

Red Lake Municipal Accommodations Tax Fund Application

BACKGROUND

Please answer all of the questions applicable to your project.

1. Legal Name of Applicant

2. Business Name or Operating Name (if different from legal name)

3. Type of Legal Entity of Applicant

- ☐ Sole proprietorship
- ☐ Corporation (for-profit)
- ☐ Corporation (not-for-profit)
- ☐ Partnership
- ☐ Other (please specify)

4. Lead Contact Information:

5. Select the project type that best suits your request

- ☐ Product Development Project - Start-up/Expansion
- ☐ Product Development Project - Capital (infrastructure, buildings, and/or equipment)
- ☐ Event Bid Submission
- ☐ Event Hosting
- ☐ Marketing

6. Proposed start and completion dates:

(indicate the proposed project start/completion dates based on the project implementation schedule):

Start Date :

Completion Date:

7. Amount requested from the Municipal Accommodations Tax (MAT) Fund:

BACKGROUND CONT.

8. Briefly describe the nature of your organization/business:

9. Demonstrate the need or demand for the proposed project. Why do you think your project would be successful? What experience do you have with this type of activity?

10. Has your entity ever been funded by the Municipal Accommodation Tax before

☐ Yes

☐ No

10-a. If yes, what did your entity receive funding for?

PROJECT DETAILS

11. Project Name:

12. Describe the project that is being presented and it's importance to the community (max. 250 words):

13. Specify project objectives and how the project does and/or will contribute to tourism development in the Municipality of Red Lake:

PROJECT DETAILS CONT.

14. Describe how the project promotes economic growth innovation and/or job creation in the municipality.

15. Estimated Attendance

Estimated number of out of-town visitors visitation (80 km plus)

Estimated visitor spending generated

Estimated number of conferences or event attendees

Estimated number of nonlocal conference or event attendees

16. How will you attract out-of-town participants/visitors to your event? And what assumptions are you basing this on (e.g. past events, model in other community)?

17. What regions are you targeting?

18.a. What media will you use?

18.b. What is your plan to recognize the Municipality of Red Lake and Hwy 105 Tourism & Marketing Board for this funding contribution to your event (logo's provided upon approval of your application)?

19. What methods will you use to track the number of hotel visits as a result of your event?
This will be important for the final report.

PROJECT COSTS AND FINANCING

20. Has private sector funding been considered and/or is it applicable?

- ☐ Yes
☐ No

21. Are there other government funding programs that you have applied to or approached?

- ☐ Yes
☐ No

If yes, who else have you contacted?

22. Total Project Costs (List all revenues and expenses) with total overall cost: