



Montgomery County Visitors & Convention Bureau GRANT APPLICATION

PURPOSE

The Montgomery County Visitors & Convention Bureau (MCVCB) is solely funded by innkeeper's tax dollars (hotel & other accommodation tax) and aids in funding for the marketing of developing of events exhibiting community pride and positive tourism within Montgomery County.

Awarded grant funds are based on anticipated return on investment and positive economic impact to our area. Impact to local businesses is measured in accommodation stays, restaurants, commerce, and business visits attributed to your event.

Events must promote a positive image of Montgomery County and should impact one or more of the following:

- Promote and encourage overnight visitors
- Draw positive media exposure

Encourage visitors to support local establishments

QUALIFYING APPLICATIONS

Applications must be from 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/entity receiving any funding.

MCVCB will accept and evaluate completed applications four times a year at our March, June, September and December meetings. Applications should be submitted for consideration the quarter prior to your event. *Example: A June event would be submitted prior to the end of March.*

GRANT GUIDELINES & REQUIREMENTS

- An organization may submit one grant application per event. Each application will be under review independently, focusing on the direct positive impact for our community
- All events must be held within Montgomery County
- Applications will be assessed by considering the following:
 - Event's tenure within the community, community pride builder, number of volunteers, donations, and fundraising capability
 - Event's ability to draw a significant number of people, with a focus to attract visitors from outside Montgomery County. Amount request per grant will be under review with the MCVCB board members
 - Event's ability to generate overnight stays and increase number of nights spent at local lodging

GRANT GUIDELINES & REQUIREMENTS CONTINUED

- Event's ability to grow, with funding support, over two or more years
- Event's ability to generate local economic impact (area food, beverage, and retail expenditures) by out-of-market visitors
- Event's ability to promote a positive image of Montgomery County through media activities and advertising efforts including MCVCB for sponsorship
- No event may have, as its primary purpose, the promotion of a specific political candidate, political party, or platform
- Events must be open to the general public, not exclusive in regard to attendance and ADA accessibility
- The MCVCB must be given signage recognition as an event sponsor based on the level of funding. Separately, the MCVCB website must be linked on the home page of any event or funded organization's website.
- If there are any changes to the event, MCVCB must be notified immediately
- 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

ELIGIBLE EXPENDITURES FOR REIMBURSEMENT

- 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 in acceptable
- Event website development
- If approved, a list of privately owned restaurants will be provided and recommended

SUBMISSION INSTRUCTIONS

Please submit the following completed application to:

Heather Shirk, Executive Director

Montgomery County Visitors & Convention Bureau

101 W. Main Street, Suite 100 | Crawfordsville, IN 47933

Tel: (765) 362-5200 | **Email:** heather@visitmoco.com





Montgomery County Visitors & Convention Bureau
Grant Application

CONTACT INFORMATION

Organization Name: _____

Address: _____

City: _____ Indiana Zip: _____

Contact Name: _____

Phone #: _____ Email: _____

EVENT DETAILS

Event Date: _____ Amount Requested: _____

Event Name: _____

Event Location: _____

Event Purpose and Goals: _____

Event or Organization Website: _____

Insurance Provider: _____

of Expected Visitors: _____ # of Volunteers: _____

Possible annual event? ☐ Yes ☐ No

Local Economic Impact: _____

Promotion Methods: _____

Applicant Signature: _____