

# McCurtain County Tourism Authority

## Advertising Grant Application Guidelines

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### Introduction

The McCurtain County Tourism Authority (MCTA) is funded by a 3% lodging tax collected exclusively from hotels and lodging facilities located outside city limits. Each city within McCurtain County has its own tourism tax collected within its city limits. This tax, generated solely by visiting tourists, is dedicated to promoting, encouraging, and developing tourism and recreational activities that benefit the county.

Investing in tourism strengthens the local economy and enhances the quality of life for McCurtain County residents.

MCTA Projects must focus on **promoting, encouraging, and developing** tourism and recreational activities within McCurtain County. The goal is to increase visitation by showcasing local attractions and facilitate engagement in recreational activities.

### Breakdown:

- **Promote:** Actively market and advertise McCurtain County as tourist destinations and recreational offerings through campaigns, websites, and public relations efforts to attract potential visitors.
- **Encourage:** Foster a positive tourism environment by improving access to attractions and ensuring a welcoming atmosphere for all visitors.
- **Develop:** Invest in upgrading existing tourism infrastructure, creating new recreational activities, and supporting local businesses that cater to tourism.

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Advertising Grant Funding focuses on the “Promote” function of our mission.

### Advertising Grant Guidelines and Criteria for Funding

Advertising Grant Funding provides funding assistance is available to support event promotional efforts, particularly for new events. We want you to use this funding to promote your events outside of our county as well as inside. This program is not a source of permanent funding. Events that become annual or recurring are expected to establish sponsorships and become self-sustaining. MCTA cannot make multi-year financial commitments.

All applicants must meet the following criteria before funding can be approved:

- Events must be nonprofit or governmental entity and possess a valid EIN.
- A completed W-9 form must be submitted.
- The McCurtain County Tourism Authority logo must be used on promotional materials whenever possible. Radio ads must include the following disclaimer: “Promotional expenses paid for by McCurtain County Tourism Authority.”

## Grant Submission Requirements

- Applications must be submitted by mail or email by **May 17th** for review at the **May 19th Grant Proposal Meeting** held annually.
- If submitting by mail, send **eight (8) copies** of the application. Please do not bind or staple the application. Use paperclips as everything get scanned on our end.
- Applications apply to events scheduled between **July 1, 2026, and June 30, 2027**.
- Promotional materials (flyers, brochures, etc.) must be submitted to MCTA **at least 30 days** prior to the event.
- If promotional materials are digital, email them to **bchamber@pine-net.com** for distribution to local cabin operators and listing on **www.beaversbendcabincountry.com**.
- All funded events must include the MCTA logo on printed and digital promotional materials.
- Grant funds are provided as **reimbursement** for **promotion and publicity expenses only**.

## Expenses Not Eligible for Reimbursement

MCTA will NOT reimburse expenses related to:

- T-shirts, banners, or giveaway items
- Billboard construction (rental fees may be considered)
- In-kind services
- Advertising to rent buildings
- Purchase or rental of computers, software, projectors, or similar equipment
- Advertising or marketing for fundraising or sponsorship solicitations
- Reception materials
- Lodging, mileage, transportation, phone expenses, postage, office supplies
- Personnel costs, salaries, or stipends

- Items for resale or those promoting sponsors (including programs with sold advertising)
- We will not reimburse items or services that are priced well above the standard advertising rate. All expenses must reflect standard rates and fair market value. If you are unsure whether an expense falls within fair market value, please consult with the Director or an MCTA Board member prior to incurring the expense. For example, we will not reimburse \$250 per hour for flyer design services, nor will we reimburse \$5,000 for 200 rack cards. As a general guideline, 2,000 rack cards typically cost between \$100 and \$350, depending on the vendor and paper quality. Proof of payment is required for all reimbursements. If you select a vendor that utilizes a freelancer, additional documentation must be provided to verify payment for those services.

MCTA will reimburse up to **\$5,000** for advertising expenses outside McCurtain County. If the request exceeds \$5,000, MCTA will reimburse **50% of additional costs up to \$10,000**. A **W-9** form must be on file for reimbursement processing. You must have out of area advertising in your marketing plan. Your grant needs to have a mix of advertising options locally and outside of our county. Contact Charity and she can help you with this if you need help.

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### **Post-Event Requirements**

To receive reimbursement, grantees must submit an **Event Wrap-Up Report** and an **Invoice Summary** with copies of receipts/invoices showing payment.

- Reports must be submitted **within 60 days** of the event. If so, you must contact Charity and let her know you need 30 more days.
  - Grants must be submitted within 90 days, or reimbursement may not be approved by the board.
  - Reimbursement processing may take up to **30 additional days** to get a check cut and back to you.
  - Submit **four (4) copies** of the Wrap-Up Report, Invoice Summary, and supporting materials (press releases, brochures, ads, tear sheets, scripts, etc.) All submitted documentation must be on single-sided paper and must not include any permanent fasteners such as staples or bindings. Non-permanent fasteners, including paper clips or butterfly clips, are acceptable.
  - Include packing/shipping slips for any promotional or advertising-related items.
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### **How to Apply**

A **completed application and supporting documentation** must be submitted to the MCTA office by **May 17th**. Applications will be reviewed during the **May 19th, 2025**, meeting at **10:00 a.m.** at the **Broken Bow Public Library** (404 North Broadway Street, Broken Bow, OK). Presentations about your event and advertising plan must be kept to **ten (10) minutes or less**.

The MCTA **Request for Event Support** form is detailed and requires documentation of funding and marketing plans.

Once approved, the **Event Wrap-Up Report** and all required documentation must be submitted **within 90 days of the event** for reimbursement processing. Proof of payment for all invoices must be included. Incomplete submissions will not be reviewed.

The MCTA office is available to provide guidance and necessary forms, but applicants are responsible for meeting all requirements.

For further assistance, contact the McCurtain County Tourism Authority at 580-584-3393 or email Charity O'Donnell at [bchamber@pine-net.com](mailto:bchamber@pine-net.com).

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**McCurtain County Tourism Authority**  
**Request for Event Advertising Support Form**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Date (s) of Event: \_\_\_\_\_ Federal I.D or EIN: \_\_\_\_\_

Today's Date: \_\_\_\_\_ Number of Years Event Held: \_\_\_\_\_

Total Number of participants expected: \_\_\_\_\_

Total Number of out of county guests expected: \_\_\_\_\_

Please provide a brief summary of your event:

How will your event add to tourism development in McCurtain County?

**Please answer these two requests on a separate sheet of paper and attach them to this form.**

1. Specifically tell us how your event or project will result in overnight stays within the McCurtain County area.

2. List all avenues you plan to use to promote your event and give the total amount you plan to spend on each.

Please list specifically what this requested funding will be used for.

Total Advertising Budget: \_\_\_\_\_

Amount of Funding Requested: \_\_\_\_\_

Total Event Operating Budget: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MCCURTAIN COUNTY TOURISM AUTHORITY**  
**EVENT WRAP-UP REPORT**

Organization Name: \_\_\_\_\_

Date: \_\_\_\_\_ Date(s) Event was Held: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Estimated total number attending event: \_\_\_\_\_

Estimated total number of out-of-county guests: \_\_\_\_\_

If you know where the out-of-county guests came from: How did you arrive at the attendance figures?

Did the attendance numbers increase or decrease from previous year? Give reasons why?

Please provide a brief summary of the outcome of your event:

How did your event add to tourism development in McCurtain County?

\_\_\_\_\_ Attach an invoice summarizing your expenses for reimbursement. Provided on that list is the name of vendor, type of promotion, total cost, and amount requested that MCTA pay. Attach copies of invoices and receipts.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_