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**Special Event Grant**  
**Fiscal Year 2013**  
**(November 1, 2012 - October 31, 20 13)**

**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 7th, 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](http://www.visitjoplinmo.com) after **May 1, 2012**. FY13 Grant applications are awarded on an annual basis for events scheduled to take place between November 1, 2012 and October 31, 2013.

## 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 31, 2012**. Applications submitted after this deadline will not be eligible for review. Applications may be mailed or delivered to the JCVB at 602 S. Main Street Joplin, MO 64801, or emailed to [mgetz@joplinmo.org](mailto:mgetz@joplinmo.org). Emailed applications must be received with a time stamp prior to 5:00pm on May 31, 2012, **no exceptions**.

## 4. Grant Presentation & Review

The JCVB Advisory Board will review and score applications on **June 19, 2012** (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 16, 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 1, 2012**. 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.

### 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, review the guidelines for the JCVB "Community Event Grant ," available at [www.visitjoplinmo.com](http://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. When submitting budget revision, adequate reason for the change must be given and explained in writing. Funding is awarded based on what is presented in the application and reimbursement requests must reflect what was included in the original budget. 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. If an exhibit is being built for the event, only materials (nails, lumber, etc.) are eligible.
- 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.
9. Tools and equipment purchases for construction of exhibit.

### 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 1<sup>st</sup> 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 1<sup>st</sup> 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 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.**

**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. Dates of event
  - c. Location of event
  - d. How many years this event has taken place
  - e. Target audience

- f. Where your attendees are coming from (Joplin, Tulsa, Texas, St. Louis etc.)
  - g. Estimated number of expected attendees
  - h. Estimated number of room nights generated
  - i. Estimated number of attendees that are day-trippers (i.e. from outside a 50 mile radius, but will not spend the night)
  - j. Description and purpose of event
2. **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: **(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 1<sup>st</sup> 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 1<sup>st</sup> 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](mailto:mgetz@joplinmo.org)**

### **FILLING OUT THE APPLICATION** Tips on how to get the best results

#### **Overall Application**

- **Read the application and the guidelines thoroughly.** If you are unclear what a question is asking for or if you have questions on whether it applies to your event, call Martha or email her at [mgetz@joplinmo.org](mailto:mgetz@joplinmo.org). It is best to know for sure than to overlook it and miss out on giving vital information to the Advisory Board.
- **Understand the purpose of the grant.** This grant program is funded through the Joplin Convention & Visitors Bureau (JCVB). The primary purpose of the JCVB is to promote tourism and tourism growth. The JCVB loves events, especially unique events that bring our community together. However, not all events fulfill the primary

purpose of the JCVB. Examine your event and honestly ask yourself if this is an event that would entice a large demographic of people to travel to, pay hotel accommodations and bring friends or family along with them. The Advisory Board is asking this question too so you want to make sure that you demonstrate that you have considered the tourism potential of your event when completing your application.

- **Follow Instructions.** If a question asks for a detailed description or to give specifics, it's for a purpose. When the application is reviewed prior to presentations you want to deliver as much information about your event to the Advisory Board as possible. Not including details in your application has the potential to send a message that you **either haven't fully thought out your event or that you don't value the grant program enough** to take time and include the details. It also means that during presentations you might have less time to convey the value and growth potential of your event **because you're busy answering questions** from the Advisory Board about the details.
- **Be Clear.** Remember that the Advisory Board's first impression is the application and you won't be in the room to explain any of it when they read it. Make sure it makes sense to someone outside of your event committee.
- **Proofread.** Instances have occurred **where someone didn't proofread their finished application and only relied on spell check.** The result? One word made a difference in conveying what the event was about, which may have resulted in lesser funding for the event.

### Section 1 of the application

- **Cover Sheet - Be sure to include ALL** of the information requested and make sure the contact information is current.
- **Proposed Budget**
  1. Be as specific on your budget items and the costs as possible. Remember, although budget revisions are allowed if you are awarded a grant; your funding is based on what you have initially included in your application so you will not be allowed to alter your budget items drastically. The Advisory Board and staff want to ensure that what they chose to fund is actually what is going to be at the event.
  2. Highlight or indicate clearly the items in your overall budget that you are asking for funding for through the grant program. Remember that the Advisory Board is looking through multiple applications and you want to make sure that you clearly identify what items you are requesting funding for so they can make an accurate assessment and decision on your event.
  3. **Don't forget to** indicate the percentage of your overall budget that grant funds would make up; the Advisory Board will take into consideration if you are using grant funds as a small or large portion of your overall budget in conjunction with how many years your event has been happening.
- **Marketing Plan**
  1. **Again, be specific.** If you are using local television stations don't just list "local media." Be sure to include which local stations you are using and what kind of advertising you are utilizing with them.
  2. Include the details. It is **okay if you haven't signed a sponsor or a contract for billboards or magazine ads,** but do some research on the cost of ad sizes for the advertising medium so that you can include an educated estimate in your application. The same goes for audience and demographics; if you are a first time event, think about who you are trying to attract to your event and who is the most likely demographic to attend. If you are a returning event, list your past demographics and add any that you are making an effort to reach with your current marketing plan.

## **FILLING OUT THE APPLICATION**

### **Tips on how to get the best results**

### Section 2 of the application

- **Describing your event -** Make sure that the items asked for in question #1 are easily identifiable. If you choose to outline them in paragraph form make sure that you highlight, underline or bold the answers so that they can be found easily. Item "J" of this question is the opportunity for you to "sell" your event to the reader; so make sure you describe your event as accurately as possible.
- **Describing the projects or expenses you are asking for funding for -** Items "a-f" are examples of materials that can be funded. You do not need to include the item in your application if you are not asking for funding for it.



When you list the items that you are requesting funding for, describe the item, quantity and cost for each of them. The items that you request funding for in this section **MUST** align with the items that you are requesting funding for and have indicated in your budget.

- **Increasing event attendance from previous year** - What's new with your event? If you are bringing in a new activity, a bigger band or a great demonstration describe it here. If you are advertising in new publications or you've expanded your online market or social media, describe it here. The Advisory Board will be looking for any way that you are trying to grow and expand your event and draw new attendees to it.
- **Attracting new visitors to Joplin** - Because the primary purpose of this grant program is to generate tourism, this question is incredibly important. Think about ways that you can get the word out about your event to surrounding communities. Connect with other convention and visitor bureaus and chambers of commerce to see if they have an event calendar to post on or if they would be willing to display a poster for the event. Contact radio stations and offer to do a contest giveaway with admission tickets to the lucky winner. Post your event to college and university event calendars. Think about what gets your attention to an event in another city. Get creative!
- **Generating and tracking hotel room nights** - Creating an event that ensures people will stay the night is tricky. If possible, create a late evening pre-event reception or incentive that will encourage people to come in town the night before your event. Partner with a host hotel that offers a special room rate and will help track the number of guests registered. If you have an admission ticket - offer a discount coupon or design a giveaway for attendees that tell the hotel front desk that they are here for your event when registering. Make contact with the sales manager or general manager at each of the hotels to let them know about your event and talk with them about the number of out-of-town guests that might be visiting. Communicating with the hotels allows them to pass on information about your event to their staff and guests and increases the chance that they will be able to help track your room nights. During your event, do a survey or a guest book that includes a question of if and where the attendee stayed the night; **when you do the post-event hotel summary you'll have a better idea of accuracy of numbers.** To engage attendees in filling out the survey, offer a drawing for a prize for those who participate in the survey.

## Resource List

### **Free Calendar Listings:**

[www.visitjoplinmo.com](http://www.visitjoplinmo.com)  
[www.visitmo.com](http://www.visitmo.com)  
[www.festivalnet.com](http://www.festivalnet.com)  
[www.festivalsandevents.com](http://www.festivalsandevents.com)  
[www.joplinindependent.com](http://www.joplinindependent.com)  
[www.news-leader.com](http://www.news-leader.com)

### **Social Media Outlets:**

[facebook.com/JoplinCVB](https://facebook.com/JoplinCVB)  
[facebook.com/downtownjoplin](https://facebook.com/downtownjoplin)  
[facebook.com/Joplinslocalfamilyfun](https://facebook.com/Joplinslocalfamilyfun)

### **Vendor Listings:**

[www.festivalnet.com](http://www.festivalnet.com)  
[www.festivalsandevent.com](http://www.festivalsandevent.com)  
[www.missourifairsandfestivals.com](http://www.missourifairsandfestivals.com)  
[www.oaff.com](http://www.oaff.com)  
[www.kansasfairsassociation.com](http://www.kansasfairsassociation.com)  
[www.arfea.org](http://www.arfea.org)

### **Additional Information:**

[www.ifea.com](http://www.ifea.com) - International Festival and Events Association (education and webinars for event growth)  
[www.ascap.com](http://www.ascap.com) - American Society of Composers and Publishers (music licensing)  
[www.bmi.com](http://www.bmi.com) - Broadcast Music, Inc. (music licensing)  
[www.missouriartscouncil.org/touring.aspx](http://www.missouriartscouncil.org/touring.aspx) - (list of artists and musical touring acts in Missouri)