

Form Name: CVB Grant Application
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I have read and understand the Broken Arrow CVB grant application guidelines. I understand and will adhere to the post event summary deadline (60 days) to submit the required forms. I also understand that the applicant must attend the CVB meeting when the grant application is presented to answer any questions the CVB might have.	Yes
Application Date:	Feb 22, 2017
Name of applying organization:	BA Chamber
Address (no P.O. boxes):	210 N Main Street
Phone	(918) 694-7215
Email	april.sailsbury@bachamber.com
Organization President	Wes Smithwick
Project Manager	April Sailsbury
Contact Number:	(918) 694-7215
Event Name:	Rooster Days
Event Start Date:	May 11, 2017
Event End Date:	May 14, 2017
Event Location:	1500 S Main Street
Event Website Address (if applicable):	www.roosterdays.com
Total Event Budget	\$80,000
Total Grant Funding Amount Requested	\$20,000
Amount Applicant will provide	\$60,000
How will grant funds be used?	All forms of promotion for the event, including traditional and non-traditional advertising, printing of posters, flyers, T-shirts, banners and other materials to support the event.
What other sources of funding have been secured for your event?	Sponsorships and revenue generated by sales during the event.
Event Description/Purpose:	Rooster Days is a 4-day festival held on Main Street and featuring a carnival, food vendors, live entertainment, market place, parade, 5k & 15k run and, new this year, a corn hole tournament.
Is this event, in any way, a fundraiser for your organization?	Yes
If yes, please explain:	Rooster Days is a revenue generator for the Chamber
Target Audience:	The event attracts people of all ages. Most advertising is geared towards moms & families. The event is promoted in Broken Arrow and 50 miles around Broken Arrow.
Projected Attendance:	40,000
Is this a new event?	No
If it is not a new event, how many years has the event occurred?	86 years

Will your event generate overnight accommodations?	Unsure
Host hotel(s) for event, if applicable	Hampton Inn
Which Broken Arrow hotels will be utilized for your event?	Hampton Inn
Anticipated number of hotel room(s)/night(s), if applicable	This will be the first year that we have had a true host hotel. We have a block of 20 rooms. However, 90% of our vendors are from the area and within driving distance.
Entertainment:	We will have live entertainment during the festival, including paid bands on Friday and Saturday night.
Brochure or other printed materials:	We print posters, tables tents, flyers, t-shirts and more. These materials are distributed around Broken Arrow by volunteers to promote the festival and the run.
Other:	All traditional and non-traditional marketing mediums
Increased event attendance:	We are hoping to increase attendance by adding a day to the festival and bringing in the corn hole tournament. We are also hope to partner with a local gas station to sell ride passes and help get the word out more.
Draw more people from outside the local market or attract new visitors to Broken Arrow:	We hope to do this with our advertising efforts.
How will your event grow enough in the next three years to eventually produce substantial room nights? Please use examples of comparable events to show your growth potential.	This is the first night we have used a host hotel and promoted staying with a host hotel. We are also trying to recruit vendors from outside of our area. One reason for this is to create a unique experience in food and marketplace vendors.
Describe what steps you have taken to secure additional funding for your event:	We have sold sponsorships for the event and will generate revenue from vendors at the festival.
Web:	We pushed web marketing a lot in 2016, it was one of our largest areas of advertising and we saw success with it. We will use it again in 2017.
Direct Mail Pieces:	We do newsletter and email marketing pieces about Rooster Days, but not traditional mailers.
Radio:	we will advertise with at least 2 and likely 4 radio properties.
Flyers/Brochures/Posters:	We will be flyers and posters for this event.
Print Ads:	Yes, in the GTR and possible other places.
**City of Broken Arrow Involvement	The City of Broken Arrow is very supportive of this historic event. They help with Fire, Police and other areas. We would not be able to continue to host the event without their support.
Please attach a copy of your detailed budget and financials for the entire event.	https://s3.amazonaws.com/files.formstack.com/uploads/1979601/31969725/306753086/31969725_budget_information.docx
Please include proof that your event and organization are covered by liability insurance.	https://s3.amazonaws.com/files.formstack.com/uploads/1979601/31969778/306753086/31969778_proof_of_insurance.pdf