Town of Wickenburg

Bed Tax Annual Report

Submittal Process Guide

Revised 06.20.2023

In an effort to provide improved transparency to our residents, the Town Manager's Office has developed the Annual Report Submittal Process to review and verify how award recipients have used the Bed Tax funding awarded to them by the Town of Wickenburg. In the Annual Report Submittal Process a project spreadsheet will be provided and required of each recipient to complete as part of the Annual Report Submittal Process. Annually, recipients of local bed tax dollars (Marketing Partners) are required to submit a report illustrating what impact these funds have made to the local economy as well as providing documented backup to show how each dollar was spent and accounted for. The Annual Report must be submitted in a professional, clean, precise and fully accountable format with one (1) hard copy as well as a full electronic copy on a USB jump drive.

Below is a list of requirements/instructions:

1) All pages in the report must be numbered consecutively excluding the cover page. Numbers shall be placed on the bottom of each page.
2) Spreadsheet shall be in sequential order from lowest page number to highest page number.
3) Pages should all face the same direction (Portrait) with exception of ad proofs that are not legible in portrait.
4) Only invoices and supporting documentation for those invoices paid from the Bed Tax funds should be included in the report. Each ad submittal shall have a copy of the ad and invoice with proof of payment (copy of check issued, receipt or cancelled check).
5) Legible quality photocopy of the print media is required as proof of Publication. If ad requires Town logo, please make sure this is clearly seen.
6) If the print media page with the advertisement does not indicate the publication name and publish date directly on it, the previous & next page of the print media must be included to verify authenticity. A signed letter from the publication confirming the date published is also sufficient.
7) Invoices shall only be submitted for the Fiscal Budget Year the funds were disbursed. Invoice and payment dates must be between July 1st and June 30th of the year the funding was received. Any expenditure not within this time frame will not be accepted. Please see item #13 for more details. Invoices should be paid within publishers defined payment terms per purchase agreement. The Town will not cover charges for late fees.
8) Spreadsheet submittals shall be after the cover letter of the report and before the detailed documents/proof of publication/invoices etc. An electronic copy of the spreadsheet on a USB jump drive shall also be submitted. Please do not make format changes to the spreadsheet.
9) Proof of payment shall be a receipt showing payment, copy of check issued or cancelled check with dollar amounts.
10) Annual Reports shall include an illustration of how your organization has made a positive impact on the local economy. Please quantify the number of people served, number of visitors brought to town, and how many people the advertisement was expected to reach. Please see your funding agreements of specific report requirements.
11) Recipients of the funding shall sign and date the spreadsheet acknowledging the information provided is accurate.
12) Cost associated with making/producing the media is an allowable expense.

13) Advertisements placed by June 31st must be published by end of July. Any marketing that takes place August 1st or after does not qualify.
14) Any deficiencies in the submittals will be outlined by way of a formal letter from the Town Manager requesting a refund within 60-days of receipt of report. There is no re-submittal, ensure completeness before submittal.
15) Once formal correspondence is received from the Town Manager's Office applicants will be offered 30-days to address any funding disputes and provide all support material. Incomplete submittals do not constitute a dispute.
16) The formal disputes will be evaluated and resolutions may be presented at the Manager's discretion.
17) If there are submittals over the funding limits of the Town, staff will only review up to the dollar amount of Town issued funds in sequential order of the items submitted.
18) Submitters are encouraged to coordinate any questions throughout the year to ensure that their official submittal is complete.
19) Invoices should contain a [invoice] number assigned by the vendor for that particular invoice
20) In the case invoices or proof of payments contain items not requesting funding, please clearly show on each respective invoice or receipt.

Example of submittal contents:

Cover Letter

Spreadsheet

Invoice

Proof of payment (receipt)

Proof of Advertising (with name date of publication or signed statement from publisher)

* *All pages in the report must be numbered consecutively excluding the cover page. Numbers shall be placed on the bottom of each page*

Example of spreadsheet (illustrative purposes only):

Funding Agreement Annual Report Spreadsheet

Organization Name :

Person Responsible for Submittal:

Blue area for recipient to fill out								Yellow area for Town Use Only			
Vendor Name	Report Page # for invoic	Invoice Amount	Invoice Date (00/00/0000)	Date Invoice was Paid (00/00/000	Proof of Payment Amount $	Report Page # for Ad	Brief Description (1/2 page add, what publication and date of publication)	Meet Town Requirements (Y/N)	Funding Request that DO meet Requiremen	Funding Requests that do NOT meet Requiremen	Town Notes

Instructions on how to fill out spreadsheet submittals:

Columns:

A) Vendor Name, name of vendor on the invoice
B) Report Page #, page number you have assigned. Page numbers should be on the lower right-hand side of each page in sequential order.
C) Invoice Amount, the dollar amount that is listed on that invoice
D) Invoice Date, the date the vendor has listed on the invoice, use 2-digit month, 2-digit day and 4-digit year (00/00/0000)
E) Date invoice was paid, date your agency paid the invoice. Use 2-digit month, 2-digit day and 4-digit year (00/00/0000)
F) Invoice paid amount, the dollar amount listed on the check/credit card you issued.
G) Report page # for copy of ad, write the page number you assigned to the copy of the ad.
H) Brief Description, this cell will wrap text, keep each description to less than 15 words. Example; Wickenburg Sun, Gold Rush Days event calendar, ½ page, published 2/5/2020.

Columns L through O are for Town of Wickenburg Use only. Town will confirm information provided is correct, if items are not provided as outlined above they will be considered non-compliant and will not be counted towards the justification of use of funds.