

Joplin Disc Golf Club

16th Annual Four States Open

Project Manager: Andrew Jinks

Phone: 417.850.0166

2005 Rolla Street

Joplin, Missouri 64801

Email: andrewjinks12@gmail.com or officers@fourstatesopen.com

Club President – Michael Cory

Phone: 417.621.8294

Website: www.fourstatesopen.com or Facebook: Joplin Disc Golf Club

Event Dates: 09/17/2021 – 09/19/2021

Location: McClelland Park, Joplin

Total Amount Requested: \$19,450

FY21 JCVB Event Grant Application

Instructions:

- Applicants must complete and submit each section of the application 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 be evaluated during the JCVB Staff Review
- Section two (2) is made up of items that will be scored during the formal presentation before the JCVB Advisory Board
- Point values for each question in section two (2) are highlighted in blue
- Applications must be typed, not handwritten

*** Reminder (page 3, item 5): The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within the required guidelines.*

EVENTS Application Section 1

Complete the following questions & include required documents:

- **Cover Sheet that includes the following items:**
 - a. Organization Name
 - b. Event Name
 - c. Project Manager/General Manager Name
 - d. PM/GM Phone Number
 - e. PM/GM Email address
 - f. Organization Address, City, State, Zip
 - g. Organization Phone Number
 - h. Organization President
 - i. Website Address and all Social Media pages
 - j. Total \$ Amount Requested in Grant
 - k. Event Dates
 - l. Event Location

NOTE: "C" and "H" above will be required to sign the grant contract, unless otherwise indicated.

- **List of Committee Members or Board of Directors.**
 - a. President – Michael Cory
 - b. Vice President – James Childers
 - c. Treasurer – Matt Shead
 - d. Secretary – Nathan Honeycutt
- **Proof of Liability Insurance.**
 - a. See Exhibit 5 for a copy of the current Joplin Disc Golf Club insurance policy. We renew this policy annually

- **IRS Determination letter of non-profit status (if applicable).**
 - a. 26-3108568
- **Copy of Proposed Budget for Event that includes the following items:**
 - a. Total Event Budget or Production Budget (for marketing) 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 Budget are being submitted for funding approval
- See Exhibit 1

- **Copy of detailed Marketing Plan must include the following items:**
 - a. All marketing activities locally and those taking place outside the 70-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, if available
 - g. Sponsorship packet and/or letters of support

NOTE: Following the grant review, this plan may need to be revised based on funding received.

- See Exhibits 2, 3, 4 – Exhibit 2 is the marketing plan. Exhibit 3 is the 2020 Four States Open Sponsor Packages. Exhibit 4 is the 2020 4SO flyer. 2021 items will be similar to 2020.

- **City of Joplin involvement** – 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
- Over the past decade, the JDGC has received CVB grants for the Four States Open, which greatly enhanced the quality and attendance of our event. The Joplin Parks & Recreation Department has always been a consistent help with installing and maintaining the courses at McClelland Park and Dover Hill Park along with recently installing youth and beginner courses at Schifferdecker Park and Humphrey Park. The JDGC can't say enough good things about the City's efforts to support disc golf.
- **Event Goal** – outline if this is a fundraiser, for-profit event or other for your business or organization.
- The goal of our annual Four States Open tournament is to both broaden the outreach of our sport to the general public and shine a spotlight on our parks and our town as a disc golf destination to the region. The Joplin Disc Golf Club slightly profits from the event, which is directly used for course and club

improvements, such as new baskets, tee pads, or supplies for each course. Money raised allows the club to hold free community events such as Disc Golf Day at the Park or host charity tournaments to raise money and food for local charities such as Soul's Harbor, Ronald McDonald House, and Relay For Life.

- **Other**

- a. If you have requested funding for anything not covered under the Eligible Expenditures section of the Guidelines (page 9), provide a detailed description of the item's cost, target audience, and any other information that might help the Advisory Board adequately assess the merits of your request.
 - b. If application is for a **SPORTS EVENT**, please contact the Joplin Sports Authority to learn what support they can offer. The results of this conversation **MUST** be included in this section of what support JSA will be provided, if any.
- We have had recent discussions with the JSA and have a plan for them to provide certain equipment such as water jugs and pop-up tents to enhance our event.

EVENT Application Section 2:

This section will be scored during the formal presentation before the JCVB Advisory Board.

Limit this section to three pages typed, using a 12-point font. Single-sided documents on white paper. All questions **MUST** be answered. Indicate N/A if not applicable. Weighted point values are in ().

1. **Describe your event clearly and concisely.** Include the following items in the description.
2. Name of event 16th Annual Four States Open
3. Dates of event (single day events are discouraged) 09/17/2021 – 09/19/2021
4. Location of event McClelland Park, Joplin MO (additional area courses)
5. How many years the event has taken place Sixteen
6. Description, objective and purpose of event The Joplin Disc Golf Club's annual Four States Open tournament continues to be the area's marquee disc golf tournament. We provide Joplin and the surrounding 4-State area with both a competitive and recreational disc golf event for disc golfers of all ages. McClelland Park is the ideal host disc golf course with 36 championship caliber holes across the Eagle and Lion 18-hole courses. The event has grown so large over the past decade that we have expanded into Neosho and Carl Junction but remain anchored in Joplin.
7. Target audience Recreational, amateur, and professional disc golfers
8. Where your attendee will be coming from (Joplin, Tulsa, Texas, St. Louis etc.) Entire Midwest Region, including the Four States, Texas, and Illinois; as well as nationally to many professional "touring" disc golfers.
9. Estimated number of attendees 270
10. Estimated number of room nights generated 100+
11. Estimated number of attendees that are day-trippers (from outside Joplin, but will not spend the night) 40% or less

EVENT Application Section 2 continued:

12. Describe the specific projects or expenses for which grant funds have been requested.

Be sure to include the cost of each item next to the description. These items should match the items indicated on the budget that was submitted with the application. Examples of eligible expenses include:

- 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.*
 - Disc Golfer Magazine Advertisement: \$450 for a 1/2-page color ad in the Summer 2021 issue. Disc Golfer Magazine is the official publication of the Professional Disc Golf Association and is distributed to all members of the PDGA. Past Four States Open ads have created a substantial amount of regional and national buzz as disc golfers take notice of our ads.
 - Facebook Advertising: \$500 for sponsored ads to be shown on the popular social networking website using analytical data to only show to users who fit our search criteria.
 - PDGA.com Advertising: \$500 for banner ads to be shown on the website for disc golf's governing body.
- 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.*
 - Videographer for all professional rounds - \$2,500
 - Post-round production videos of professional disc golf players are becoming an increasingly popular YouTube way to promote the course, park, players, and community for an event. This request is for funds to bring in a professional videography crew to take pre-round aerial drone footage of our parks and video coverage of the lead group for each round the professional's play. Video production will include logo ads for the CVB and City of Joplin along with our main tournament sponsors each year.
- 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.*
 - Landreth Park Disc Golf Course - \$4,000
 - This new course would be an intermediate level course to be used by the tournament, allowing us to grow the event by up to another 90 players each year. Currently all courses played during the event have a skill level suited more for an advanced player or even professional player. We would like to get a course at more of an intermediate skill level within Joplin to accommodate the 90+ intermediate and recreational disc golfers which attend our event each year.
- e. Entertainment – *Describe proposed entertainment and indicate target audience and proposed schedule for entertainment.*
 - Saturday Night Players Party - \$1,000
 - The Saturday Night Players Party is the second-most important event for a disc golf tournament, after the actual tournament itself. Providing a free, casual place to unwind on Saturday night entices players to make plans to stay in town overnight and creates the springboard to bring them back next year to the event. Plans for the Players Party include a downtown Joplin event, historically at Blackthorn Pizza, an outdoor putting contest, live band, with numerous other activities. This style of player's party has been an exceptional success at other large events and continues to bring players back.

- f. Prize money – *Describe any cash prizes given and the criteria for winning such prize.*
- \$5,000 added cash for the Professional Division Payout to division winners.
 - \$1,000 to purchase baskets as prizes for Amateur Division winners
 - \$1,000 added cash to the Friday Doubles and Field Events
 - \$3,500 to be used to purchase players packs for all participants, in addition to other event money raised specifically for this purpose
 - Professional Prize Money and Basket Prizes are the crux of what entices a disc golfer to travel to a disc golf tournament. With the large amount of added cash we are requesting, we expect this to bring in many of the touring professionals, up to 90 players (historically we expect around 50-70 professionals). This event will fall on a perfect weekend to boost attendance before these touring professionals move on to South Carolina the first weekend in October. Along with the players pack funds and the basket prizes requested, we believe attendance for our 16th Annual event will match or beat the best attendance for any tournament in the area. The Friday Field Events and Doubles Tournament is extremely successful each year in bringing players into town an extra day early, creating at least 20 additional room nights.

13. Presentation, in which event was clearly and concisely explained (30 points possible)

14. Ability of event to draw a significant attendance in proportion with the dollar amount being requested (15 points possible)

- Describe the key points of your event that will create a draw attendees in.
- Disc golfers, particularly those who travel and stay overnight at events, are interested in all the activities above and beyond the actual event. The Friday Doubles, Field Events, Player Check-In, and Saturday Players Party are components players have come to expect with the Four States Open and are main draws to players outside our immediate area, which show the Four States Open is an excellent multi-day event. The added cash to the professional division is expected to draw the nation's best disc golfers to our event. Providing the amateur players a well-rounded players pack is the main driver for bringing in large numbers of players. Expanding our event to use multiple area courses is another key draw as more players feel they are getting better value for their tournament entry.

15. Ability of event to attract visitors from outside Joplin (from greater than 70 miles (one-way)), and retain them in the area for at least 3 hours (20 points possible)

- Describe how your event will draw people from outside the local market or attract new visitors to Joplin. This includes both overnight visitors and day-trippers; from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hours.
- Hosting a quality event brings back repeat disc golfers each year. With the continued success of the Four States Open, we can count on many of the attendees to repeat trips to Joplin. Our average is over 100 room nights for the past seven Four States Opens with an all-time high of 121 room nights and we expect 2021 to continue this growth trend. Reasons for the expected 2021 growth includes the improvements and redesign of McClelland Park, essentially making this a 'new' course that will attract additional interest. Also, annually we provide new activities for 3 days starting with the Field

Events and Friday Doubles tournament, followed by keeping disc golfers engaged in town on Friday night with the Player Check-In, and the excellent payouts for professionals and amateurs, which will keep everyone competitive throughout the duration of the event.

16. Ability of the event to generate overnight stays (35 points possible)

- Describe how this project will generate overnights stays in hotels within the Joplin tax-base (the origin of the grant funding). Detail the method that will be used to track out of town guests.
- Historically our event has averaged over 224 players and almost 100 room nights since moving up to the SuperTour A-Tier status. We continue to work with TownePlace Suites as our Host Hotel, working with them to secure a block of rooms for our players at a discounted rate. In order to track the number of room nights, we offer all participants who bring the JDGC a copy of their hotel receipt a \$10 voucher for JDGC merchandise, which means annually we are giving away nearly \$1,000 in our own merchandise to encourage stays in a Joplin hotel. Requesting copies of their receipts provides us documentation of what hotel all players stayed at during our event. Additionally, we have started posting a survey on the pre-registration webpage for our event each player must fill out.

Exhibit 2

Detailed Marketing Plan for the 2021 Four States Open

Web: The Joplin Disc Golf Club has a large footprint online through the club website at www.fourstatesopen.com and the JDGC Facebook page. We will also use Facebook ads to target disc golfers that are currently using the world's largest social networking site. The club also utilizes many other regional club discussion boards, Facebook pages, and web sites to inform all area disc golfers about the annual Four States Open tournament. This includes posting the event flyer in all aforementioned places, as well as posting discussion topics and tournament information where applicable. The discussion boards and websites are key to informing non-local disc golfers of the event.

We also are requesting funding to continue with pdga.com website advertising, which will be kicked off June of 2021 for the 2021 4SO. This includes website banner ads and tournament result and live scoring webpage ads. We will continually monitor the webpage effectiveness to ensure we are reaching as many disc golfers as possible.

Print Ads: The club will be running one full-page advertisement in Disc Golfer Magazine for the Summer 2021 issue. The PDGA Disc Golfer Magazine is distributed to all PDGA members and is the most effective print advertisement informing non-local disc golfers, particularly "touring pros" about the event. The main area the club requests funding is for the print advertisement in the Disc Golfer Magazine. The cost per advertisement in 2020 is \$450, which is the basis for 2021 funding.

Flyers: The JDGC will be distributing the club printed event flyer to all the area disc golf clubs, along with posting the flyer at all local courses, and during all area tournaments. Flyers are a primary way of getting the tournament advertised, as they are posted at all Disc Golf Monkey events in the area. DGM is the main organizer of disc golf tournaments in the Four-State area. The flyer is also posted on the web, per the Web section above.

Exhibit 3

The Joplin Disc Golf Club Presents:

15th Annual Four States Open

A PDGA Sanctioned A-Tier Disc Golf Tournament
Friday – Sunday, September 18th – September 20th, 2020



Our Mission:

The Joplin Disc Golf Club is a Missouri Non-Profit Organization dedicated to promoting disc golf to the local 4-States community, as well as helping provide and maintain clean, safe parks through this family-friendly sport. Over the past decade our organization has held multiple free community events to teach individuals and families about the sport of disc golf. We also host annual charity fundraiser events, raising thousands of dollars for charities such as Soul's Harbor, Ronald McDonald House, and Relay for Life. We are excited to always serve and give back to our community.

Our Tournament:

Our annual Four States Open tournament is THE marquee disc golf event in the Four States area with players from all over the Central United States flocking to Joplin. Average attendance over the past three years has spiked up to more than 220 players annually. This year, the 15th Annual 4SO is again a Professional Disc Golf Association (PDGA) A-Tier event, which will draw players and spectators from the entire Midwest region. We are also including the courses in Neosho & Carl Junction, bringing our capacity to 360 players. The event continues to cover three days which add multi-night stays in Joplin for many of the participants. Additionally, we are providing Friday and Saturday evening entertainment in downtown Joplin. The JDGC is also partnering with the Joplin Convention and Visitors Bureau and the Joplin Parks and Recreation Department for an even larger advertising reach to increase visibility for this event.

Our Sponsors:

We strive to see our sponsors benefit from the generous sponsorship/advertising dollars that are invested in our tournament. Tee signs placed at McClelland Park in Joplin, Morse Park in Neosho, & Kellogg Lake Park in Carthage remain current for one full year, September through September, showing the rather extensive disc golf community our contributors. We continue to offer a Sponsor Benefit which rewards any disc golfer with free or discounted merchandise through our club for paid receipts showing business transactions with any of our 2020 sponsors. Additionally, our monthly club meetings can be held at the location of one of our prior year's sponsors. The JDGC is firmly committed to giving back to our sponsors and the community that supports disc golf as richly as ours does.

Please contact any of the club officers at officers@fourstatesopen.com if you have any questions or wish to become a sponsor. The deadline for logos is approximately 4-6 weeks before the event. Checks can be made payable to Joplin Disc Golf Club. Thank you for your consideration in partnering with the JDGC to make this a great event for the city of Joplin and the surrounding Four States region.

15th Annual Four States Open Sponsorship Packages

Ace Sponsorship: \$1500.00 & up

- Event acknowledgment as title sponsor, ex. 15th Annual Four States Open presented by [your business name here]
- Name placement in all media
- Opening page, full-page advertisement in Player's Book
- 2 exclusive banners (to be hung on each end of the course during tournament)
- Title sponsor print on specialty discs
- Year round tee sign advertisement as event title sponsor for the Four States Open (27 signs with your name on each one)

Clubhouse Sponsorship: Provide either lunch or evening entertainment for all participants (food and location are negotiable)

- Logo on Event Discs (All players receive multiple free discs, each with your logo)
- 1/2 page advertisement in Player's Book
- Exclusive "Sponsors" Banner
- All Birdie Sponsor Benefits

Tri-City Sponsorship: \$400.00 & up

- Teesign sponsor at three courses in Joplin, Carl Junction, & Carthage
- Logo on Event Discs (All players receive free discs)
- 1/2 page advertisement in Player's Book
- Exclusive "Sponsors" Banner
- All Birdie Sponsor Benefits

Birdie Sponsorship: \$150.00 & up

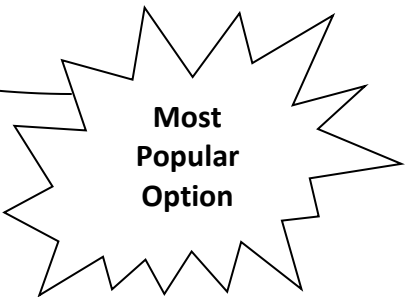
- Year Round Individual Tee Sign Advertisement
- Business recognition in Player's Book
- Logo on Event Banner
- Event acknowledgment

Par Sponsorship: \$75.00 & up

- Logo on Event Banner
- Event Acknowledgement



**Best Value
Covering Three
Cities in our
Region!!!**



**Most
Popular
Option**



Four States Open

SEP 19 - 20, 2020

Joplin, Carl Junction & Neosho, MO

Entry Fees:

A-Tier
 \$80 - MPO
 \$55 - FPO
 \$55 - All Other Pros

**** Must be current PDGA Member**
 Pre-registration closes
 at 8 PM on 9/18

PDGA A/B TIER

Pools:
 Pool A - All Pro (90 Cap)
 Pool B - All Adv (90 Cap)
 Pool C - All Int, Rec, JR (90 Cap)

Host Hotel is Townplace Suites (<https://bit.ly/39pO1VR>)
\$89 per night for a Q or Q/Q suite

\$3,000 Added Cash to Pro Divisions

Friday Doubles, Skill Shot
 & Mini Golf With
 \$500 Added Cash!!!
 Flex Start - 10 AM @
 McClelland Park

-Players Pack for all Ams
 -Free disc with each night stay in
 Joplin hotel

B-Tier (All AMs Receive a Players Pack)
 \$55 - Advanced
 \$50 - Intermediate
 \$40 - Rec & Junior (TROPHY ONLY
 w/Bonus Players Pack Item)

**** Add \$10 if not current PDGA Member**
**** \$5 Discount for current JDGC Members**
 Pre-registration closes at 8 PM on 9/18

Courses:
 LEG - McClelland Lion/Eagle Crossover
 EAGLE - McClelland Eagle Course
 LION - McClelland Lion Course
 NEO - Morse Park North in Neosho
 CJ - Lakeside Park in Carl Junction
 P/M - Players Meeting @ Course

2020 Four States Open Schedule - Subject To Change

	Friday, 9/18	Saturday, 9/19			Sunday, 9/20
	10 AM - 6 PM	9:00 AM	9:30 AM	2:30 PM	TEE TIMES
Pool A	Doubles Tournament and Field Events @ McClelland Park 10 AM Flex Start	P/M	LEG	LEG	EAGLE [BLUE PADS]
Pool B		P/M	NEO	CJ	MA1 - EAGLE [BLUE PADS] All Others - LION [RED PADS]
Pool C		P/M	CJ	NEO	LION [RED PADS]






Register @ dgsceen.com/2020_450

Exhibit 5

Capitol Indemnity Corporation
P.O. Box 5900, Madison, WI 53705

COMMERCIAL GENERAL LIABILITY
COVERAGE PART DECLARATIONS

TRANSACTION TYPE: Renew
ENDORSEMENT #: 000

POLICY NUMBER CP02211733-07	POLICY PERIOD 03/13/2019 - 03/13/2020 <i>12:01 A.M. Standard Time at the address of the insured stated herein.</i>	AGENCY/PRODUCER CODE 07181
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NAMED INSURED AND ADDRESS JOPLIN DISC GOLF CLUB, ANDREW JINKS DBA 2005 Rolla St Joplin, MO 64801-1389	AGENCY/PRODUCER American Family Brokerage, Inc. 6000 American Pkwy Madison WI 53783-0001
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Form of Business: Individual

Business Description: Disc golf club

General Aggregate Limit (Other Than Products-Completed Operations)	\$ 2,000,000
Products-Completed Operations Aggregate Limit	\$ 2,000,000
Personal And Advertising Injury Limit	Excluded
Each Occurrence Limit	\$ 1,000,000
Damage To Premises Rented To You Limit	\$ 100,000 Any One Fire
Medical Expense Limit	Excluded Any One Person

Location of all Premises You Own, Rent or Occupy: SEE ATTACHED LOCATION FORM SCHEDULE CICG 176

Classification	Code No.	Premium Basis	Rate Pr/Co	Advance Pr/Co	Premium Other
SEE ATTACHED COMMERCIAL GENERAL LIABILITY SCHEDULE CICL 043					
Balance To Meet Minimum					\$ 36.00
TOTAL ADVANCE PREMIUM					\$ 250.00

THE LIABILITY PREMIUM BASIS OF THIS POLICY IS SUBJECT TO AN AUDIT.
ADDITIONAL PREMIUM MAY BE DUE.

FORMS AND ENDORSEMENTS: SEE COMMERCIAL GENERAL LIABILITY COVERAGE PART
FORM SCHEDULE CICL 044

COUNTERSIGNED 02/07/2019 By _____
Authorized Representative