



**APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22**

About the Program

The City of Edwardsville Tourism Grant Program was established to enhance the economic impact of tourism in our community. The grant is a reimbursement grant and not designed to cover the entire cost of a project. The program is designed to assist an organization in their event or marketing program. Priority will be given to distinctive and creative projects or events that support the goals and mission of the City of Edwardsville Tourism.

MISSION AND GOALS

The mission of the City of Edwardsville Tourism is to attract visitors, tour groups, and meeting and convention business to the City of Edwardsville. These funds should support events that:

- Demonstrate a measurable community or economic benefit,
- Enhance Edwardsville’s character and reputation for tourist activities;
- Attract new events or strengthen existing events marketing abilities;
- Generate additional transient guest tax and sales tax for the community.

POLICIES AND PROCEDURES

Tourism Grants are available to any organization marketing their project/event to attract visitors to Edwardsville.

Qualifying projects must meet the following criteria:

- a. Grant applications must be received before the end of the business day of the first Monday in May. Applications for Tourism funding should be delivered to the Mayor’s Office, 118 Hillsboro Avenue, second floor, 618-692-7531
- b. Maximum grant award shall not exceed \$8,000.
- c. Organizations are limited to one grant per award cycle.
- d. Grant application must be received and reviewed prior to the event
- e. Preference will be given to marketing that is geared towards overnight room stays.
- f. Applicant will be notified of grant award via letter or email.

TIMETABLE FOR REVIEW

The application will be reviewed and voted on by the Finance Committee at their bi-monthly meeting. Funding recommendations by the committee are judged by the requirements listed below and submitted to the City Council for final review. All materials submitted with applications will become a matter of public record, open to inspection.

REQUIREMENTS

- 1. The applicant must be a qualified non-profit organization.
- 2. All materials and advertisements should identify, where possible, the City of Edwardsville as a funding source.
- 3. Applicant must submit evidence of all required payments. The following are acceptable forms of proof: vendor invoices, copies of credit card receipts, copies of canceled checks, on-line bill pay transaction registers, original tear sheets of print ads, screenshots of online ads, samples



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS

FISCAL YEAR 2021 - 22

of printed materials, or statements of other acceptable evidence of payments. No advance payments are authorized.

4. All receipts, project budget recap, and ancillary supporting documentation must be submitted within 60 days from last day of event.

AUTHORIZED USES OF TOURISM FUNDS

Tourism funding is available for the following types of uses:

1. Advertising and promotional campaigns supporting events or marketing projects in media such as broadcast, web, regional print, and distribution.
2. Printing and distribution of promotional pieces, creative design, printing, copying, ad placement cost, and distribution of direct mail.
3. Creating an Internet website promoting the event linked to the Edwardsville website to increase participation, attendance, and awareness of the event and to generate hotel room nights and spending throughout the city.
4. Operating expenditures related to the project or event including, but not limited to, City of Edwardsville provided public safety expenses, equipment rental, and facility rental.

TOURISM FUNDS MAY NOT BE USED FOR

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses related to any traveling exhibit, contest judges, or staff travel.
3. Projects restricted to private or exclusive participation.
4. Private entertainment, food, beverages, and lodging.
5. Legal, medical, engineering, accounting, auditing, planning, feasibility studies, consulting services, or fees.
6. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly related to the project or event.
7. Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections, or individual pieces of art.
8. Interest or reduction of deficits and loans.
9. Expenses incurred or obligated prior to or after the project period.
10. Advertising and other promotional materials promoting future events.
11. Payments for services or goods purchased for previous or other events.



**APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22**

12. Capital or infrastructure projects.
13. Deposits on exhibits.
14. Entities with tax leveling authority.
15. Other items may be deemed ineligible by the Finance Committee and/or City Council.

MARKETING GRANT CATEGORIES/GUIDELINES

Events must have the ability to attract overnight visitors to Edwardsville. First time events will be evaluated based on information provided by the applicant. Funding for repeating events will consider impact results of the previous year's attendance, media coverage, sales, and sales tax collected.

- ✓ Major Events:
 - Staged in the City of Edwardsville that will attract large numbers of overnight visitors from outside the city. Examples are multiple day sporting, art, food, and entertainment festivals.
- ✓ Sponsorships:
 - Funds are to be used for advertising and promotion in media that publish outside the city limits of Edwardsville.
- ✓ Cultural Events:
 - Multiple day events that can bring significant numbers of out of the area visitors to Edwardsville using the same guidelines as Major Events listed above.
- ✓ Marketing Assistance:
 - Increasing the effectiveness of funded organization's outreach via TV, radio, and print publication. Examples would be production of brochures, maps, documentaries, special package promotions, and marketing programs.

GENERAL INSTRUCTIONS FOR TOURISM GRANT FUNDING

1. Please submit your completed application in .pdf format and supporting documents in a separate .pdf document via email to jarnold@cityofedwardsville.com for consideration by the Finance Committee.
2. Complete each item of each applicable section. Do not skip any information that applies to your organization. Call 618-692-7533 with any questions.
3. Be sure to have authorized persons sign the application.
4. One copy of each of the following items is required and must be attached to the original application:
 - () Charter, Articles of Incorporation, by-laws or minutes of meeting authorizing officers or other proof of authority to apply for these tourism funds



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS

FISCAL YEAR 2021 - 22

- () IRS Determination letter of non-profit status
- () List of current officers and board members with terms
- () Copy of financial statement of your most recent fiscal year
- () Proof of liability insurance naming the City of Edwardsville as an additional insured that will be in effect during the event

This grant is funded by the transient guest tax paid by visitors who spend the night in hotels in the city of Edwardsville. It is collected by the hotels, and administered by the City of Edwardsville.



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22

GENERAL INFORMATION

To assist us in evaluating the impact your event may have on the city and to better understand what support you are requesting, the following questions must be answered in full.

1. Name of organization _____

2. Name of event or project _____

3. Contact person's name _____

Telephone _____ Cell _____

Email _____

4. Complete address of organization _____

Telephone _____ Fax _____

Website _____

5. Chief official's name _____

Title _____

Telephone _____ Fax _____

Email _____

6. Organizational structure () Non-Profit () Government Agency

7. Grant amount requested \$ _____

8. Project type (check all that apply)

() Promotional materials (brochures, flyers, website)

() Marketing program (advertising, promotion, printing and distribution, public relations, digital, or social media) _____

() Other _____

9. If the entire request cannot be funded, may the project be restructured with less funding?

() Yes () No



**APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22**

10. Project description (Describe in detail)

11. Applicant's grant history: Have you received previous tourism assistance from the City of Edwardsville? () No () Yes If Yes, please fill in the blanks below.

Year _____ Project/Event name _____

Previous tourism amount granted \$ _____

Visitors attracted _____ # Hotel room nights generated _____

Merchandise sales _____ Sales Tax revenue _____

Attach previous year final status report including attendance, participants, and media coverage to help the city evaluate your prior experience.

12. Other funding sources: List the sources and amounts of confirmed/anticipated funds and planned revenue sources to support the amount of the grant. Tourism dollars cannot be the sole source of funding.

| | |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22

PROJECT EXPENSES - Using Tourism Dollars

Please refer to authorized and unauthorized uses on page 2. Provide an itemized summary indicating the intended use of Tourism dollars. Please be as specific as possible, including cities where promotions will occur. Indicate the total amount you plan to spend in each category.

| | |
|-------------------------------------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| | \$ _____ |
| Total Planned Tourism Dollars Usage | \$ _____ |

PROJECT EXPENSES - Other Anticipated Expenses Not Using Tourism Funding

| | |
|---|-----------------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| | \$ _____ |
| <u>Total Other Anticipated Project Expenses</u> | <u>\$ _____</u> |
| _____ | _____ |
| <u>TOTAL ANTICIPATED EXPENSES</u> | <u>\$ _____</u> |



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22

CERTIFICATION

I have reviewed this Application for Tourism Funding from the City of Edwardsville for FY 2021 - 20. I am in full agreement with the information contained herein and have the authority to request this funding on behalf of the organization. To the best of my knowledge, the information contained in this application and attachments is accurate and complete.

Organization's chief official (or designee)

Signature

Printed Name and Title

Date

Organization's Secretary (or designee)

Signature

Printed Name and Title

Date



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS
FISCAL YEAR 2021 - 22

PROJECT RECAP (Submitted with receipts after the event)

INCOME SOURCES / EXPENSES

Tourism Grant Request \$

Total Additional Funding Sources \$

Total Itemized Expenses (show itemization on separate sheet) \$

Total Income (All Sources) \$

Profit (Loss) \$

Actual Economic Impact:

Visitors attracted _____ # Hotel room nights generated _____

Merchandise sales _____ Sales Tax revenue _____

Participants _____

Attach press releases

Attach copy of promotional material

Attach copy of radio or TV advertisement(s)

Attach proof from a grantee donation to charity or letter acknowledging receipt of a gift from grantee

Show proof of filing sales tax revenue with the State of Illinois. (Grantee has the option of showing that they have filed for all vendors or individual vendors showing proof that they have filed sales tax revenue with the state of Illinois.)