



Dear Event Organizer/Facility Owner:

In order to host events in Roseville, Rocklin, and Lincoln, Placer Valley Tourism (PVT) realizes facilities and equipment are an important factor in bringing events to the area that will generate overnight stays in our member hotels.

PVT has developed a funding program to encourage and assist in the development or improvement of facilities and equipment that will enhance our ability to attract tourism-generating events. We recognize the importance events play in showcasing a community while contributing to its local economy, quality of life and cultural identity.

PVT is committed to supporting and facilitating event organizers whose new and/or existing events attract overnight visitors to our community while increasing our overall tourism capacity. PVT has developed the following capital improvement grant guidelines to provide financial assistance to events and facilities that are located in South Placer and/or its surrounding area.

Application Guidelines

Only complete applications with proper required attachments will be considered. If a budget is omitted, the application will not be accepted.

PVT will accept applications on a quarterly basis and must be received by the following deadlines:

- January 1
- April 1
- July 1
- October 1

PVT's grant budget begins January 1 of each calendar year and has a set amount based on the general budget.

Evaluation Criteria

The decision to award funding will be based upon the following:

- History of room nights generated in PVT member hotels
- Existing partnership with PVT
- Funding source(s) level of known commitment
- Geographic footprint, preference given to South Placer County
- Recognition of PVT for capital improvement grant
- Number of times organization has applied for a capital improvement grant



Please return your completed application to:

Mail:

Placer Valley Tourism
Attn: Rachel Timms
2204 Plaza Drive, Suite 110
Rocklin, CA 95765

Fax: 916-644-6039

Email: rtimms@placertourism.com

Thank you! We look forward to receiving your application.

Sincerely,
Rachel Timms
Event Service Coordinator
Placer Valley Tourism
916-773-5400

Note:

- *Prior consultation with Placer Valley Tourism staff is encouraged.*
- *Organizations may be contacted for further information and/or may be requested to attend a meeting to review submission.*



Capital Improvement Grant Application

This application must be completed in its entirety. If the question is not applicable to your organization please fill in with N/A.

Section One. The Basics.

NAME OF ORGANIZATION: _____

NAME OF EVENT/FACILITY: _____

CONTACT PERSON: _____ TITLE: _____

TELEPHONE NUMBERS: _____

EMAIL ADDRESS: _____ WEBSITE: _____

PHYSICAL ADDRESS: _____

When was your organization established? _____

Please describe your organization and/or facility: _____

Please describe what this financial support will be used for: _____

How old is the facility/equipment you are trying to replace or improve? _____

What is the amount of financial support you are requesting? _____

What is the total cost of the project? _____



Section Two. Event Information.

Placer Valley Tourism's mission is to increase hotel room nights within Roseville, Rocklin, and Lincoln hotels. We are always looking for events that currently generate hotel stays or have the potential to do so.

Please list events currently hosted by your organization/facility that generate overnight stays in PVT hotels (find complete list of hotels on last page):

Event Name	# of Room Nights	Event Dates

Please list hosted events by your organization/facility that currently do not generate overnight stays but could be expanded to do so:

Event Name	# of Participants	Event Dates

Please list potential new tourism related events your organization/facility could host if this grant was approved:

Event Name	# Days	# Room Nights	# Participants	Frequency (i.e. Annual, Rotational)	Who decides where to host this event? What is the process to host?



If you are an organization, at what facilities will your events be held? _____

If improvements will be at a fixed site, does your organization own the site? _____

(If no, please submit a letter from owner authorizing improvements.)

Do you currently have an exclusive agreement with a hotel or group of hotels for this event and/or facility? _____

Has Placer Valley Tourism provided support to your organization and/or facility previously? If so, please list the years and amounts. _____

Should you receive this grant, how are you planning to recognize Placer Valley Tourism? _____

Section Three. Photo.

Please attach a photo of the item/facility that you would like to purchase or improve if this grant was approved



Section Four. Budget.

PROJECTED INCOME & BUDGET INFORMATION Please attach a budget addendum if necessary			
REVENUE SOURCES		EXPENSES	
Amount Requested from PVT	\$ _____	Construction Costs	\$ _____
Additional Sources, please list organization, amount and if amount has been secured/raised		Equipment Costs	\$ _____
_____	\$ _____	Signs/Banners	\$ _____
(Secured Y/N)		Labor	\$ _____
_____	\$ _____	Other _____	\$ _____
(Secured Y/N)		(Please define)	
_____	\$ _____		
(Secured Y/N)			
TOTAL	\$ _____	TOTAL	\$ _____



Capital Improvement Grant Checklist

Please check to ensure you have completed the following prior to submitting your Event Grant Application.

Organization Responsibility	For Office Use Only
<input type="checkbox"/> Read Grant Guidelines	
<input type="checkbox"/> Discussed application with Placer Valley Tourism	
<input type="checkbox"/> Completed Grant Application Form	
<input type="checkbox"/> Completed/Attached Budget	
<input type="checkbox"/> Attached Photo	
<input type="checkbox"/> Completed Event Grant Checklist	

PLEASE READ AND SIGN BELOW

Applications received after the designated deadline and/or incomplete will not be considered. I understand that the application review process may require additional information, which I agree to provide. If financial support is allocated to this organization, I agree that the funding will be used solely for the designated and approved purposes as stated in this application.

Signature: _____ Title: _____ Date: _____

Submit To:

Rachel Timms
 Event Service Coordinator, Placer Valley Tourism
 T: 916.773.5400
 F: 916.773.5403
 E: rtimms@placertourism.com
 W: www.placertourism.com



Placer Valley Tourism Hotels

Roseville

Best Western Roseville Inn
Best Western Plus Orchid Hotel & Suites
Courtyard by Marriott
Courtyard by Marriott Galleria
Hampton Inn & Suites
Heritage Inn
Hilton Garden Inn
Holiday Inn Express Galleria
Homewood Suites by Hilton
Hyatt Place Roseville
Extended Stay America
Fairfield Inn
Larkspur Landing
Residence Inn by Marriott
SpringHill Suites by Marriott Roseville
TownePlace Suites Roseville

Rocklin

Days Inn
Heritage Inn Express
Holiday Inn Express Rocklin
Howard Johnson Inn & Suites
Rocklin Park Hotel & Spa
Staybridge Suites

Lincoln

Holiday Inn Express & Suites