



Dear Event Organizer/Facility Owner:

Placer Valley Tourism's mission is to increase hotel room nights among its 25 member hotels within Roseville, Rocklin, and Lincoln. And Placer Valley Tourism (PVT) is committed to supporting event organizers whose events attract overnight visitors. We realize featuring first class facilities and equipment are an important factor in bringing events to the area. PVT has developed a capital improvement funding program to encourage and assist in the development or improvement of facilities and/or purchase of equipment ensuring a competitive edge. We recognize the significance events play in showcasing a community while contributing to its local economy, quality of life and cultural identity.

Applications are evaluated based upon a variety of criteria like room nights generated by past events, maintaining and growing events by expanding to regional and national levels. While an existing partnership with PVT is important, in terms of this grant, committed funding source(s) and recognition of PVT's contribution to the project are more so. We have a budget and will prioritize grants based upon its potential for meeting our goals.

Please return your completed application to:

Mailing Address:

Placer Valley Tourism
Attn: Deborah Villafaña
2204 Plaza Drive, Suite 110
Rocklin, CA 95765

Fax: 916-644-6039

Email: dvillafana@placertourism.com

We encourage discussing your event with our staff prior to applying. We may contact you for further information or request a meeting to review your submission. We look forward to receiving your application.

Sincerely,

Deborah Villafana

Deborah Villafaña
Marketing Manager



Capital Improvement Grant Application

Please return to Deborah Villafaña at dvillafana@placertourism.com or fax to (916)644-6039.

NAME OF ORGANIZATION/FACILITY

CONTACT PERSON: _____ **TITLE:** _____

OFFICE: _____ **MOBILE:** _____

EMAIL ADDRESS: _____ **WEBSITE:** _____

MAILING ADDRESS:

Date organization established? _____

Describe your organization/facility:

Do you currently have an exclusive agreement with a hotel or group of hotels? YES NO

Will you be utilizing a 3rd party housing company? YES NO

Describe what this financial support will be used for:

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

What is the total cost of the project? _____

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



How would PVT be recognized for its contribution?

If improvements will be at a fixed site, does your organization own the site? (If no, please submit a letter from owner authorizing improvements.) _____

PROJECTED BUDGET					
REVENUE SOURCES			EXPENSES		
PVT Capital Grant _____					
Additional Sources:			Construction _____		
_____		_____	Equipment _____		
Organization	Secured		Signs/Banners _____		
_____		_____	Labor _____		
Organization	Secured		Permits/Fees _____		
_____		_____	Other (define) _____		
Other (define)		_____	Other (define) _____		
_____	Secured	_____	_____		
TOTAL _____			TOTAL _____		



List most recent past 3 years of **Event History** currently hosted by your organization/facility that generate room nights in PVT hotels <https://www.placertourism.com/hotels/>

Event Name	Event Dates	# of Room Nights

What is the **Growth Potential** for events by your organization/facility if this grant is approved?

Provide **Photos, Drawings, Plans, Equipment Specifications, Bids**, etc. to supplement your application.
