2018 Festival and Event Grant Application

Purpose:

Visit Morgan County is solely funded by innkeepers tax dollars and is a not-for-profit organization. Up to $5,000 in funding has been set aside in the 2018 budget for the marketing and development of events or festivals exhibiting positive tourism potential to Morgan County.

Consideration will be given to events that promote a positive image of Morgan County; promote and encourage overnight visitors to Morgan County; work with local hotels to create special overnight rates for attendees; encourage visitation during off peak months; create a direct local impact; draw a minimum of 150 people; and/or draw positive media exposure. Consideration will also be given to events that have not yet received a Visit Morgan County Festival/Event grant in past years. Consideration will NOT be given to events that restrict attendance or participation to Morgan County residents only.

Qualifying Applicants:

Applicants must be organizations seeking to produce and promote a well-defined tourism oriented festival or event. Proof of event liability insurance will need to be provided to Visit Morgan County prior to the organization receiving any funding. Eligible events must not limit participation to Morgan County residents only.

Timetable & Evaluation Procedure:

Application requests for funding in this year's cycle are for events scheduled April 1, 2018 through March 31, 2019. All applications must be received by April 1, 2018. Grants will be awarded no later than May, 2018.

Visit Morgan County will evaluate completed applications at their May board of directors meeting. The evaluation will utilize a set score card of the application requirements listed below to rank each application. Applications should be submitted for consideration via mail to Visit Morgan County, PO Box 1191, Martinsville, IN 46160, email to info@visitmorgancountyin.com or dropped off in person at 466 S. Main Street, Martinsville, no later than April 1, 2018. Awards will be announced by early May.

Grant Guidelines and Requirements:

1. Maximum funding for any one application is $1,000.

2. An organization may submit more than one application (for multiple events with different dates), but only one application may be submitted for each event or date range. Applications can be submitted for a series of events as well (such as a concert series) but only one application may be submitted for the entire series. Each application will be evaluated independently, based on the grant criteria.

3. All applicants must designate a Project Manager or Primary Contact for their application and event.

4. All events must be held within Morgan County.

5. Applications will be assessed by considering the following:

   A. Event's ability to draw a minimum of 150 people and a focus to attract visitors from outside Morgan County.
   B. Event's ability to increase visitor length of stay and generate overnights.
   C. Event's ability to grow, with funding support, over two or more years.
   D. Event's ability to generate local economic impact (area food, beverage and retail expenditures) by out of market visitors.
   E. Event's ability to project a positive image of Morgan County through media activities and advertising efforts.
   F. Whether the event has received this grant previously, and if so, was the funding successful and beneficial to area tourism (i.e. – did the funding help to grow the event attendance by out of county individuals).

6. No event may have as its primary purpose the promotion of a specific political candidate, political party or political platform.

7. Events must be open to the general public, not exclusive in regard to attendance and must be handicapped accessible.

8. A post-event summary is due within 90 days after funded events. Summary must include:

   A. Estimated attendance and estimate of hotel room nights generated. (Describe method used to estimate attendance.)

   B. Complete summary of advertising placed to promote the event.

    C. General assessment of the event, which addresses the event's success and any concerns or recommendations for changes from event organizers.

9. If for reasons beyond your control you are unable to complete the project for which your original application was submitted, you may submit a request for another project that is comparable in quality, quantity and scope.

10. If applicant cannot complete the approved project for which funds have been allocated, Visit Morgan County 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.

11. Visit Morgan County must be given recognition as an event sponsor based on the level of funding. Separately, the visitmorgancountyin.com website must be linked on the home page of any funded event or organization's website. Visit Morgan County will provide their logo and/or electronic ad link to all funded applicants in the appropriate format.

12. All grant funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to Visit Morgan County in order to receive reimbursement.

13. Visit Morgan County reserves the right to disqualify any applicant or application for any reason.

Eligible Expenditures for Reimbursement:

1. Advertising focused outside Morgan County. Applications must be specific on media, publicity and/or publication dates, size and number of ads to be placed. Media based in Morgan County but with a regional reach and audience is acceptable.

2. Production of promotional pieces to be distributed outside Morgan County. This includes brochures, posters, direct mail pieces, etc. Applications must be specific on methods of distribution, production costs or any other expenses funded by the grant.

3. Event programs and other promotional material that can be placed at lodging establishments throughout Morgan County in hopes of enhancing the visitor experience by making hotel guests aware of the funded event.

4. Event website development.

5. Event development costs (e.g., facility or rental costs).

Information Required On Application:

1. **Contact information** - applying organization name, address, phone number, e-mail and web address as well as name and signature of organization's President or Project Manager (primary contact) and proof of current not-for-profit status (if applicable).

2. **Request amount** – indicate the amount requested (funding ranges are $250 to $1,000).

3. **Event information** – event name, dates, location, web address and proof that event and organization are covered by liability insurance. Also describe the purpose of the event, target audience, entertainment, activity schedule and any other relevant information.

4. **Marketing Plan** - provide a Marketing Plan which includes local activities as well as those taking place outside Morgan County for which funding has been requested. This includes all types of media, names of publications, stations, and websites as well as ad sizes, copies of ads if available, costs, audience and any other relevant information.

5. **Promotional pieces** - provide a brief description of the material and content. Indicate number of copies to be printed, size, number of pages, whether the material will be black and white or color and where and how material is to be distributed.

6. **Website development and enhancement** - describe the purpose of the proposed website or website enhancements.

7. **Fundraiser** – if this event is in anyway a (not-for-profit) fundraiser for your organization or any other organization, please explain.

8. **Budget** – please include a detailed budget for both your entire event and for the specific items from your event that will be paid for by Visit Morgan County grant funding.

Evaluation Criteria above should be considered as you develop your application.

Applications must be typed on 8 ½" X 11" plain white paper and stapled in the upper left hand corner. Five (5) hard copies OR a digital copy of the application must be provided via mail, email or delivered in person to:

Visit Morgan County   info@visitmorgancountyin.com
466 S. Main Street, Martinsville, IN 46151

Please contact Tosha Daugherty at 765-346-5611 or info@visitmorgancountyin.com with any questions or concerns.