



Town of Wickenburg

Town of Wickenburg: Bed Tax Marketing Grant Program

Application Deadline: July 31, 2025, at 5:00pm

Grant Title: Bed Tax Marketing Grant

Project Overview

The Town of Wickenburg invites applications for Bed Tax Marketing Grant program designed to bolster events and economic activities that enhance and attract visitors to our town. By leveraging the Transient Occupancy (Bed) Tax (a visitor-paid tax collected on overnight stays at local accommodations), the Town seeks to empower non-profit organizations to showcase the unique charm and cultural richness of Wickenburg. Below are guidelines that outline the expectations, requirements, and process for applying to the Bed Tax Marketing Grant Program, aiming to attract quality proposals that enhance tourism in the Town of Wickenburg.

Application Details

- Application Deadline: **July 31, 2025, at 5pm**
- Grant Administrator: Kathleen Crutchfield
- Address: Town of Wickenburg, 155 N Tegner St, Wickenburg, AZ 85390
- Email: kcrutchfield@wickenburgaz.gov
- Phone: 928-668-0553

Pre-Application Meeting

- A non-mandatory pre-application meeting will be held on **July 8, 2025, at 5:00 pm** at Town Hall. This session will provide valuable information about the Bed Tax Marketing Grant program and guidance on the application process.

Objectives

- **Enhance Marketing Initiatives:** The primary goal of this grant is to bolster marketing efforts for programs, events, and activities that actively promote tourism to the Town of Wickenburg. By providing financial support for targeted marketing campaigns, the Town aims to amplify the visibility and appeal of Wickenburg as a premier destination.
- **Promote Tourism Influx:** Through strategic marketing endeavors, the grant aims to attract tourists from neighboring areas and beyond to explore the charm and allure of the Town of Wickenburg. By leveraging the Bed Tax program, we aspire to position Wickenburg as a must-visit destination, enticing visitors with its rich cultural heritage and vibrant community atmosphere.



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- **Expand Market Reach:** Target specific demographic segments and geographic regions through tailored marketing initiatives to diversify the visitor base and attract new audiences to Wickenburg.
- **Cultivate Brand Identity:** Develop a cohesive branding strategy for Wickenburg that communicates its unique identity, values, and offerings to potential visitors, establishing a strong and recognizable presence in the competitive tourism marketplace.

Eligibility Criteria and Grant Requirement Guidelines

- Projects eligible for grant funding: The total grant pool is \$10,000, and individual awards can be up to \$5,000 per applicant, depending on the evaluation of all submissions.
- Organizations must provide services that directly enhance Wickenburg as a visitor destination.
- Applicant must provide information that explains how the requested marketing funds will be used to advertise a specific event, program, or activity to draw tourism to Wickenburg.
- Organizations cannot receive Bed Tax funds within the same fiscal year.
- Quarterly updates or public presentations may be required.
- Award funding will only be distributed through a 100% reimbursement process. The Town of Wickenburg will issue reimbursement within 30 days of receipt of a completed eligible request. No up-front monies will be distributed.
- Award recipients will acknowledge the award in all programs, press releases, and other publicity with the following credit line: “_____ is supported by an award from the Town of Wickenburg Bed Tax Marketing Grant program.”
- Detailed marketing budget.
- Specify the total number of people expected to be served by this project during the funded year and the number of Wickenburg residents who will be served.
- Identify one goal and three measurable objectives which will be met by this project.
- Applicants must provide 501(c)(3) or 501(c)(6) verification by providing a list of the organization’s board of directors, a copy of the non-profit federal tax status, a copy of the organization’s annual report and W9 Form. Or the applicant must partner with a 501(c)(3) or 501(c)(6) organization.

Applicant Eligibility:

- Entity must be registered 501(c)(3) or 501(c)(6) organization.

Application Checklist



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- ☐ Complete application
- ☐ Response to questions in Evaluation Rubric below.
- ☐ Proposed marketing budget
- ☐ 501(c)(3) or 501(c)(6) verification includes all items listed below:
 - List of Board of Director's
 - Copy of the non-profit federal tax status
 - Copy of the organization's annual report
- ☐ Completed W9 form
- ☐ Submit by Deadline (July 31, 2025, at 5:00 PM). ***Incomplete or late applications will not be considered.***

Evaluation Criteria

Applications will be reviewed by the Town Manager, Wickenburg staff, or designee to determine eligibility and qualifications. Applications should be focused on visitor destination improvements and utilizing grant funds to market events and facilities to both residents and visitors and explain how these efforts are sustainable into the future. Further, proposals should demonstrate the need for the proposed project/program.

The Town Manager, Wickenburg staff, or designee will evaluate and rank all proposals on the budget, number of visitors affected, and measurable objectives, specifically based on the Evaluation Rubric below. Top-ranked eligible applications will be given funding priority.

Evaluation Rubric:

Please provide comprehensive and clear responses to each of the questions below. Respond to all questions, if a question does not apply to your proposal; indicate this by responding "Not Applicable".

- Provide a brief description of your proposed program/event/activity. Include any previous history, evidence that the event will take place in the Town of Wickenburg, any partnerships with other groups/organizations and how the BTMG funds will be used. (no more than 500 words) **25 points**
- Demonstrate the need for the proposed project/program. (no more than 300 words) **25 points**
- Specify the total number of people expected to be served by this project during the funded year and the number of Wickenburg residents who will be served. (no more than 300 words) **20 points**



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- Identify one goal and three measurable objectives which will be met by the project. (no more than 300 words) **20 points**
- Provide evidence of other leverage resources. (no more than 300 words) **10 points.**

The Town of Wickenburg reserves the right to reject any and all applications and to waive any requirements in an application when it deems it necessary and in the best interest of the Town of Wickenburg.

Submission Approval and Timeline

- Submit Application: Complete application and supporting documents to the Town of Wickenburg. Application can be mailed, hand delivered to Town Hall, or emailed to Kathleen Crutchfield - KCrutchfield@wickenburgaz.gov
- Application Review: Applications will undergo review by Town staff.
- Grant recipients selected.
- Grant Agreement: Approved projects will enter into a financial agreement based on scope of work.
- Project Completion: Projects must be completed by June 1, 2026. All requests for reimbursements will be due by June 1, 2026.

Reimbursement

- Please note that no up-front funding will be disbursed. Grant recipients will need to pay for the marketing expenses upfront and will submit invoices and receipts for reimbursement for the marketing expenses.
- Reimbursement requests must match the scope of work approved at award. If the completed work is outside of the approved scope of work, the Town will deny the reimbursement request. It is within the Town's sole good faith discretion to deny a reimbursement request if it is deemed outside the scope of work that was previously approved.
- The Town of Wickenburg will issue reimbursement within 30 days of receipt of a completed eligible request.

Conclusion

Thank you for considering the Bed Tax Grant Program. We look forward to supporting your efforts to promote Wickenburg as a destination location. For more information or to attend this grant workshop on **July 8, 2025, at 5:00 pm**, please contact Kathleen Crutchfield. Email: KCrutchfield@wickenburgaz.gov phone: 928-232-0037



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Bed Tax Marketing Grant Application

Organization Name: _____

Address: _____

Phone: _____ 2nd Phone: _____

Email: _____

Contact Name and Title: _____

Scope of Work:

Funding Amount Requested: _____

Authorized Agency Representative	Title	Date
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Reimbursement and Expense Report

Below is a list of requirements and instructions for reimbursement.

- Reimbursement forms will be provided to recipients at the award signing. Please do not make format changes to the form.
- Only invoices and supporting documentation for those invoices paid shall be eligible for reimbursement from the Town of Wickenburg Bed Tax Marketing Grant. Each ad submittal shall have a copy of the ad and invoice with proof of payment (copy of check issued, credit card receipt or cancelled check). Readable or good quality photocopies of the print media are required as proof of publication.
- If the print media page with the advertisement does not indicate the publication name and/or publish date directly on it, the previous and 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.
- Invoices shall only be submitted for the grant period when the funds were disbursed. Invoices dated and payment dates must be between September 1, 2025, and June 1, 2026. Any expenditure not within this time frame will not be accepted. Invoices should be paid within publishers defined payment terms per purchase agreement. The Town will not cover charges for late fees.
- Recipients of the funding shall sign and date the spreadsheet acknowledging the information provided is accurate.
- Receipts must match the scope of work in the approved application. Recipients understand that the Town shall have the right to inspect and audit Recipient's records, books, and expenditures related to the reimbursed work for up to three (3) years after the invoice is submitted to the Town to ensure accuracy of Recipient's reports and receipts.