



Montgomery County Visitors & Convention Bureau

2020 Festival and Event Grant Application (QPE)

Purpose:

The Montgomery County Visitors & Convention Bureau (dba Visit Montgomery County) is solely funded by innkeepers tax dollars and is a not-for-profit organization. The MCVCB has set aside funding for the marketing and development of events exhibiting community pride building/quality of place and positive tourism potential to Montgomery County.

Consideration will be given to events that have a long tradition in the community, build community pride, have multiple volunteers, reach deep into the community with commitments (volunteers, donations, fund raising capability, etc.) and become VFR (visiting friends and relatives) segment marketing opportunities.

Events must promote a positive image of Montgomery County; promote and encourage overnight visitors; encourage visitation during off peak months; create a direct local impact; draw a minimum of 150 people; and/or draw positive media exposure.

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 MCVCB prior to the organization receiving any funding.

Timetable & Evaluation Procedure:

Application requests for funding are for events scheduled January 1 through December 31, 2020.

MCVCB will accept and evaluate completed applications at their monthly board of directors meeting. Again, all events must take place by December 31, 2020. Applications should be submitted for consideration at least 60 days in advance. Applicants will receive notification at least 30 days prior to the event if funding has been approved.

Grant Guidelines and Requirements:

1. An organization may submit more than one application (for multiple events), but multiple applications for the same event may not be submitted. Each application will be evaluated independently, based on 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 Montgomery County.
5. Applications will be assessed by considering the following:
 - A. Event's tenure within the community, community pride builder, number of volunteers, donations, and fundraising capability.
 - B. Event's ability to draw a minimum of 150 people and a focus to attract visitors from outside Montgomery County.
 - C. Event's ability to become VFR (visiting friends and relatives) event.
 - D. Event's ability to increase visitor length of stay and generate overnights.
 - E. Event's ability to grow, with funding support, over two or more years.
 - F. Event's ability to generate local economic impact (area food, beverage and retail expenditures) by out of market visitors.
 - G. Event's ability to project a positive image of Montgomery County through media activities and advertising efforts.
6. No event may have as its primary purpose the promotion of a specific political candidate, political party or platform.
7. Events must be open to the general public, not exclusive in regard to attendance and handicapped accessible.
8. A post-event summary is due within 90 days after funded events. Summary must include:
 - A. Estimated attendance and hotel room nights generated. (Describe method used to estimate attendance.)
 - B. 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.

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 to the MCVCB 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, MCVCB 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. The MCVCB must be given recognition as an event sponsor based on the level of funding. Separately, the MCVCB web site must be linked on the home page of any event or funded organization's web site. MCVCB 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 MCVCB in order to receive reimbursement (e.g., provide paid receipts that equal or exceed the grant amount approved).
13. MCVCB reserves the right to disqualify any applicant or application for any reason.

Eligible Expenditures for Reimbursement:

1. Advertising focused outside Montgomery County. Applications must be specific on media, publicity and/or publication dates, size and number of ads to be placed. Media based in Montgomery County but with a regional reach and audience is acceptable.
2. Production of promotional pieces to be distributed outside Montgomery 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 Montgomery County in hopes of enhancing the visitor experience by making hotel guests aware of the funded event.
4. Event web site 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

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, number of volunteers, 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 Montgomery County for which funding has been requested. This could include types of media, names of publications, stations, and web sites 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. **Web site 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, 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 MCVCB grant funding.

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

Applications must be submitted on 8 1/2" X 11" plain white paper or emailed to:
request@visitmoco.com

Copies of the application need to be turned into the MCVCB c/o:

Montgomery County Visitors & Convention Bureau
101 West Main St.
Crawfordsville, IN 47933

765-362-5200

800-866-3973