



Tourism Guidelines

The Lebanon Chamber of Commerce Tourism Committee has been appointed by the Lebanon City Council as the application processing and decisioning group to handle the city's tourism dollars generated through the transient room taxes collected by Lebanon's hotels.

The city has directed the committee to focus on specific areas of emphasis as follows:

25% Sports Events

25% Special Events

10% Tourism connection with the big picture

40% Special Projects

All groups with events pertaining to tourism and the act of attracting crowds from out of town are welcome to apply for funding. In general, the committee prefers that each grant application consider the help of the tourism funds as "seed money" to help an event get up and running. At some point, the expectation of the committee is that each event/organization is striving for financial independence. As such, applications for newer events may be shown preference over long-running events that are well established.

Applications of \$1,000 or more should submit an event budget outlining expenses and other sources of income. These applications should show that they are putting "heads in beds", encouraging people from out of town to stay the night in Lebanon. Multiple day events, for instance, can show that people coming from out of town will make a larger impact on the local economy through hotel, food, and other recreational and retail needs, thereby justifying larger grant funds.

When submitting an application, please also show your marketing strategy with an emphasis on how your group plans on attracting visitors from out of the immediate area as this is a preferred part of your project or event that pertains to the main purpose of these funds.