

FESTUS TOURISM COMMISSION

City of Festus/711 W. Main St., Festus, MO 63028

636-937-4694

How to be Included on Agenda

Contact the city administrator to be added to the agenda Monday, Dec. 5, 2016 before noon prior to the designated meeting date. Tourism meets twice yearly and when requested by the chairperson.

Include a contact name, address, email, and phone number and all supporting information (See below) for the proposed event/program/marketing plan/park improvement and submit 10 days prior to the meeting date so your information can be included in the packet sent to tourism commission members. A representative must attend the meeting and present the request.

What Information Should I Include?

Submittals should include but are not limited to the following:

- *Profit/loss statement of the organization or event.
- *Description of your request.
- *Breakdown of

estimated tourism impact; such as overnight stays, potential use of restaurants, etc.

- *Estimated amount of participants, participation or advertising outside of a 5 miles radius.

- *Total Cost of project with breakdown of individual costs.
- *Estimated economic impact using \$150/family per day as baseline amount if overnight stay required.

Information Sheet
11/1/2016

Submit Materials
to:

Happy Welch
City Administrator
711 W. Main St..
Festus, MO 63028
636-937-4694
hwelch@cityoffestus.org

CITY OF FESTUS TOURISM GRANT PROGRAM

TERMS AND CONDITIONS

The City of Festus Tourism Commission ("Tourism Commission") has bi-yearly meetings to set aside funding for promotion activities exhibiting positive tourism potential for the City of Festus, Missouri ("City"). These funds are available to assist qualified organizations with creating, producing and/or promoting well-defined tourism-oriented projects or events conducted in the City and open to the general public.

All grant funding is awarded on a reimbursement basis only.

If you have any questions or comments regarding the application process or this program, please contact Happy Welch, City Administrator at 636-937-4694.

Qualifying Applicants; Manner of Submission:

Applicants must be organizations seeking to create, produce and/or promote a well-defined tourism-oriented project or event. There is no application form. Application is made by proposal letter or memorandum which responds to the requirements described herein.

Timetable and Evaluation Procedure:

Requests for funding may be submitted for events scheduled from October 1st through September 30th fiscal year.

Proposals will be reviewed for completeness or missing information by Tourism Commission staff immediately after they are turned in. The Tourism Commission reserves the right to contact those organizations with incomplete proposals, requesting appropriate information to make them complete. A complete proposal does not guarantee funding. The Tourism Commission reserves the right to reject any proposal for any reason. The Tourism Commission makes all funding decisions, with funding available from tourism taxes, as budgeted by the City.

Once a final decision on funding is determined, applicants will be notified. Successful applicants will receive a grant award agreement describing the funding levels and other terms and conditions of the grant. The grant award agreement must be signed and returned to the Tourism Commission by the deadline specified by the Tourism Commission in order for the organization to receive any reimbursement funding.

Grant Guidelines and Requirements:

The maximum funding level for any one proposal is \$5,000.00, unless determined by Tourism Commission staff to warrant a higher level of funding.

All projects and events must be held within the City. No activity may have as its primary purpose the promotion of a specific candidate, political party or platform. Events must be open to the general public, not exclusive in regard to attendance and handicapped and programmatically accessible.

All applicants must designate a project manager for their proposal and activity. Each proposal should include a detailed marketing plan and budget. Reimbursement is permitted only for media that has a circulation which includes the geographic area within 150 miles of the City limits.

All activities must show the potential to generate an increase in tourism. Among the factors which will be assessed in evaluating proposals are the following:

- Ability to attract visitors during previous years (if previously conducted).
- Ability to grow, with funding support, over two or more years.
- Timing.
- Projections for food, beverage and retail expenditures by visitors.
- Ability to project a positive image of the City through media activities and advertising efforts.
- Ability to attract visitors to hotels and other lodging within the City.

An organization may submit multiple proposals for multiple events, but only one proposal may be submitted for any event. The Tourism Commission reserves the right to disqualify any applicant or proposal for any reason. The Tourism Commission reserves the right to offer partial funding.

All funded marketing activities must be approved in advance by the Tourism Commission (or a designated representative). It is the applicant's responsibility to document this approval in writing in advance. This includes programs, advertising of any kind, posters, fliers, web sites, etc. The Tourism Commission and the City must be given recognition with Tourism Logo as a project/event sponsor based on the level of funding. Separately, the City website must be linked on the home page of any project/event or funded organization's web site.

If for reasons beyond a grantee's control, the grantee is unable to complete the project for which the original proposal was submitted, the grantee may submit a request to the Tourism Commission to substitute the current project with another that is comparable in quantity and scope. Failure to notify the Tourism Commission of changes can affect both current reimbursement and future funding opportunities.

If the applicant cannot complete the approved project for which funds have been allocated, the Tourism Commission must be notified immediately. Failure to complete a project as submitted in the approved proposal may have an impact on future funding decisions and allocations.

A summary is due within 90 days after completion of the funded project/events on a form provided by the Tourism Commission. Failure to submit the summary within 90 days or submission of summary with incomplete or missing information may affect funding of future proposals. The summary must include: (1) estimated attendance and method used to estimate

attendance; (2) a summary of all advertising placed to promote the project/event; (3) a general assessment/impression of the success of the project/event; and (4) recommendations for changes to increase tourism.

Funding Disbursement Rules, Limitation on Expenditures Eligible for Reimbursement:

All grant funding is awarded on a reimbursement basis only (unless the Tourism Commission has specified that they are granting a *sponsorship* for the event). Proof of payment by applicant must be provided to the Tourism Commission 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. Proof of project/event liability insurance and a completed W-9 tax form (Request for Tax Identification Number) must be provided prior to the organization receiving any funding reimbursement.

The Tourism Commission's grant program is supported by a sales tax that may be used solely for the purpose of promoting tourism in the City. The following are the only items that may be reimbursed with grant funds:

1. Advertising placed with media having a circulation which includes the geographic area within 150 miles of the City limits. Proposals must be specific on media, flight dates, size and number of ads to be placed.
2. Production of promotional pieces to be distributed including the geographic area within 150 miles of the City limits. This includes brochures, posters, direct mail pieces, etc. Proposals must be specific on methods of distribution, production costs or any other expenses funded by the grant.
3. Event web site development, if applicable.
4. Tourism-oriented festivals, fairs, special events, sporting tournaments and beautification projects.

Information Required In Proposal:

1. **Contact information.** Provide the applying organization name, address (mailing and physical), phone number, fax number, e-mail and web address as well as name and signature of organization's president and project manager (primary contact) and proof of current not-for-profit status (IRS determination letter) if applicable.
2. **Event information.** Describe your project/event clearly and concisely. Your description should include name and purpose of project/event, dates, location, target audience, whether it is new or repeat, length and market origin of attendees (use previous research if available). Provide web address and proof that project/event and organization are covered by liability insurance. Also describe entertainment and any other relevant information.

3. **Marketing Plan.** Provide a detailed Marketing Plan which includes local activities as well as those taking place including the geographic area within 150 miles of the City limits 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. Describe the specific marketing expenses within the project/event for which grant funds have been requested.
4. **Promotional pieces.** Provide a brief description of the material and contents. 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. If costs exceed \$5,000, include three written bids.
5. **Web site development and enhancement.** Describe the purpose of the proposed website or website enhancements. Please provide copies of your proposal if the project exceeds \$5,000.
6. **Fundraiser** - If a not-for-profit organization and this event is in anyway a fundraiser for your organization, please explain.
7. **Budget.** Please include a detailed itemized budget for your entire project/event and for the specific items from your project/event that you are requesting to be reimbursed by the Tourism Commission grant funding. Attach your sponsorship solicitation packet and describe what steps you have taken to secure additional funding for your project/event.
8. **Nonprofit status.** Not-for-profit organizations are encouraged to apply. If applicable, attach evidence of not-for-profit status to your proposal.
9. **Effect on Tourism.** Please explain how your project/event will increase tourism, including: (1) how it will draw people from outside the local market or attract a new visitor audience; (2) how it may generate non-local press coverage for the project/event; and (3) how it will increase retail, food and beverage expenditures in the City. Describe how the project/event will attract visitors to hotels and other lodging within the City.