



2025 Sweet Incentive

I. PURPOSE:

The Westopolis 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:

The Westopolis 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, 2025.
- Weddings, social events, sporting events, and group tours are not eligible.

III. GENERAL PROCEDURES:

- Complete application and submit to Westopolis 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.
- Westopolis will review and notify applicant if the incentive is approved.
- Westopolis reserves the right to approve or deny all applicants at its discretion.
- Provide Westopolis 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.
- Westopolis will issue incentive within 30 days of receiving the final report.
- Westopolis 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.
- Westopolis must be notified in writing if applicant does not plan on using the approved funds.

"Westopolis' 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."



2025 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.

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

Applicant Signature

Date:

----Westopolis 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: