#1 FY2021

Organization:	Kiwanis Club of Joplin
Project:	**Joplin Arts Fest**
Dates:	**Sept 17 & 18, 2021**
Event location:	Mercy Park, Joplin
Projected attendance:	3,000-5,000
Estimated # of room nights:	20
Estimated # of day trippers:	2,000
Target audience:	Individuals interested in visual and perfroming arts events, Farmer's market and handcrafted items.
Market origin of attendees:	4-state region plus surrounding art markets to include KC, Fayetteville, OK City, Lawrence and Topeka.
Amount requested:	**$ 15,000.00**
Portion of budget:	26% of budget is represented by grant request
Funds requested for:	**Marketing (Digital 1), $6,000** **Marketing (Digital 2), $9,000**
Funding history:	FY20 E Grant - $7,500 FY19 E/A Grant - $6,000 FY18 E/A Grant - $3,375 FY17 CVB Funding, $2,000
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored 47.1% out of 100 possible.** **Board Recommendation: $00**

#2 FY2021

Organization:	Ozark Christian College
Project:	**2021 Conference Marketing**
Dates:	**2021 Conference Series**
Event location:	Ozark Christian College
Projected attendance: see legend below	PT = 800 (74th year)(Feb 22-24, 2021) WC = 500 (65th year)(April 9-10, 2021) GW = 800 (53rd year)(Sept 24-25, 2021) TE = 800 (53rd year)(Nov 5-6, 2021) TT = 320 (10th year)(25x in 2020-2021)
Estimated # of room nights:	PT = 150 WC = 50 GW = Teens on campus TE = 250 TT = 50
Estimated # of day trippers:	PT = 300 WC = 100 GW = 123 TE = 59 TT = 160
Target audience:	PT: Pastoral leaders, church leadership, OCC Alum. WC: Women in pastoral roles GW: Youth pastors, youth & student leaders TE: Youth pastors, youth & student leaders TT: Youth pastors, youth & student leaders
Market origin of attendees:	Regional -Joplin, Tulsa, Texas, St Louis and more
Amount requested:	**$ 25,000.00**
Portion of budget:	11% of budget is represented by grant request
Funds requested for:	**Honorariums, $8,000** **Marketing (Printing), $3,000** **Marketing (Video), $2,000** **Marketing (Social), $9,000** **Mailing Postage, $3,000**
Funding history:	FY20 M Grant - $17,500 FY19 E/A Grant - $12,500 FY18 E/A Grant - $12,345
Social media program:	Facebook and Website
Type grant request:	MARKETING GRANT
JCVB Staff Notes	Preaching & Teaching Conf (PT) Women's Conference (WC) Getaway (teen event) (GW) The Event (teen event) (TE) Tuesday Tour (TT)
Special Instructions/Notes:	Scored 85.4% out of 100 possible. Board Recommendation: $12,500

#3 FY2021

Organization:	Downtown Joplin Alliance
Project:	**2021 Marketing Campaign (Empire)**
Dates:	**2021 Event Marketing**
Event location:	Downtown Joplin and Empire Market
Projected attendance:	82,150 annually
Estimated # of room nights:	400 annually
Estimated # of day trippers:	15,980 annually
Target audience:	Various based on event
Marketing reach:	Regionally, plus visitors to Joplin
Amount requested:	**$ 10,900.00**
Portion of budget:	46% of budget is represented by grant request
Funds requested for:	**Marketing & promotions of events, activities and vendors at the Empire Market, $9,500** **Outdoor improvements for curbside impression and outdoor gathering options for social distancing, $1,400**
Funding history:	FY20 M Grant - $3,000 FY19 E/A Grant - $8,000 FY18 E/A Grant - $5,302
Social media program:	Facebook and Website
Type grant request:	MARKETING GRANT
JCVB Staff Notes	8 Third Thursday Events 12 First Friday Wine Share (local networking) 52 Empire Market Themed Weekends Market Festivals Holiday Experience/Small Business Saturday Annual Downtown Sidewalk Sale
Special Instructions/Notes:	**Scored 50.3% out of 100 possible.** **Board Recommendation: $00**

#4 FY2021

Organization:	Historic Murphysburg Preservation, Inc.
Project:	**Murphysburg 150th Celebration**
Dates:	**May to Sept 2021**
Event location:	Historic Murphysburg
Projected attendance:	2,000 annually
Estimated # of room nights:	20
Estimated # of day trippers:	1,200
Target audience:	Couples and Familes, Route 66 Travelers
Market origin of attendees:	Local, SW MO, Mid-MO, NW AR, Eastern KS & OK, Springfield. Other communities with Historic Neighborhood Tours.
Amount requested:	**$ 15,825.00**
Portion of budget:	46% of budget is represented by grant request
Funds requested for:	**Photographer, $1,000** **Marketing (Print Ads), $4,250** **Marketing (Social & Fees), $4,700** **Wayfinding Banner, $4,875** **Web Support, $1,000**
Funding history:	FY19 E/A Grant $3,000 (CVB budget) FY19 M Grant $1,000 FY18 E/A Grant $5,729 FY17 E/A Grant $8,335 FY16 E/A Grant $6,375
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored 36.0% out of 100 possible.** **Board Recommendation: $00**

#5 FY2021

Organization:	Active Lifestyle
Project:	**Joplin Memorial Run**
Dates:	**May 21 & 22, 2021**
Event location:	Joplin, Memorial Hall, MSSU and Joplin neighborhoods
Projected attendance:	2,062 runners, 545 volunteers and 4,500 spectators
Estimated # of room nights:	91 for 2018
Estimated # of day trippers:	1,326
Target audience:	Marathon running community (58% women/42% men)
Market origin of attendees:	Runners from 29 states, Canada & Germany participated in 2018, 11% came >70 mile away.
Amount requested:	**$ 15,000.00**
Portion of budget:	10.3% of budget is represented by grant request
	Design Cost, $3,500 **Finisher Items, $9,000** **Video Production, $1,500** **Marketing (Social), $4,000**
Funding history:	FY19 E/A Grant - $10,000 FY18 E/A Grant - $12,195 FY17 E/A Grant - $15,000 FY16 E/A Grant - $15,000 FY15 S.E. Grant - $14,000 FY14 S.E. Grant - $20,000 FY13 S.E. Grant - $19,500 FY12 S.E. Grant - $20,000 FY11 S.E. Grant - $10,000 (as Boomtown Run) FY10 S.E. Grant - $10,000 (as Boomtown Run) FY09 S.E. Grant - $10,567 (as Boomtown Run)
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	Walk of Silence Kid's Run 5K and Half-Marathon Distances #4 Run in Missouri
Special Instructions/Notes:	**Scored 77.5% out of 100 possible.** **Board Recommendation: $6,500**

#6 FY2021

Organization:	Rufus Racing LLC
Project:	**Summer Roundup Triathlon**
Dates:	**July 10 & 11, 2021**
Event location:	Scroggs Lake (near Jasper)
Projected attendance:	325 racers, 75 volunteers, 350 spectators
Estimated # of room nights:	40-60
Estimated # of day trippers:	380 racers and spectators
Target audience:	Swimming, Cycling and Running (Triathalon) athletes
Market origin of attendees:	CA, TX, DE, WY, GA, IL, OK, OH, KS, MO, AR, WI, IA, FL, TN, CO, NM, NY, NV, NE (11 state avg ea yr).
Amount requested:	**$ 8,015.00**
Portion of budget:	36% of budget is represented by grant request
Funds requested for:	**Creative Design, $500** **Marketing (Video), $1,000** **Text Message Service, $1,350** **Marketing (Social) $1,500** **Google Geofencing & SEO, $2,500** **Swag, $4,000** **Operation & Awards, $4,685** **Prize Money (Top 3), $1,500**
Funding history:	FY19 E/A Grant – $7,500 FY18 E/A Grant – $11,610 FY17 E/A Grant – $15,000 FY16 E/A Grant – $15,000 FY15 S.E. Grant – $8,000 FY14 S.E. Grant – $12,500 FY13 S.E. Grant - $12,625 FY12 S.E. Grant - $7,500 FY11 S.E. Grant - $7,500 FY10 C.E. Grant - $2,500
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	13th Annual
Special Instructions/Notes:	**Scored 73.7% out of 100 possible.** **Board Recommendation: $5,000**

#7 FY2021

Organization:	Elevate the Game
Project:	**Moving the Chains (Football clinic/games)**
Dates:	**May 28-30, 2021**
Event location:	Joplin, MSSU, Loma Linda, Downstream
Projected attendance:	2,540
Estimated # of room nights:	1,500
Estimated # of day trippers:	TBD
Target audience:	NFL Football enthusiasts
Market origin of attendees:	Nationwide
Amount requested:	**$ 47,000.00**
Portion of budget:	35% of budget is represented by grant request
Funds requested for:	**Celebrity Fees, $14,500** **Awards/Prize Money, $2.500** **Facility Rentals, $15,000** **Colligate Scouts, $5,000** **Marketing, $10,000**
Funding history:	First Time Request
Social media program:	Facebook and Web Site
Type grant request:	EVENT GRANT
JCVB Staff Notes	New event
	Scored 90.8% out of 100 possible. Board Recommendation: $14,500

#8 FY2021

Organization:	JOMO Pride, Inc.
Project:	**JOMO Pride**
Dates:	**August 28 & 29, 2021**
Event location:	Joplin
Projected attendance:	3,000+
Estimated # of room nights:	25-30
Estimated # of day trippers:	1,900
Target audience:	Regional
Marketing reach:	Missouri metro markets, plus regionally
Amount requested:	**$ 4,895.00**
Portion of budget:	51.6% of budget is represented by grant request
Funds requested for:	**Marketing/Advertising, $1,410** **Performer Fees, $1,635** **Prize Money, $175** **Equipment Rental, $1,675**
Funding history:	First Time Request
Social media program:	Facebook and Web Site
Type grant request:	EVENT/MARKETING GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored77.0% out of 100 possible.** **Board Recommendation: $4,895**

#9 FY2021

Organization:	Four State Truck
Project:	**Guilty by Association**
Dates:	**September 23-25, 2021**
Event location:	4 State Truck location Exit 4/I-44
Projected attendance:	10,000 - 13,000
Estimated # of room nights:	950
Estimated # of day trippers:	6,000
Target audience:	Truckers, truck enthusiast, local public
Market origin of attendees:	Nationwide trucking industry wide
Amount requested:	**$ 20,000.00**
Portion of budget:	<6.5% of budget is represented by grant request
Funds requested for:	**Marketing (Pint), $10,300** **Marketing (Digital), $4,000** **Marketing (Radio), $4,700** **Web Support, $2,000** **Banners Signage, $4,000**
Funding history:	FY18 E/A Grant - $14,670 FY17 E/A Grant - $0, did not apply FY16 E/A Grant - $15,000 FY15 S.E. Grant - $20,000 FY14 C.E. Grant - $4,500 FY13 C.E. Grant - $2,700
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	11th Year. Convoy ends on 26th Street between maiden Lane and Pearl Ave., major impact.
Special Instructions/Notes:	**Scored 99.2% out of 100 possible.** **Board Recommendation: $25,000**

#10 FY2021

Organization:	CJ Chamber of Commerce
Project:	**CJ 24th Bluegrass Festival**
Dates:	**September 24-25, 2021**
Event location:	Historic Murphysburg Neighborhood & Downtown
Projected attendance:	15,000 over 3-days
Estimated # of room nights:	25-50
Estimated # of day trippers:	12,500 from outside Joplin market
Target audience:	Ages 1-101
Market origin of attendees:	Kansas City, Nevada, Ft. Scott, Pittsburg, Joplin, Springfield, Miami and Tulsa.
Amount requested:	**$ 6,385.00**
Portion of budget:	24% of budget is represented by grant request
Funds requested for:	**Marketing (Social Media), $1,500** **Marketing (Print Ads), $750** **Marketing (Broadcast), $3,300** **Marketing (Printing), $835** **Entertainment $0**
Funding history:	FY 20 Special Event Support $3,000 FY 19 Special Event Support $1,500 FY 18 Special Event Support $5,402 FY 17 Special Event Support $7,830 FY 16 Special Event Support $500 FY 15 Special Event Support $700
Social media program:	Facebook and Website
Type grant request:	EVENT GRANT
JCVB Staff Notes	
Special Instructions/Notes:	**Scored 60.3% out of 100 possible.** **Board Recommendation: $3,000**