

Visit Broken Arrow Community Event Sponsorship Rebate Program – Draft for Board Review

Purpose

- Support events that enhance community vibrancy, elevate the Broken Arrow brand, and attract visitors.
- Establish measurable standards, financial guardrails, and a multi-year structure for equitable, responsible use of tourism funds.

I. Eligibility Requirements

- **Minimum attendance:** 300+, verified after the event through City of Broken Arrow attendance-tracking tools (currently Placer).
 - Organizer-reported attendance will **not be accepted**.
- **Mutual exclusivity:**
 - Events receiving Visit BA sponsorship **cannot** receive City in-kind services.
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- **Match restrictions:**
 - City staff time, equipment, labor, security, barricades, traffic control, or any City in-kind services **do not count** toward the required match.
 - Only third-party, non-City contributions may be used for matching.

II. Funding Tiers (Based on Verified Attendance)

- **Tier 1 – Signature Event**
 - 10,000+ attendance | **\$7,500**
 - Major regional impact and strong alignment with destination brand.
 - **Additional Provision:** Events exceeding 30,000 verified attendees may be considered for enhanced funding above \$7,500, pending Board approval and a case-by-case evaluation of economic and brand impact.
- **Tier 2 – Regional Event**
 - 5,000–9,999 attendance | **\$5,000**
 - Significant audience reach and visitor potential.
- **Tier 3 – Community Event**
 - 1,000–4,999 attendance | **\$2,500**
 - Supports local business and community identity.
- **Tier 4 – Emerging Event**
 - 300–999 attendance | **\$1,000**
 - New or developing events with growth potential.

III. 1:1 Match Requirement

- Organizers must match Visit BA funding **dollar-for-dollar** via:
 - **Cash expenditures**, or
 - **Documented third-party in-kind contributions**
- **Acceptable match:**

- Cash: marketing, rentals, production, talent, security, staging (requires receipts + proof of payment).
 - In-kind: donated equipment, venues, media, professional services; volunteer labor (with standard valuation).
 - **Not allowed as match:**
 - Any City of Broken Arrow services
 - Government grants or other City funds
 - Prior-year expenses
 - Undocumented in-kind value
 - Alcohol purchases
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IV. Maximum Percentage of Event Budget

- Visit BA funds may not exceed **30% of the total event operating budget**.
 - Applicants must demonstrate that the remaining **70%** is secured through other cash or in-kind sources.
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V. Multi-Year Step-Down Funding Model

- **Year 1:** Eligible for full tier amount.
 - **Year 2:** Eligible for **75%** of tier amount.
 - **Year 3:** Eligible for **50%** of tier amount.
 - **After Year 3:**
 - Must **sit out one full cycle**, OR
 - May re-enter at Year 1 if they show **20% verified attendance growth** or significant program expansion.
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VII. Post-Event Reporting Requirements

- Reports due **within 60 days following the event**, including:
 - City-verified attendance
 - Documentation of cash + in-kind match
 - Marketing/branding deliverables
 - Full event budget with revenue breakdown
 - Funds will not be distributed without a report and presentation to the VBA board.
 - Failure to report may affect future eligibility.
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Internally:

Fund Allocation Balance (Hotel vs. Non-Hotel Events)

- Minimum **60%** of sponsorship funds must support **visitor-driving / hotel-impact** events.
- Up to **40%** may support **non-hotel community or branding events** to maintain program flexibility.
- (FY 2026 Event Rebate Budget is \$190,000)