



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 who's 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'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](mailto: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: \_\_\_\_\_

MAILING 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 Yes    No		Labor	\$ _____
_____	\$ _____	Other _____	\$ _____
Secured Yes    No		(Please define)	
_____	\$ _____		
Secured Yes    No			
<b>TOTAL</b>	<b>\$ _____</b>	<b>TOTAL</b>	<b>\$ _____</b>



## 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](mailto:rtimms@placertourism.com)  
W: [www.placertourism.com](http://www.placertourism.com)



## **Placer Valley Tourism Hotels**

### **Roseville**

Best Western Roseville Inn  
Best Western Plus Orchid Hotel & Suites  
Courtyard by Marriott Taylor Road  
Courtyard by Marriott Galleria  
Extended Stay America  
Fairfield Inn  
Hampton Inn & Suites  
Heritage Inn  
Hilton Garden Inn  
Holiday Inn Express Galleria  
Home2 Suites by Hilton  
Homewood Suites by Hilton  
Hyatt Place Roseville  
Larkspur Landing  
Residence Inn by Marriot Rocklin Roseville  
Residence Inn by Marriott Roseville  
SpringHill Suites by Marriott Roseville  
TownePlace Suites Roseville

### **Rocklin**

Comfort Inn & Suites  
Days Inn  
Holiday Inn Express Rocklin  
Rocklin Park Hotel & Spa  
Staybridge Suites  
SureStay Plus by Best Western

### **Lincoln**

Holiday Inn Express & Suites Lincoln