, radio, newspaper, magazine, brochures, posters, banners, website advertising, social media/ internet advertising and website/social media maintenance pursuant to advertising only.
***\$1000.00 limit - In House Production (Copies, Posters, Brochures, Forms, etc. made "In House") ~ verified with documentation of quantities.**

THE FOLLOWING ARE EXAMPLES OF WHAT IS NOT ELIGIBLE FOR REIMBURSEMENT:

**Billboards, Entry Forms, Postage, Event Programs, Flyers
Promotional items such as belt buckles, t-shirts, awards, etc.
Annual Website Dues (i.e. Hosting, Subscriptions)**

To be eligible for reimbursement, all expenditures must occur during the grant period. This means radio, newspaper advertising, etc. must actually be performed, not just contracted during the grant period. The actual date of the event doesn't have to be in the grant period, just the dates of the actual advertising. Reimbursements will not be paid on statements or quotes, only on actual invoices. Invoice dates must be during the grant period.

COVID-19 GUIDELINES

All applicants must adhere to current Covid-19 guidelines pursuant to the Governor's directives at the time of any events. Non-compliance of the Governor's current directives may result in the cancellation of your event and loss of grant award.

Please Initial to Accept the COVID-19 Guidelines _____

In consideration of any grant received from the City of Yerington and the City of Yerington Room Tax Board pursuant to this application, applicant, applicant's agents, employees, successors and assigns, hereby release, indemnify and hold harmless, the City of Yerington and the City of Yerington Room Tax Board, its sponsoring groups and organizations, their agents, employees and volunteers, from all damages, suits, claims causes of action, debts and sums of money, at law or in equity, arising during the event and/or while traveling to and from the event.

I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: _____

Signature: _____

FINAL APPROVAL OF ROOM TAX RECOMMENDATIONS WILL BE HEARD AT THE FOLLOWING CITY COUNCIL MEETING

2024 CITY COUNCIL MEETINGS
JUNE 10, 2024
DECEMBER 9, 2024

2025 CITY COUNCIL MEETINGS
MARCH 10, 2025
JUNE 23, 2025
DECEMBER 5, 2025

INSTRUCTIONS ON HOW TO COMPLETE THE CITY OF YERINGTON ROOM TAX BOARD APPLICATION FOR FUNDS

Page 1:

City Room Tax Funding from Prior Period

Prior Period means the prior room tax cycle. This can be January to June or July to December. Please fill in the appropriate amount and circle which period you are reporting for.

If you did not receive funds in the prior period, please write \$0 or N/A.

Amount of Room Tax Funding Requested from Lyon County

Amount of Room Tax Requested from City

Here you will put in the amount that you are currently requesting from Lyon County and from the City of Yerington.

Page 2:

Project/Event Advertising Costs

Here you will list ALL advertising costs that you will encounter. This should not only add up to what you are requesting from the City and Lyon County, but ALL advertising costs.

The Board wants to know how much in total your project or event will cost you in advertising.

If more space is needed, please use a separate piece of paper.

Other Project Costs

Here you will list any significant costs that you will encounter. This is anything other than advertising and anything that is NOT considered eligible for reimbursement.

This can be items such as:

- Billboards, Entry Forms, Postage, Event Programs, Flyers, Vendor Costs, Fireworks, etc.
- Promotional items such as belt buckles, t-shirts, awards, etc.
- In House Production (Copies, Posters, Brochures, Forms, etc. made "In House")
- Annual Website Dues (i.e. Hosting, Subscriptions)

If more space is needed, please use a separate piece of paper.

The purpose of listing ALL of your costs for your event is to show how much more your event costs in comparison to the amount you are requesting from the Room Tax Board.

Page 3:

These are the guidelines and rules for what is and what is not reimbursable.

Please be sure to date and sign the bottom of this page in acknowledgment of these guidelines and submission of your application.