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Special Event Grant

Fiscal Year 2012
(November 1, 2011 - October 31, 20 12)

Purpose:

The Joplin Convention & Visitors Bureau (JCVB) has set aside funding for the marketing of events exhibiting positive tourism potential to the Joplin area. These funds are to assist qualified organizations with the promotion of tourism activities striving to directly increase hotel/motel occupancy and create positive image building publicity for Joplin.

Program History:

On November 7, 2000, the voters of Joplin approved a 2% increase in the gross receipts tax on hotel and motel lodging accommodations. Council Bill No. 2000-048 directs the JCVB Advisory Board to establish a procedure for annually recommending to the City Manager and City Council the appropriation of these funds. In recommending the utilization of these funds, the Board shall consider their most effective use for marketing sports events, entryway beautification, special events, festivals, celebrations and other related activities in Joplin designed to promote the city and its features as a destination for outside visitors and tourists.

The City Council shall, after public hearing held prior to the adoption of the budget, adopt an ordinance to allocate funds among qualifying applicants. Final allocation will be based upon the Council's determination as to the most effective use of funds to promote tourism, conventions and related activities in Joplin.

Qualifying Applicants:

Applicants can be any not-for-profit organization, or for-profit business seeking to produce and promote a well-defined tourism-oriented festival or event. Requirements are as follows:

Not-For-Profit Organizations must include:

a. IRS Determination letter of non-profit status
b. List of current Officers and Board Members
c. Proposed budget for this event
d. Copy of liability insurance

For-Profit Organizations must include:

a. List of current committee members or Board of Directors for the event. *Any event initiated by a for-profit organization must have a designated committee or Board for governing and organizing the proposed event.*
b. Letter from a financial institution confirming that a separate account has been established to receive and disburse funds only for the event for which the proposal is submitted
c. Proposed budget for this event.
d. Copy of liability insurance for the event

Timetable & Application Process:

1. Application Availability

Special Event Grant applications will be available on the JCVB website, www.visitjoplinmo.com after **April, 1st 2011**. FY12 Grant applications are awarded on an annual basis for events scheduled to take place between November 1, 2011 and October, 31 2011.

***2.* Project Management**

A Project Manager must be designated as a main contact with the JCVB. This person must have detailed knowledge of the planning and organization of the event.

***3.* Application Deadline & Submission**

Applications must be submitted no later than **5:00pm on May 30th, 2011**. Applications submitted after this deadline will not be eligible for review. Applications may be emailed to mgetz@joplinmo.org or mail or deliver to the JCVB at 602 S. Main Street Joplin, MO 64801.

***4.* Grant Presentation & Review**

The JCVB Advisory Board will review and score applications on **June 14th, 2011** (time TBD). Applicants are encouraged to make a presentation before the JCVB Advisory Board on this date (applicants will be notified of their scheduled presentation time).

***5.* Funding Recommendations**

The JCVB will prepare funding recommendations by the JCVB Advisory Board and present before City Council for review and approval by **July 5, 2010**. Applicants will be notified of JCVB Advisory Board recommendations prior to City Council meeting.

***6.* Notification of Funding**

Grant applicants will be notified of City Council funding approval prior to **November 1st, 2011**. Successful applicants will be required to attend a brief training session on the reimbursement and reporting process and will be required to sign contracts with the City of Joplin at that time (TBD).

Grant Guidelines:

1. Applications

- An organization may submit applications for multiple events. Each application will be evaluated independently.
- Only one (1) application per event may be submitted.
- Organizations that are awarded funds for more than one event must track, report on, and file reimbursements for each funded event separately.
- Each applicant must include a detailed marketing plan (including ALL marketing efforts not just those that are being submitted for funding approval) for the event with the application.
- Each applicant must include a detailed estimated overall budget for the event (including items not submitted for funding approval) with the application.

2. Funding

- The maximum funding available for any one application is $20,000.
- All funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to JCVB in order to receive reimbursement.

3. Events

- All events must be held within 20 miles of the Joplin city limits.
- No event may have the promotion of a specific candidate, political party or platform as its

primary purpose.

- Events must be open to the general public, not exclusive in regards to attendance and must be handicapped and programmatically accessible.
- No event-related marketing efforts may promote lodging facilities located outside of the City of Joplin. If a host hotel is selected for the event, it must be located in the City of Joplin.
- All events must show the potential to generate overnight hotel stays. Applications will be assessed by considering the event's ability to complete the following:
    - ***a.*** The ability to attract overnight visitors during previous years (applicable only to repeat events).
    - ***b.*** The ability to draw visitors from outside a 50-mile radius of Joplin.
    - ***c.*** The ability to grow, with funding support, over two or more years.
    - ***d.*** The timing of the event. More points will be awarded to those events that are scheduled during non-peak months (September-March).
    - ***e.*** The ability to generate food, beverage and retail expenditures by out of market visitors.
    - ***f.*** The ability to project a positive image of Joplin through media activities and advertising efforts. Marketing activities taking place outside the Joplin region will be awarded more points in the application review.

Please Note** If the event does not meet the requirements outlined above, please review the guidelines for the JCVB "Community Event Grant ," available at ***www.visitjoplinmo.com*** ***for a possible funding alternative.***

4. Reporting

- If applicant cannot complete the approved project for which funds have been allocated, JCVB must be notified immediately.
- Failure to complete a project as submitted in the approved application may have an impact on future funding decisions and allocations.
- If funding is awarded, the grant recipient will be responsible for completing ad approval forms, a hotel tracking sheet and a post-event summary evaluating their event. These forms will be provided by the JCVB to all qualified grant recipients.
- If funding is awarded, the grant recipient will be required to survey attendees either on site or at hotel locations using a designated survey provided by the JCVB. Grant recipients are required to submit 50 completed surveys with post-event summary.
- Due to the nature of event planning, budget revisions are allowed and must be submitted in writing and approved by JCVB Staff. Events are limited to ten (10) revisions or less over the course of the planning period. Revisions will not be allowed once the event has concluded.

Eligible Expenditures for Reimbursement:

1. Marketing

- Advertising placement intended for an audience outside of a 50-mile radius of Joplin. JCVB must be clearly represented as a sponsor in all funded advertising.
- Creative costs for ad development.
- Marketing may include print ads, television, radio, website banner ads, direct mail etc.
- Web site development and enhancement (limited to $5,000 total cost).

2. Printing & Postage

- If applicant is requesting funding for printing costs, the majority of the printed event materials must be distributed outside a 50-mile radius of Joplin. JCVB must be clearly represented as a sponsor in all funded materials.
- If applicant is requesting funding for postage fees for event mailings, only materials distributed outside a 50-mile radius of Joplin will be eligible. JCVB and City of Joplin staff and postage machines may not be utilized by applicants for mailing purposes.

3. Entertainment & Exhibits

- Entertainment and booking fees. Entertainment can be characterized as music/bands, speakers, activities etc. that will be for the general audience of the event.

- Exhibit Costs. Cost associated with renting, securing, building or transporting a new exhibit that is being utilized specifically for the event. This can include tent and building/space rental.
- Prize Money
- Materials for activities that are for the general audience of the event.

Ineligible Items for Reimbursement:

1. ***Any event expenses not approved for funding in application.***
2. ***Salaries and other monetary compensation to event organization staff.***
3. ***Food and beverage.***
4. ***Mileage or gas expenses due to distribution of materials.***
5. ***Entertainment not for the general audience of the event.***
6. ***Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application.***
7. ***Interest or reduction of deficits or loans.***
8. ***Advertising, promotional or marketing dollars spent within a 50-mile radius of Joplin.***

Evaluation Criteria and Scoring:

1. Scoring

- 100 points are possible for each application.
  - 15 points – Description of the event
  - 15 points – Description of the specific projects and expenses
  - 10 points – Ability to increase event attendance (automatic for 1st time events)
  - 15 points – Ability to attract new visitors to Joplin
  - 25 points – Ability to generate overnight stays
  - 5 points – Scheduling event during low-occupancy dates
  - 10 points – Projected growth based on previous year's Post-event Summary form (automatic for 1st time events)
  - 5 points – Overall composition and impression of grant application
- Applications will be scored and ranked by the total number of points they receive.
- A minimum of 60 points is required to be eligible for funding.

2. Funding Determination

- JCVB has a maximum of $100,000 allocated for this program.
- A maximum of $20,000 can be awarded per event.
- Events receiving the highest point scores will be funded first.
- The JCVB Board reserves the right to award partial funding to any applicants.
- If the total amount of funds requested exceeds $100,000, some applications that receive the minimum 60 points may not be funded.

FY12 Special Event Grant Application

Instructions:

- Applicants must complete and submit each section of the application in order to be qualified.
- Applicants must include **BOTH** the questions and the answers in the application.
- Section one (1) is made up of items that will **NOT** be scored during the review process.
- Section two (2) is made up of items that will be scored during the review process.
- Point values for each question in section two (2) are highlighted in blue.
- Applications must be typed, not handwritten.

Section 1- Complete the following questions & include required documents:

1. **Cover Sheet that includes the following items:**
    - **a.** Organization Name
    - **b.** Event Name
    - **c.** Project Manager
    - **d.** Address, City, State, Zip
    - **e.** Phone Number
    - **f.** Fax Number
    - **g.** Email Address
    - **h.** Organization President
    - **i.** Event Dates
    - **j.** Event Location
    - **k.** Event Website Address and/or Facebook page
    - **l.** Total Amount Requested
2. **List of Committee Members or Board of Directors.**
3. **Proof of Liability Insurance.**
4. **IRS Determination letter of non-profit status (if applicable).**
5. **Copy of Proposed Budget for Event that includes the following items:**
    - **a.** Total Event Budget including items NOT covered by this grant
    - **b.** Total amount requested in this application
    - **c.** Percentage % of total budget represented by this grant request
    - **d.** Indication of which items in the Total Event Budget are being submitted for funding approval
6. **Copy of detailed Marketing Plan for Event that includes the following items:**
    - **a.** All local marketing activities as well as those taking place outside of a 50 mile radius of Joplin for which funding has been requested
    - **b.** Names of all publications, radio/television stations, web sites and additional media being used
    - **c.** Costs, Ad sizes and flight dates
    - **d.** Audience and demographics
    - **e.** Indication of which items listed in the Marketing Plan are being submitted for funding approval
    - **f.** Up to five (5) examples/samples of marketing materials
    - **g.** Sponsorship packet and/or letters of support
7. City of Joplin involvement – please describe any assistance from the City including:
    - **a.** Grant or Sponsorship dollars
    - **b.** In-Kind services such as manpower and use of city facilities
    - **c.** Other services including sitting on planning committees etc.
8. Event Status – outline if this is a fundraiser, for-profit event or other for your business or **organization .**
9. Other – if you have requested funding for anything not covered under the Eligible Expenditures section of the Guidelines, please proved a detailed description of the item's cost, target audience **and any other information the Advisory Board might require to adequately assess the merits of your request.**

Section 2 - This section will be scored during the review process. Please limit this section to three pages typed, using a 12 point font. Only the bolded sections of each question have to be included with the answers. Point values highlighted in blue.

1. **Describe your event clearly and concisely.** Include the following items in the description. **(15pts)**
    - **a.** Name of event
    - **b.** Purpose of event
    - **c.** Dates of event
    - **d.** Location of event
    - **e.** How many years this event has taken place
    - **f.** Target audience
    - ***g.*** Where your attendees are coming from (*Joplin, Tulsa, Texas, St. Louis etc.)*
    - **h.** Estimated number of expected attendees
    - **i.** Estimated number of room nights generated
    - ***j.*** Estimated number of attendees that are day-trippers *(i.e. from outside a 50 mile radius, but will not spend the night)*
2. **Describe the specific projects or expenses for which grant funds have been requested.** These items should match the items indicated on the budget that was submitted with the application. Examples of eligible expenses include: **(10 pts)**
    - **a.** Brochures or other printed material – *include description of item, number of copies to be printed, size, black & white or color and where and how the material will be distributed. If costs exceed $3,000, 3 written bids must be included.*
    - **b.** Materials for activities – *list all materials and cost for each. Describe the target audience for each activity and indicate where the activity will take place. If costs exceed $3,000, 3 written bids must be included.*
    - **c.** Web site development and enhancement – *describe the purpose of the proposed web site or enhancements. Please provide copies of your proposal if the project exceeds $3,000. Web site funding is limited to a total of $5,000.*
    - **d.** Exhibit – *Indicate time frame of the exhibit, any special events planned around the exhibit and examples of successes with this exhibit in other venues.*
    - **e.** Entertainment – *Describe proposed entertainment and indicate target audience and proposed schedule for entertainment.*
    - **f.** Prize money – *Describe any cash prizes given and the criteria for winning such prize.*
3. **Describe how this project will increase event attendance from previous years. (10 pts)** Points are automatically awarded for 1st time events.
4. **Describe how this project will draw more people from outside the local market or attract new visitors to Joplin. (15 pts)** This includes both overnight visitors and day-trippers.
5. **Describe how this project will generate overnights stays in local hotels and the method that will be used to track out of town guests. (25 pts)**
6. **If the event is held on a date when city occupancy is already high, describe how the event will extend visitor stays. Explain efforts to move the event to a lower occupancy date or explain why such a move is not feasible. (5 pts)**
7. Provide information for the following items using data from previous year's event. **(10 pts)** This is different from data provided for question #1. Points are automatic for 1st time events.
    - **a.** Target Audience
    - **b.** Estimated number of expected attendees
    - **c.** Estimated number of room nights generated
    - **d.** Estimated number attendees that are day-trippers

Questions regarding this application or program may be directed to:
Martha Getz, Convention & Tourism Assistant at 417.625.4789 or mgetz@joplinmo.org