



City of
ABERDEEN
OFFICE OF THE CITY MANAGER
JOE GAA

CITY OF ABERDEEN PROMOTION FUND REQUESTS GUIDELINES

Summary of the Fund

The City of Aberdeen self-imposes a municipal sales tax upon the gross receipts of all leases or rentals of hotel, motel, campsites or other lodging accommodations, alcoholic beverages, eating establishments and admissions for entertainment for use to promote and advertise the city, its facilities, attractions, and activities as a destination. Annually, the City considers requests for funds from local organizations which place emphasis on promoting the City. Promotional fund recipients must be qualified under IRS Chapter 501C as charitable, religious, or other nonprofit organization, or a governmental entity.

Key Points Regarding Promotion Fund Distribution

- As the funds are generated through lodging and dining, the primary use of the promotions fund shall be to market the City to visitors who in turn will lodge and dine in the City. This can be in the form of facilities or events.
- Requests that will support facility projects or events within the next 12-24 months are preferred.
- Requests for quality of life improvements or programs for residents will receive consideration if funds are available.
- Requests that are solely for operational expenses of an agency are not considered priority uses of this fund, unless the primary mission of the agency is to promote and market the City.
- As funds are limited, multi-year requests can now only be considered on a year-to-year basis. Any previously approved multi-year requests will be paid as scheduled and no additional application is needed.
- Please keep in mind, this is a competitive process and choosing who will receive funds is a difficult choice each year.

Requests for Promotion Funds for 2023 are due no later than Thursday, May 26, 2022 at 4:00pm. All requests must be made by mailing or hand delivering a Promotion Fund Request Form to the City Manager's Office at 123 S. Lincoln Street, Aberdeen, SD 57401. You can also email applications to marie.degroot@aberdeen.sd.us. Forms are available on the City's website at www.aberdeen.sd.us.



City of Aberdeen Promotion Fund Request Form for Year 2023

1. Organization Name:

2. Executive Director or Administrator:

Mailing Address: _____

Telephone #: _____ Fax #: _____

Email Address: _____

3. Date and place of incorporation if applicable: _____

(Promotion Funds recipients must be qualified under IRS Chapter 501 (c) as a charitable, religious, or other nonprofit organization or a governmental subdivision or agency).

4. In 200 words or less, describe your organization. Include mission, background, board members, number of active volunteers, etc.

THE DEADLINE FOR APPLYING IS THURSDAY, MAY 26, 2022 at 4:00 P.M. ALL APPLICATIONS ARE TO BE MAILED, EMAILED OR HAND DELIVERED TO THE FOLLOWING ADDRESS:

**CITY OF ABERDEEN
CITY MANAGER'S OFFICE
123 SOUTH LINCOLN STREET
ABERDEEN, SOUTH DAKOTA 57401**

marie.degroot@aberdeen.sd.us