



602 South Main, Joplin, MO 64801
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Community Event Grant Guidelines

Fiscal Year 2011 (November 1, 2010 - October 31, 2011)

Purpose:

The Joplin Convention & Visitors Bureau has established a new Community Event Grant utilizing \$20,000 that has been earmarked for marketing of events exhibiting positive tourism potential to the Joplin area. The newly established Community Event Grant will assist organizations that are planning smaller, more regional events. The goal of this Grant would be to assist in the start-up of events that the CVB Staff believe have the potential to grow substantially within three years. Eligible events should have grown in enough that time to be able to apply for the larger, Special Events Grant that is also offered by the CVB. The Community Event Grant will be awarded on a quarterly basis, with a maximum funding level of \$5,000 awarded per quarter.

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 will be reviewed on a quarterly basis with deadlines for application falling on August 1st, November 1st, February 1st, and May 1st. Application packets will be available at the JCVB office at 602 S. Main Street, Joplin, MO 64801. FY11 application requests for funding are for events scheduled November 1, 2010 through October 31, 2011.*

Applications will be reviewed during the next scheduled CVB staff meeting following each review period deadline. The recommendations will then be presented to the CVB Advisory Board at their next scheduled meeting. These meetings are held on the third Tuesday of the month, unless otherwise posted. **Applications MUST be received at least 90 days prior to the first day of your event.** CVB Staff will notify you when your application is scheduled for review. Once the final decision on funding levels is made, applicants will be notified. Successful applicants will receive contracts with instructions on exact items that were approved for funding, as well as information on invoicing and payments.

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. **Turn in completed application to the JCVB no later than 5:00 p.m. on the first day of the Grant Cycle you are applying for (November 1, February 1, May 1 or August 1).** Applications (5 copies) can be hand-delivered or mailed, but there are no exceptions to these dates. Any applications received late will not be considered for funding.
4. **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.
5. **The JCVB Staff will review and score the applications within two weeks of the application deadline.** Once approved by Staff, recommendations will then be presented to the CVB Advisory

Board at their next scheduled meeting. These meetings are held on the third Tuesday of the month, unless otherwise posted. Applications MUST be received at least 90 days prior to the first day of your event.

6. Notification of the Board's decisions for funding to be announced within 14 days of the **Advisory Board Meeting**. Successful applicants will receive contracts within 30 days. 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 \$5,000. There is \$5,000 available per quarter.
2. An organization may only apply for one Community Event Grant per calendar year. If an organization applies, but does not receive funding during one quarterly grant cycle, the organization may reapply during the next grant cycle as long as funding is awarded a minimum of 90 days prior to their event. An organization may only re-apply one time per calendar year.
3. All applicants must designate a Project Manager for their application and event.
4. All events must be held within 20 miles of the Joplin city limits.
5. All events must show the potential to eventually generate overnight hotel stays. Applications will be assessed by considering the following:
 - A. Event's ability to draw visitors from outside of Joplin.
 - B. Event's ability to grow, with funding support, over two or more years.
 - C. Food, beverage and retail expenditures by out of market visitors.
 - D. 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.
 - E. Projected number of attendees or participants.
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 post-event summary is due within 14 days after funded events. Failure to submit this summary within the allotted time or submission of summary with incomplete or missing information may effect funding of future applications. A post-event summary form will be provided to approved applicants.
10. 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.
11. 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.

12. 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.
13. Each applicant must include detailed marketing information including TV, radio, print, web, flyers, brochures and posters.
14. 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 including: direct mail, flyers/posters, magazine or newspaper ads, TV and radio advertising. Applications must be specific on media type, dates number of ads to be placed for each media type. 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. The JCVB must be clearly represented on these materials as a sponsor.
5. Postage fees for event mailings. 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.
7. Miscellaneous materials. Start up supplies or prize expenses as approved in the application. Examples include signage, temporary structures, creative supplies, staging items, awards, etc.

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.

Evaluation Criteria and Scoring:

1. A total of 80 points are possible for each application.
2. A minimum of 50 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 \$5,000 per quarter 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 \$5,000 per quarter, an application receiving 50 points may not get funded.

Community Event Grant Application

Name of applying organization: _____

Address (no PO boxes): _____

Phone number: _____ Fax number: _____ Email: _____

Organization president: _____

Project manager: _____ Contact number: _____

Event name: _____

Event date(s): _____ Location: _____

Website address: _____

Total Amount Requested: _____ Application Date: _____

Signature of Organization President

Signature of Project Manager

**Please complete the following questions. There are a total of 80 points available.
Applications receiving less than 50 points will not be eligible for funding.**

1. **10 POINTS** Please describe your event.

Name of event: _____

Purpose: _____

Dates: _____ Location: _____

Target Audience: _____ Projected Attendance: _____

Is this a new event? _____ Yes _____ No If no, how many years has this event occurred? _____

Website (if applicable): _____

2. **10 POINTS** Describe the specific projects or expenses within the event for which grant funds are being requested. Please include documentation on additional costs or fees included (set-up, labor, shipping, etc.). *Only complete the items applicable to your event.*

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.

Entertainment - Indicate target audience, proposed schedule and any examples of successes with this entertainment in other venues.

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.

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.

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.

Prize money - Describe the criteria for winning such prize and copies of any advertisements for the prize.

3. This program's primary mission is to build local events into those that will eventually increase tourism and generate overnight stays in Joplin. Please explain how your project will do each of the following:

5 POINTS Increase event attendance (automatic for 1st time events).

10 POINTS Draw more people from outside the local market or attract new visitors to Joplin.

5 POINTS Generate press coverage for the event. An additional **5 POINTS** will be awarded if print coverage is outside a 20-mile radius of Joplin.

15 POINTS How will your event grow enough in the next three years to eventually produce substantial room nights? Please use examples of comparable events to show your growth potential.

10 POINTS Increase retail, food and beverage expenditures in Joplin.

10 POINTS Attach your sponsorship solicitation packet and describe what steps you have taken to secure additional funding for your event. _____

Marketing Plan

Please provide a description of all marketing activities below. Include all types of media, names of publications, stations, web sites as well as ad sizes, copies of ads if available, costs, impressions per ad, direct mail costs and any other relevant information.

Web: _____

Print Ads: _____

Direct Mail Pieces: _____

Flyers/Brochures/Posters: _____

TV: _____

Radio: _____

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.

Fundraiser

Is this event in any way a fundraiser for your organization? If so, please explain:

Other

If you have requested funding for anything not covered under the Eligible Expenditures section, please provide a description of the item's cost, target audience, and any additional information the CVB might require to adequately assess the merits of your request.

Budget & Insurance

Please attach a copy of your budget for the entire event.

Please include proof that event and organization are covered by liability insurance.

Please return this application on 8 ½ X 11 white paper, stapled in the top left corner. No report covers or binders will be accepted. Five copies of this application need to be turned into the JCVB office no later than 5 PM on the first day of the Grant Cycle you are applying for (November 1, February 1, May 1 or August 1). The CVB will not be responsible for making copies of any kind.

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

Martha Getz, Convention & Tourism Assistant
Joplin Convention & Visitors Bureau
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