



**MAJOR PROJECTS GRANT APPLICATION
FINANCIAL REQUESTS \$100,000+**

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. 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 which is why PVT has developed a major projects funding program to encourage and assist in the development and/or improvement of facilities ensuring a competitive edge.

Applications will be received annually from January 1 through February 28, with final decisions on awarded grants in March. Major Projects are defined as financial requests for \$100,000 or more and will be evaluated based upon a variety of criteria like hotel room night generation, longevity of capital investment and community impact. While an existing partnership with PVT is important, in terms of this grant, committed funding source(s) and potential room nights from the project are more so. We have a budget and will prioritize grants based upon it's 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 project 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 Villafaña
Tourism Marketing Manager



PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

Major Project 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:

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? _____

What is the anticipated timeline for completion of the project? _____



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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 |
|------------|-------------|------------------|
| | | |
| | | |
| | | |

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

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

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

What is the expected lifespan of the project? _____

What is the maintenance plan for the project? _____

How would PVT be recognized for its contribution?

Has your organization received capital funds/grants through PVT previously? If so, what were the projects and outcomes?
