



Mission: The Tourism Council will develop and implement tourism promotion strategies and leverage partnerships to maximize economic growth for the area.



Vision: To foster tourism as a mechanism for economic growth in the Tahlequah area by showcasing our unique heritage, culture, natural beauty and small town charm.

Event Support Application

The Tourism Council sets aside funds in their fiscal budget to assist with development and promotion of local events and projects that demonstrate an economic impact through overnight hotel stays, sales tax generation, enhancing the visitor's experience and/or publicity of the Tahlequah area as a destination for visitors.

How To Apply:

Applications and all supporting documentation must be submitted to the Tourism Council at least 90 days prior to the project. The Marketing Committee, a subcommittee of the full Tourism Council, will review the completed application and make a recommendation to the Tourism Council for official action.

General Guidelines:

The Marketing Committee will consider such factors as the type and scope of the organization or agency applying, the effect and impact of the project on tourism, sales tax generation, time span in which the project will be completed, amount of funding requested, project's ability and intent to attract overnight visitors to the Tahlequah area, and overall merit of the event. The Tourism Council reserves the right to deny funding requests that fail to meet these criteria. Determinations will be made on a case-by-case basis and a representative may be asked to attend the committee meeting to answer questions. The organization will be notified of the determination within two working days of the Tourism Council meeting (second Thursday of each month).

Event Sponsorship:

Monetary support is given to projects in exchange for recognition of the Tourism Council in all promotional advertising. The amount of sponsorship is determined based on the number of anticipated visitors and hotel rooms used. If **Post Event Report** is not submitted within 60 days, the event may not be considered for future funding assistance and the organization may be asked to repay the funded amount in full.

All print ads and materials must carry the Tourism Council, Tour Tahlequah partner logo, www.tourtahlequah.com, and all radio and TV ads must also carry the same line as part of the audio. Logo will be emailed following the application evaluation.

Post Event Report A post event report will be emailed to you immediately following your event. This report must be completed no later than 60 days after the event has concluded.



Event Support Application

Organization's Name: _____ Today's Date: _____

Event Name: _____ Event Date: _____

Contact Person: _____ Title: _____

Organization's Address: _____ City: _____ State: ___ Zip: _____

Contact Phone: (Cell) _____ (Work) _____ (Fax) _____

Contact Email Address: _____ Is your organization: profit nonprofit

Year Project Started: _____ Has this project received tourism funds before? Y N

If yes, please provide dates and amounts: _____

Number of Anticipated Attendance _____ Previous years' attendance: _____

Number of Anticipated Overnight Stays in Tahlequah area Hotels/Motels: _____

Amount of Funds Requested: _____

How will funds be utilized? _____

Event social media accounts: _____

Event website: _____

Include a cover letter that details why the Tourism Council should support your event and how the event will benefit tourism in the Tahlequah area. Also include a copy of your media plan, print publications, social media, radio/TV media. Drafts are acceptable.

Submit to:

Tahlequah Area Chamber of Commerce
123 E. Delaware Street, Tahlequah, OK 74464 Phone: 918-456-3742
tourtahlequahok@gmail.com