



## 2024 Sweet Incentive

### I. PURPOSE:

**Discover St. Louis Park's (DSLPP) Sweet Incentive initiative is designed to assist organizations and planners with meeting/event expenses. The financial incentive will be awarded for up to \$2,200.**

### II. ELIGIBILITY:

**Discover St. Louis Park's Sweet Incentive is available based on the following criteria:**

- Group must be new to St. Louis Park or Golden Valley.
- Group must have a minimum of 30 rooms on peak.
- Applicant and hotel contact must be the same individual.
- Meeting/event must be held by December 31, 2024.
- Weddings, social events, sporting events, and group tours are not eligible.

### III. GENERAL PROCEDURES:

- Complete application and submit to DSLPP a minimum of 30 days prior to the event.
- Incentive funds are required to be spent locally in St. Louis Park and Golden Valley for things such as printing, entertainment and offsite activities.
- Applicant is responsible for the coordination of the meeting/event.
- Applicant agrees to keep the application and results of the incentive confidential.
- DSLPP will review and notify applicant if the incentive is approved.
- DSLPP reserves the right to approve or deny all applicants at its discretion.
- Provide DSLPP with the final pick-up report from the hotel partner(s) within 30 days of the event.
- Incentive will be paid upon event conclusion. Amount will be determined by final room night count provided by the hotel partner(s). If the peak room night does not reach 30, the incentive will be forfeited.
- DSLPP will issue incentive within 30 days of receiving the final report.
- DSLPP has the right to modify or discontinue the incentive at any time.
- The Sweet Incentive will be reviewed annually to determine appropriateness of continuation.

### IV. APPLICATION INSTRUCTIONS

- Applications must be completed in full.
- DSLPP must be notified in writing if applicant does not plan on using the approved funds.

*"Discover St. Louis Park's mission is to strengthen the awareness of St. Louis Park and Golden Valley as a prime meeting and visitor destination, stimulate economic development and support community growth."*



## 2024 Sweet Incentive Application

1. Name of Organization: \_\_\_\_\_ Date of Application: \_\_\_\_\_
2. Event Name: \_\_\_\_\_
3. Address: \_\_\_\_\_  

Street
City/State
Zip
4. Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_
5. Mail Check To: \_\_\_\_\_
6. Is this a new group coming to St. Louis Park or Golden Valley?    Yes ☐    No ☐
7. Date(s) of Event: \_\_\_\_\_
8. Estimated Number of Attendees: \_\_\_\_\_
9. Estimated Number of Rooms: \_\_\_\_\_
10. Estimated Rooms Per Night:    Sun: \_\_\_\_\_    Mon: \_\_\_\_\_    Tue: \_\_\_\_\_    Wed: \_\_\_\_\_    Thurs: \_\_\_\_\_    Fri: \_\_\_\_\_    Sat: \_\_\_\_\_
11. Amount of Incentive Funds Requested: \_\_\_\_\_
12. Incentive funds will be used for: \_\_\_\_\_

By signing below, I acknowledge that all statements and representations are true and accurate on this application.

DSLPP and its employees will not be held liable for any action of the meeting facilities or venues or the meeting/event planner. Further, DSLPP and its employees will not be liable for any injury suffered by participation in the DSLPP Sweet Incentive program.

\_\_\_\_\_  
Applicant Signature

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

-----DSLPP Only-----

Incentive request of \$ \_\_\_\_\_ has been approved for a total amount of \_\_\_\_\_.

This approved amount is based on the final room pick-up from the hotel partner(s).

\_\_\_\_\_  
Becky Bakken, President & CEO

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