



## **Special Event Grant Application & Guidelines Fiscal Year 2010 (November 1, 2009 – October 31, 2010)**

### **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 must be not-for-profit organizations, museums, attractions or other tourism entities seeking to produce and promote a well-defined tourism-oriented festival and event. Copies of IRS Determination letters and liability insurance will need to be included in application.

### **Timetable and Evaluation Procedures:**

1. **Grant applications available after April 20, 2009.** Application packets will be available at the JCVB office at 602 S. Main Street, Joplin, MO 64801. FY10 application requests for funding are for events scheduled November 1, 2009 through October 31, 2010. Applicants are urged to schedule their events at times of the year when hotel occupancy rates are not at a peak in Joplin (September through March). Dates of the event will be considered in the evaluation criteria when applications are scored. See application questions for scoring details.

2. **Designate a Project Manager.** This person will be the main contact for JCVB and should be someone intimately involved with the planning of the event.
3. **Set up your MANDATORY meeting with JCVB Director of Sales prior to June 26, 2009.** No applications will be accepted from any organization that did not have a Project Manager meeting with the JCVB Director of Sales. This is a very competitive process and there are NO EXCEPTIONS regarding this meeting. Please call JCVB Director of Sales, Cameo Gerdes at 417.625.4789 to set up your meeting.
4. **Turn in completed application to the JCVB no later than 5:00 p.m. on July 2, 2009.** Applications (15 copies) can be hand-delivered or mailed, but there are no exceptions to this date. Any applications received after this date will not be considered for funding.
5. **Applications will be reviewed for completeness or missing information by JCVB staff immediately after they are turned in.** JCVB will contact those organizations with incomplete applications requesting appropriate information to make them complete. A complete application does not guarantee funding. JCVB reserves the right to reject any application for any reason.
6. **The JCVB Advisory Board will review and score the applications on July 21, 2009 from approximately 10 AM to 5PM.** Applicants are encouraged to give a formal presentation in support of their application on this date (applicants will be notified of their presentation time). The JCVB Advisory Board will prepare their recommendations for funding and the JCVB Director will present those recommendations to the Joplin City Council for review and approval prior to November 1, 2009.
7. **Notification of the Board's recommendations for funding to City Council by July 31, 2009.** The Board will make their formal recommendations to City Council by July 31, 2009. Once Council reviews the recommendations and makes their determination, applicants will be notified of awarded grants. Successful applicants will receive contracts around November 1, 2009. All successful applicants will then be required to attend an additional training on invoicing, ad approval, reimbursement and reporting procedures.

#### **Grant Guidelines:**

1. The maximum funding level for any one application is \$20,000.
2. An organization may submit more than one application, but multiple applications for the same event may not be submitted. Each application will be evaluated independently, based on grant criteria. If one organization receives money for more than one event, those events will be tracked and reimbursements made independently as well.
3. All applicants must designate a Project Manager for their application and event. It is mandatory that the Project Manager meets in person with the JCVB Director of Sales prior to June 26, 2009 to review the program and their application. It is the responsibility of the applicant to contact the JCVB Director of Sales and set up the meeting. *No applications will be accepted from any organization that did not have a Project Manager meet with the JCVB Director of Sales*
4. All events must be held within 20 miles of the Joplin city limits.

5. All events must show the potential to generate overnight hotel stays. Applications will be assessed by considering the following:
  - A. Event's ability to attract overnight visitors during previous years if a repeat event.
  - B. Event's ability to draw visitors from outside a 50-mile radius of Joplin.
  - C. Event's ability to grow, with funding support, over two or more years.
  - D. Timing of event. More points will be given to those events that are scheduled in non-peak months (September through March).
  - E. Food, beverage and retail expenditures by out of market visitors.
  - F. Event's ability to project a positive image of Joplin through media activities and advertising efforts. Marketing activities taking place outside the Joplin region will be given more points.
6. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
7. No event-related marketing efforts may promote lodging facilities located outside the City of Joplin. If a host hotel is selected for the event, it must be in the City of Joplin.
8. Events must be open to the general public, not exclusive in regard to attendance and handicapped and programmatically accessible.
9. A bi-monthly progress report must be filled out for each event. This report will explain the progress made in specific aspects of the event's marketing. A progress report form will be supplied by the JCVB and explained in the grant education session once the application is approved (this only applies to events that will receive grant funding).
10. A hotel tracking sheet is due within 14 days after your event. The post-event summary is due within 60 days after funded events. Failure to submit either of these summaries within the allotted time or submission of summary with incomplete or missing information may effect funding of future applications. A post-event summary form and hotel tracking form will be provided to approved applicants.
11. If for reasons beyond your control, you are unable to complete the project for which your original application was submitted, you may request from the JCVB Director of Sales a different project that is comparable in quantity and scope.
12. 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.
13. The JCVB Director of Sales must give advanced approval on all funded marketing activities. It is the applicant's responsibility to submit art approval forms to the Director of Sales for marketing materials of any kind. This includes event programs, advertising, posters, fliers, web sites, etc. The JCVB logo and web site address must be included in all materials. The JCVB web site must be linked on the home page of any event or funded organization's web site. JCVB will provide their logo and an electronic ad link to all grant recipients as well as the necessary art approval forms.
14. Each applicant must include a detailed marketing plan and a completed budget grid in their application (budget grid will be provided by JCVB). Only marketing efforts running outside a 50-mile radius of Joplin are eligible for funding.

15. All grant funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to JCVB in order to receive reimbursement. Proof of payment includes copies of original invoice and check paid to vendor or copies of credit card or cash receipts from vendors documenting received payment.

### **Eligible Expenditures For Reimbursement:**

1. Advertising placement intended for an audience outside a 50-mile radius of Joplin. Applications must be specific on media, flight dates, size and number of ads to be placed. The JCVB must be clearly represented in all funded advertising as a sponsor.
2. Creative costs for ad development.
3. Entertainment fees.
4. Printing of event materials that the majority of will be distributed outside a 50-mile radius of Joplin. The JCVB must be clearly represented on these materials as a sponsor.
5. Postage fees for event mailings and distribution outside a 50-mile radius of Joplin. JCVB and City of Joplin staff and postage machines may not be utilized by applicants for mailing purposes.
6. Exhibit costs. Cost associated with renting, securing, building or transporting a new exhibit being utilized specifically for the event. This can include tent and building/space rental.

### **Grant Funds May Not Be Used For:**

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. A total of 100 points are possible for each application.
2. A minimum of 60 points are required to be eligible for funding.
3. Applications will be scored and ranked by the total number of points they receive.
4. JCVB has a maximum of \$100,000 budgeted for this program and the JCVB Board reserves the right to award partial funding to any applicants.
5. Those receiving the highest amount of points will be funded first and on down the line.
6. If the total amount of requested funds is greater than \$100,000, an application receiving 60 points may not get funded.

### **Application Questions:**

**Utilize the following format to answer the questions in your grant application. The point values for each criterion are shown in blue. Please limit the Application Questions to *three pages, typed in a 12 point font.* Before beginning your application...did you meet with the JCVB Director of Sales to review the program and your application? If yes, continue to questions. If no**

and it is still prior to June 26, 2009, call Cameo Gerdes at 417-625-4789 to set up a meeting. If after June 26, 2009, discontinue application and please consider applying next year.

1. Please provide the following information:
  - a. **Contact Information and Check List** – complete the attached Cover Sheet and Check List (attachment #1). This should be the first sheet in your application.
  - b. **Marketing Plan** - provide a detailed Marketing Plan which includes local activities as well as those taking place outside a 50-mile radius of Joplin for which funding has been requested. This includes all types of media, names of publications, stations, web sites as well as flight dates, ad sizes, copies of ads if available, costs, impressions, audience and any other relevant information.
  - c. **Budget** – please include a completed itemized budget grid (attachment #2).
  - d. **Task List and Time Table** – Submit a list of tasks as they relate to the planning, administration and implementation of your event. Task list can include as many tasks as necessary to provide a complete description of the overall event. An example Task List is attached (attachment #3) but your specific tasks do not have to match these examples. The submission of reports and approvals required by the CVB must be listed within the Task List for your event. A Time Table should be included with your completed Task List. Your event Time Table should be 14 months long to allow for the grant year and the submission of your Post-Event Summary Report to the CVB.
  - e. **City of Joplin involvement** - if the City of Joplin has been involved with your event in the past or will be involved this year, please describe that involvement. This includes grant dollars, sponsorship dollars, in-kind services such as manpower, use of city facilities, serving on planning committees or anything else.
  - f. **Fundraiser** - is this event in anyway a fundraiser for your organization? If so, please explain.
  - g. **Other** - if you have requested funding for anything not covered under the Eligible Expenditures section, please provide 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.
2. **10 POINTS** Describe your event clearly and concisely. Your description should include:
  - a. Name and purpose of event.
  - b. Dates of event.
  - c. Location of event.
  - d. Target audience.
  - e. Whether event is new or a repeat.
  - f. Length of the event and market origin of attendees (use previous research if available)
  - g. Web address if applicable.
  - h. Proof that event and organization are covered by liability insurance.
3. **10 POINTS** Describe the specific projects or expenses within the event for which grant funds have been requested. All applications will also need a completed budget grid attached. Please briefly describe the target market and expenses and include documentation on additional costs or fees included (set-up, labor, shipping, etc.). Examples of eligible expenses include:

- a. **Exhibit** - Indicate time frame of exhibit, any special events (grand opening, special showing, etc.) planned around the exhibit and examples of successes with this exhibit in other venues.
  - b. **Entertainment** - Indicate target audience, proposed schedule and any examples of successes with this entertainment in other venues.
  - c. **Brochure or other printed materials** - Indicate number of copies to be printed, size, number of pages, whether the material will be black & white or color and where and how material is to be distributed. If costs exceed \$3,000, include three written bids.
  - d. **Materials for activities** - list all materials and cost for each. If cost exceeds \$3,000, provide three written bids. Describe the target audience for each activity. Indicate when and where activity will take place.
  - e. **Web site development and enhancement** - describe the purpose of the proposed web site or web site enhancements. Please provide copies of your proposal if the project exceeds \$3,000. Website funding is limited to a total of \$5,000.
  - f. **Prize money** - describe the criteria for winning such prize and copies of any advertisements for the prize.
4. This program's primary mission is to increase tourism and generate overnight stays in Joplin. Please explain how your project will:
- a. **5 POINTS** Increase event attendance (automatic for 1<sup>st</sup> time events).
  - b. **10 POINTS** Draw more people from outside the local market or attract new visitors to Joplin.
  - c. **10 POINTS** Generate non-local press coverage for the event.
  - d. **15 POINTS** Generate overnight stays in local hotels. Please give examples of the tracking method you will use to record sleeping rooms associated with your event. Tracking method sample can be provided by the Joplin CVB.
  - e. **10 POINTS** Increase retail, food and beverage expenditures in Joplin.
5. **5 POINTS** 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.
6. **10 POINTS** Attach your sponsorship solicitation packet and describe what steps you have taken to secure additional funding for your event.
7. Up to an additional **5 POINTS** will be awarded on the quality of the overall application (completeness, details, marketing plan, budget grids, quality of event, etc. will be considered). Please note, multiple typos and/or formatting issues on your grant application will result in lower points awarded.
8. **10 POINTS** For returning applicants, the CVB will provide the Advisory Board a copy of your Post-Event Summary from the previous year as well as a report on how you followed instructions (getting appropriate art approval, utilizing correct marketing tools, etc.) These points will be automatic for 1<sup>st</sup> time events.

**Evaluation Criteria above should be considered as you develop your application. Applications must be typed on 8-1/2" by 11" plain white paper and stapled in the upper left hand corner. No report covers or binders will be accepted. Fifteen copies of the application and supporting documents need to be turned into the JCVB office no later than 5 PM on Thursday, July 2, 2009. The CVB will not be responsible for making copies of any kind.**

Any questions or comments regarding this application or program please contact:

Cameo Gerdes, Director of Sales  
Joplin Convention & Visitors Bureau  
417.625.4789 OR [cgerdes@joplinmo.org](mailto:cgerdes@joplinmo.org)