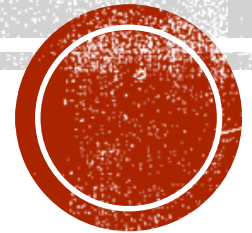


GET FREE TAX MONEY FOR YOUR EVENT!

USEA Annual Meeting and Convention
December 7, 2017

Presented by Rob Burk,
CEO, United States Eventing Association Inc.



WHAT ARE MY QUALIFICATIONS TO TALK ABOUT THIS?

- 7 ½ years in State Government
 - Managed statewide grant program.
 - Worked with the state sports authority board on Maryland equestrian projects...
 - Leveraged hundreds of thousands of dollars for equestrian projects from state agencies.
 - Worked with local Business and Economic Development agencies to obtain funding for equestrian projects.



WHAT ARE MY QUALIFICATIONS TO TALK ABOUT THIS?

- 3 years in Federal Government
 - Managed the U.S. Department of Agriculture's Research, Education and Economics Advisory Board Office.
 - Congressionally established entity within the Executive Branch providing oversight to the:
 - Economic Research Service,
 - National Agricultural Statistics Service,
 - Agricultural Research Service, and
 - National Institute of Food and Agriculture.



WHAT ARE MY QUALIFICATIONS TO TALK ABOUT THIS?

- American Eventing Championships
 - Developed a basic economic analysis report for the AEC.
 - Applied for local and state funds from Texas and successfully obtained tax derived funds for the event.

EXIT 548

**NUTRENA USEA AMERICAN
EVENTING CHAMPIONSHIPS**
PRESENTED BY VTO SADDLERY

SEPTEMBER 24-27 • TEXAS ROSE HORSE PARK

Free Admission!



SOME EXAMPLES

American Eventing Championships at Texas Rose Horse Park (Tyler, TX)

- Lindale Chamber of Commerce
- Event Trust Fund



Fair Hill International (Elkton, MD)

- Maryland Department of Natural Resources
- Maryland Sports Commission
- Maryland Department of Commerce
- Maryland Department of Agriculture
- Delaware Sports Commission
- Cecil County



SOME EXAMPLES

Red Hills Horse Trials (Tallahassee, FL)

- Northwest Florida Water Management District
- City of Tallahassee Division of Parks, Recreation and Neighborhood Affairs
- Leon County Tourist Development Council/Visit Tallahassee



*Visit
Tallahassee*

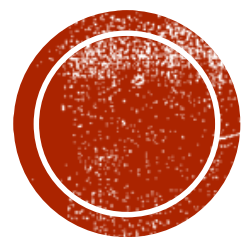
A Division of Leon County



FUNABILITY

- Dependent on a number of factors...
 - Size of facility
 - Number of spectators
 - Land features
 - Non-Profit or Not-for-Profit Activities
 - Location
 - Openness to working with the Federal, State, and Local Governments





TIPS FOR SUCCESS



TIP #1 : MAKE A BUSINESS PLAN

1. Cover Sheet

- Name of business, names of principals, address and phone number of business.

2. Statement of Purpose

3. The Business

- Description of Business
- Description of the Market
- Identify Competition
- Location of Business
- Management Structure
- Personnel
- Sources of Funding
- Identify Strengths, Weaknesses, Opportunities and Threats (SWOT)

4. Summary



SWOT ANALYSIS



TIP #2 : DO AN ECONOMIC IMPACT ANALYSIS

- Examines the effect of an event on the economy in a specified area. It usually measures changes in business revenue, business profits, personal wages, and/or jobs.

FLATHEAD BEACON

KALISPELL 47°F 8°C
CLEAR SKY

Search

NEWS & FEATURES | SPORTS | OUTDOORS | ARTS & ENTERTAINMENT | OPINION | PHOTOS | EVENTS | MARKETPLACE

Oct 3


Stats by 406 HIT SPORTS

No games scheduled

Sports

Report: Event at Rebecca Farm Leads to \$5.5 Million Economic Impact

Annual multi-day event saw a 25 percent increase in economic impact over 2015
BY BEACON STAFF // JAN 13, 2017



DANCE CAMP
KALISPELL
Oct. 14 • Fairbridge Inn
Group social Ballroom
Sessions from 2 award
winning dancers
CLICK HERE TO
REGISTER NOW!

STANDINGS 10/02

Football

WESTERN 7 B	OVR	CNF
Bigfork	4-0	3-0
Eureka	4-0	3-0
Missoula Loyola	3-3	2-1
Florence	3-2	2-1
Thompson Falls	1-5	0-3
Deer Lodge	0-5	0-3

NORTHWESTERN A	OVR	CNF
Columbia Falls	3-1	2-0
Whitefish	1-4	1-1
Ronan	1-4	1-1
Polson	1-4	1-1
Browning	2-4	1-1

Source: flatheadbeacon.com



TIP #3 : SET YOUR GOALS FIRST. FIGURE OUT HOW A GRANT / LOAN CAN HELP GET YOU THERE LATER.

- What are the goals for your event?
- Examples:
 - We just love the sport and want to provide a venue for it in our area.
 - We want to make a living running competitions.
 - We want to support an existing event.
 - We want to create a new event.
 - We want to run the next Badminton!
 - I want to get rich. GOOD LUCK!



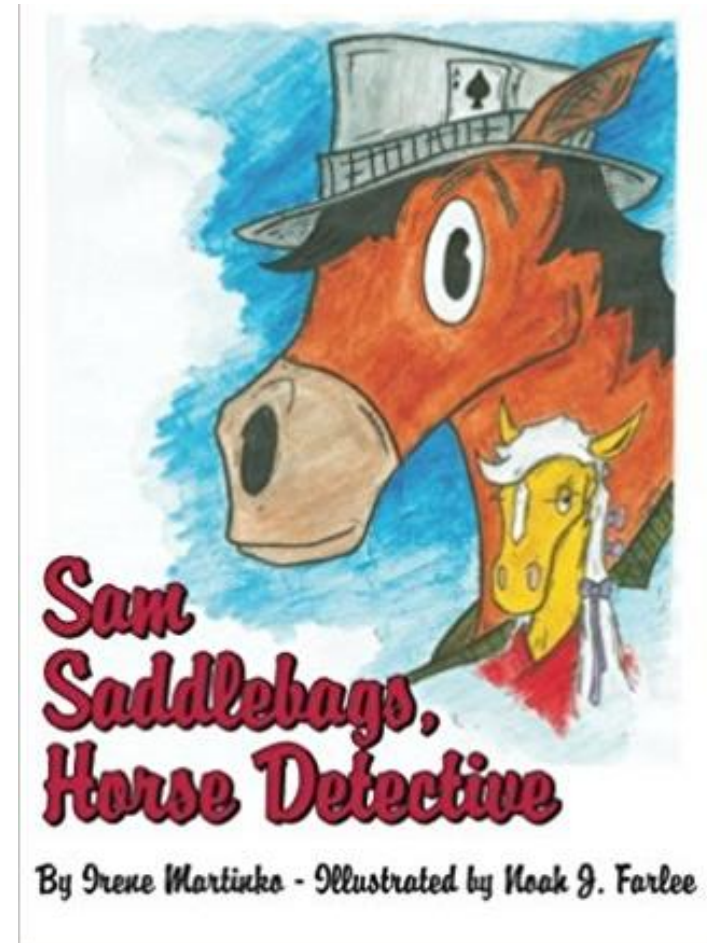
TIP #4 : DETERMINE YOUR NEEDS

- What does my event need to fulfill our goals?
 - Examples:
 1. I need capital to invest in my business.
 2. I just need to pay for infrastructure.
 3. I need to solve a infrastructure problem.
 4. I need everything; barns, arenas, equipment, jumps, spectators, competitors, builders, designers, officials, nifty gifts for our amazing volunteers, etc.
- Where is it being held?
 - Private land
 - Public land
 - Preserved land



TIP #5 : INVESTIGATE WHAT PROGRAMS MIGHT FIT YOUR EVENT/PROPERTY

- Grants, Awards or Loans
 - Federal
 - State
 - Local
 - Public
 - Private



FEDERAL PROGRAMS

- U.S. Small Business Administration Loans and Grants

<https://www.sba.gov/loans-grants/see-what-sba-offers/sba-loan-programs>

- General Small Business Loans

- Microloan Program
- Real Estate & Equipment Loans

- USDA Rural Development

<https://www.rd.usda.gov/programs-services/programs-services-businesses>

- Strategic Economic and Community Development
- Rural Business Development Grants
- Rural Economic Development Loan & Grant Program (indirect as utilities apply)



Home Tutorials

Single Family Housing Guaranteed

Single Family Housing Direct

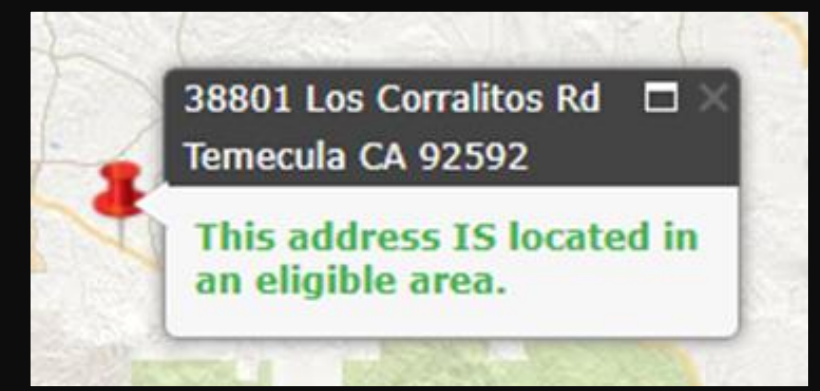
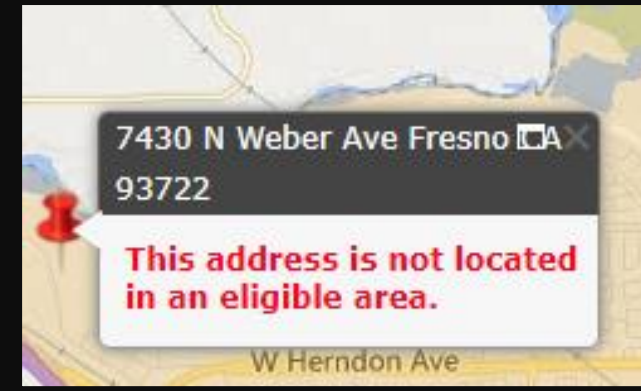
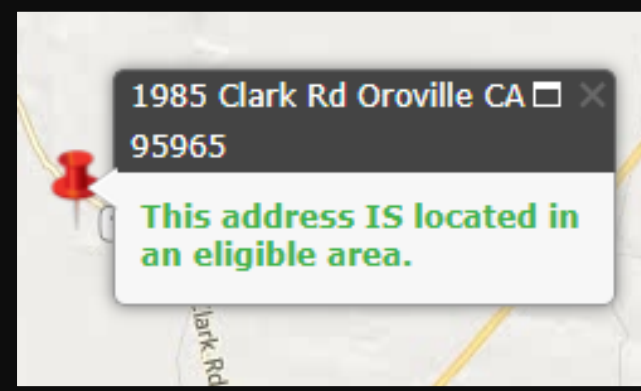
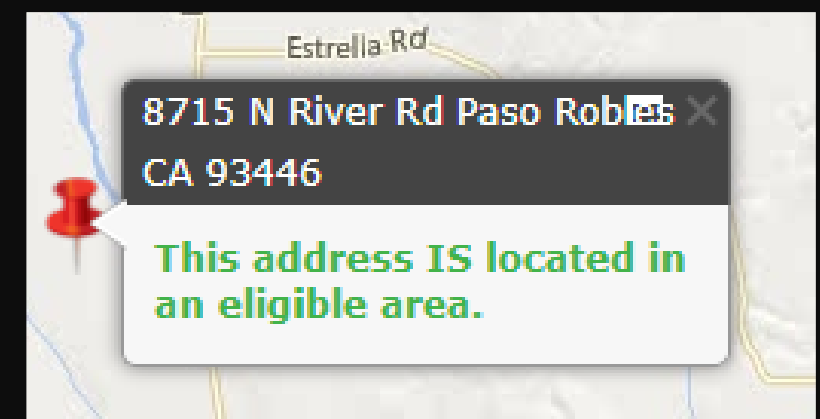
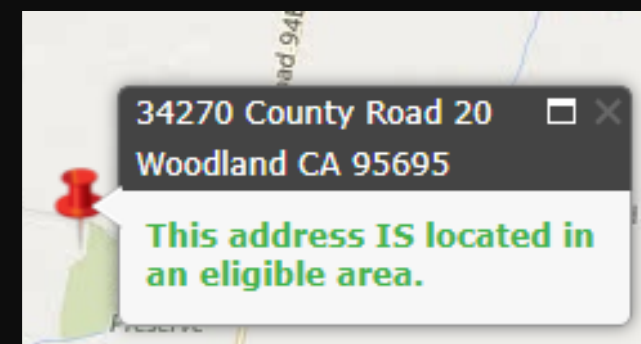
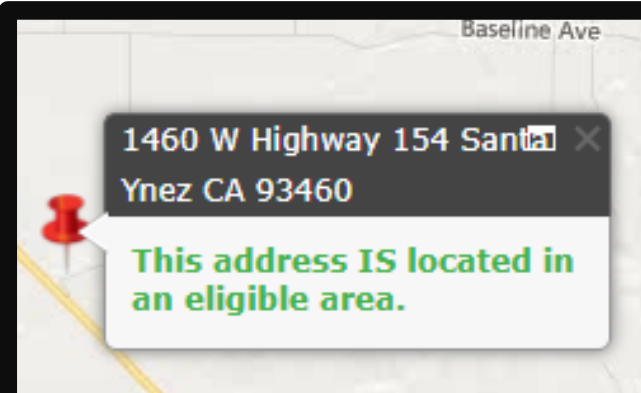
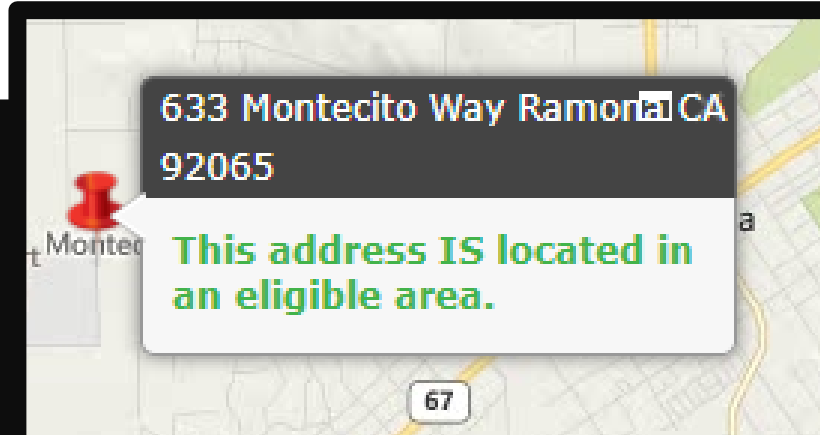
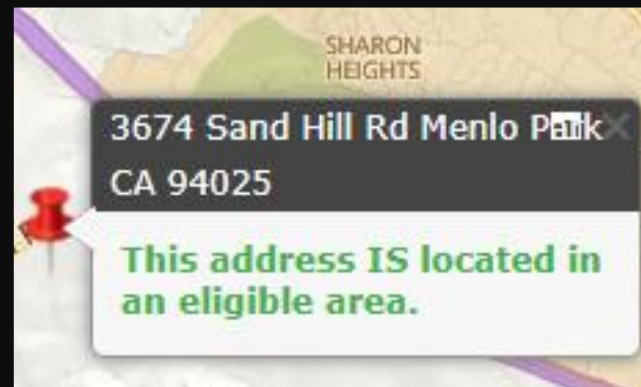
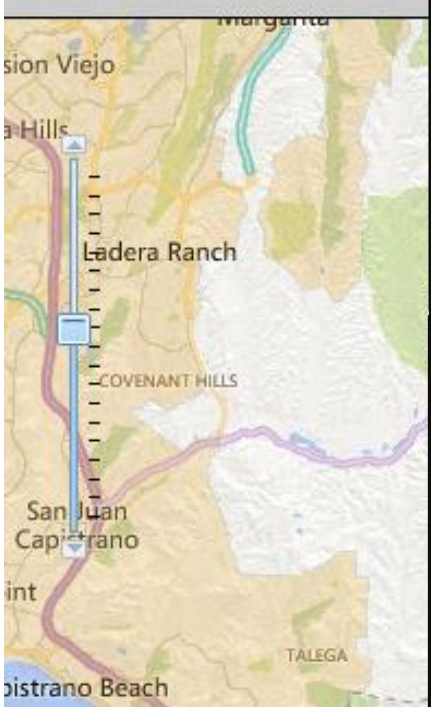
Mu

Property Eligibility

Loan Basics

What Kind Of Funding Am I Eligible For

Galway Downs, 38801 Los



STATE PROGRAMS

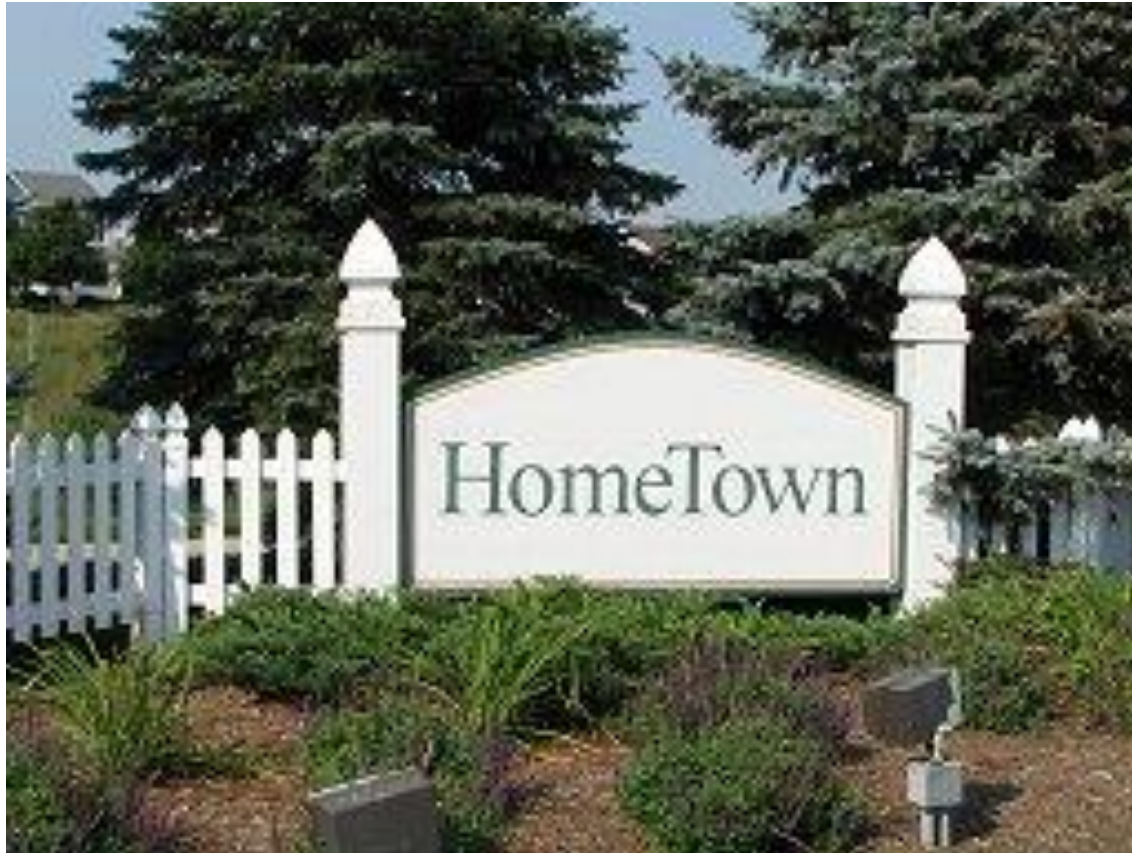


POSSIBLE STATE DEPARTMENTS/AGENCIES

- Business/Commerce
- Agriculture
- Natural Resources
- Governor
- Legislature
- Conservation
- Tourism
- Treasurer
- Comptroller



LOCAL / REGIONAL PROGRAMS



PRIVATE PROGRAMS FOR NON-PROFITS

- USA Equestrian Trust
www.trusthorses.org
- Home Depot – Community Impact Grants Program
www.corporate.homedepot.com/community/home-depot-foundation-grants
- Lowe's – Small Grants Program
www.newsroom.lowes.com/apply-for-a-grant
- Walmart – Community Grant Program
www.giving.walmart.com/foundation



DISCLAIMER

- No one person is an expert on every single one of these programs, however you can find people who are the experts on each.
- You may not be eligible for every one of these programs, however it is in your best interest to investigate further.
- More detailed information is available from the organizations administering these funds.

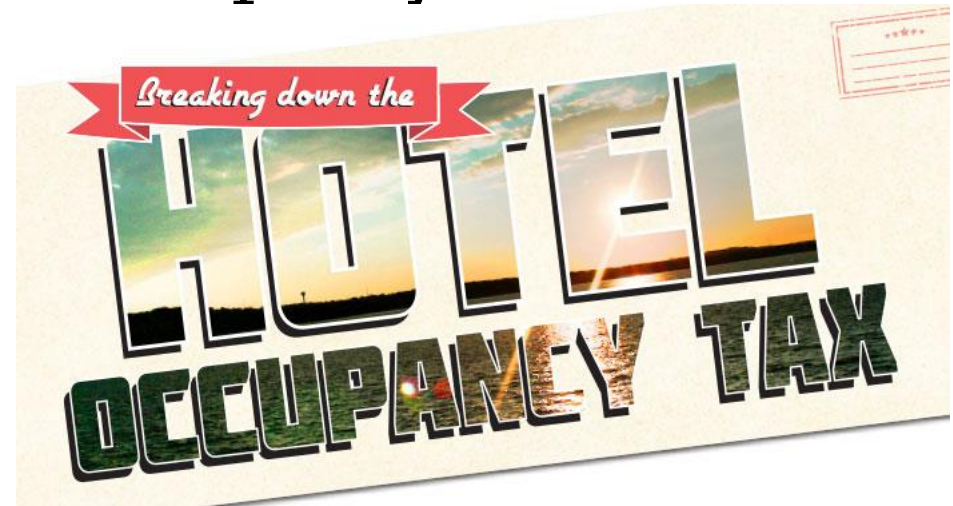


TIP #6 : FOCUS ON KEY WORDS/TERMS

- **Key Areas of Fund Availability**

- *Development*
- Rural Business
- Sports
- Tourism
- Agriculture
- Authority, Commission, Department, Board, etc.
- Open Space / Land Preservation

- Grants
- Funds
- Incentives
- Loans
- Hotel (Transient) and Occupancy Tax



EXAMPLE: LONG BEACH, CALIFORNIA

- The current rate of tax is **12% (twelve percent)** of the rent, half of which is paid to the General Fund and half is paid to the Special Advertising and Promotion Fund. (Please refer to the Long Beach Municipal Code (LBMC) for definitions of hotel, guest room, operator, transient and rent).
- Transient Occupancy Tax - City of Long Beach




USEA CHEAPO MOTEL

Step 4 of 5

[Hotel Details](#) | [Change hotel](#)

Reservation Summary

 This hotel is filling up quickly. Don't wait!

Rob Burk


rburk@useventing.com

[Change](#)

December 7-10, 2017

[Change](#)

1 room for 1 adult

1 KING BED 

Price:

120 x 3 nights = 360.00

Taxes:

43.20

Room Subtotal:

403.20

EASY CANCELLATION

[Change](#)

[Rate Details](#)

Total for stay:

\$403.20

Optional services for an additional charge

Self parking:

\$25.50

All guests get free standard Wi-Fi in-room and in the lobby.

Hotel Taxes



QUICK AND DIRTY MATH FOR BASIC 3-DAY EVENT IN LONG BEACH

300 riders x 2.5 (mom, groom, husband, etc.) = 750 people

750 people x 3 nights = 2,250

2,250 x \$120 a night = \$270,000

12% of \$270,000 = \$32,400 in Hotel and Occupancy Taxes



EXAMPLE: LONG BEACH, CALIFORNIA

- The current rate of tax is 12% (**twelve percent**) of the rent, half of which is paid to the General Fund and half is paid to the

“Special Advertising and Promotion Fund.”

(Please refer to the Long

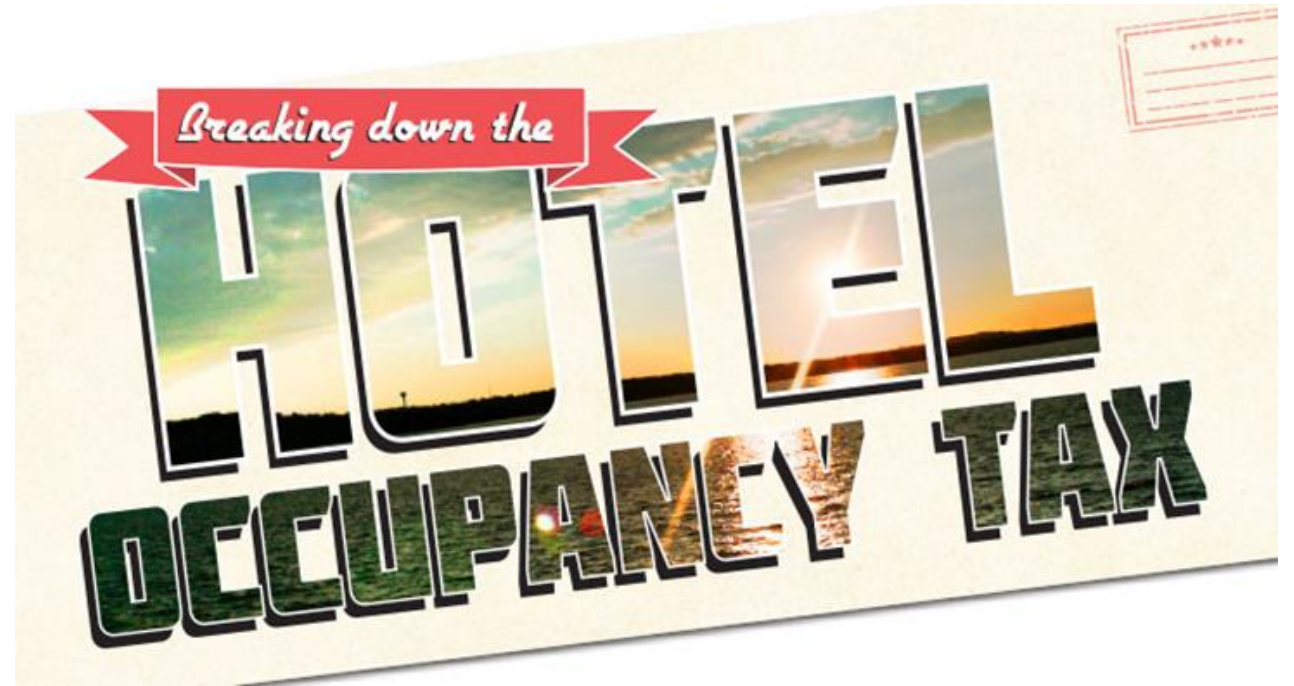
Beach Municipal Code (LBMC) for definitions of hotel, guest room, operator, transient and rent).

- Transient Occupancy Tax - City of Long Beach



CALIFORNIA IS “HOT”

- Fresno = 12%
- Menlo Park = 12%
- Oroville = 6%
- Paso Robles = 9 to 12%
- Ramona = 10.5 to 12.5%
- Santa Ynez = 12%
- Temecula = 8%
- Woodland = 12% (Yolo County)



TIP #7 : GET TO KNOW YOUR LOCAL LEADERS

- Officially invite them to your event.
- Let them get to know the value your event brings to the community:
 - Preserve open space,
 - Local economic impact (jobs/cash),
 - Increased quality of life,
 - Tourism, etc.



TIP #8 : DON'T COUNT ON THESE FUNDS

- In most cases these are supplementary to your budget.
- Funding is unpredictable and can dry up at any time.
- Sometimes the work necessary may not be worth the amount received.
- View them as a bonus if received!



TIP #9 : CONSIDER REGISTERING AS A NON-PROFIT 501C3

- This may offer additional funding opportunities.
- Alternatively associate with a 501c3 so that it might receive benefit.



"ACCORDING TO MY FIGURES, YOU ARE NOW A NON-PROFIT ORGANIZATION."



RECAP OF TIPS

- Make a business plan.
- Do an economic impact analysis.
- Set your goals first. Figure out how a grant/loan can help get you there later.
- Determine your needs.
- Investigate what programs might fit your event/property.
- Focus on key words/terms.
- Get to know your local leaders.
- Don't count on these funds.
- Consider registering as a non-profit 501c3



ADDITIONAL TAKE AWAY POINTS

- For agricultural programs think of yourself as a farmer not just a horse person
 - In many states horses are considered livestock
 - The image you project impacts the entire industry
- Understand the purpose of the program.
- Don't be discouraged, if you stick with it you could find money in places you never expected



QUESTIONS?

rburk@useventing.com

703-779-0440



"Before I answer your question, let me briefly review my list of strategies for dealing with difficult people."

