



*This document sets forth
Guidelines, Criteria and Application for
Requesting Tourism Development Funds from the
Crawford County Convention & Visitors Bureau Tourism Development Program*

*This Application is for the purpose of requesting funds for the following:
Festivals & Events, Sports and Competitions*

Events must take place between January 1st, 2018 and December 31st 2018

The Tourism Development Program is made possible by Crawford County's lodging tax. It was created to enhance and develop events which have potential to generate overnight visitation in Crawford County hotels and motels. All applicants must meet and follow the Guidelines & Criteria set forth for each fund.

- **Applications to the Tourism Development Program must be submitted at least 120 days prior to the start of the event.**
- **The Convention & Visitors Bureau Advisory Board reviews all applications. Reviews are held during CVB Advisory Board meetings held the second Wednesday in January, March, May, July, September and November, unless otherwise posted.**
- **If any revisions, updates or changes need to be made to applications, the final version MUST be received by the CVB at least ONE WEEK prior to the scheduled review meeting. No exceptions.**

Send all applications to: Devin Gorman, Executive Director, Crawford County Convention & Visitors Bureau, 117 W. 4th Street, Pittsburg, Kansas 66762 or dgorman@visitcrawfordcounty.com Tel. 620-231-1212

ELIGIBLE EXPENDITURES

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND Festivals & Events, Sports and Competitions

1. Entertainment fees, e.g. musicians/singers compensation, meals & lodging. *NOTE: (Crawford County "lodging tax" should be paid on any 'comp rooms' received by event organizer.)*
2. Exhibits or materials for special activities as a part of an event or festival.
3. Advertising, marketing, postage, printing (applications & registration forms) and the purchase of mailing lists.
4. Transportation for larger venues, i.e., carriages, wagons, shuttles, particularly if additional transportation options are needed to increase attendance.
5. Bid fees, Rights fees, Sanction fees and Site fees (particularly if a larger site/facility is required to accommodate event growth). *For Sports Events this includes event officials, security, labor, insurance, facility rental, special equipment.*
6. New web site development and/or enhancement. (Include specific plan with any bids/quotes received.)
7. Monetary awards (to increase growth of the event), trophies & medals.

The Advisory Board may recommend funding all or only part of requested items. **This list is not exclusive.** Proposals might include items that are not listed as eligible expenditures. All requests will be assessed according to how well they meet the evaluation criteria and serve the mission of the grant program.

INELIGIBLE EXPENDITURES

1. Any event expenses not approved for funding.
2. Salaries, Administrative expenses or other monetary compensation to event organization staff.
3. Food and beverage or any hospitality or social functions.
4. Any entertainment that is not for the general audience of the event.
5. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application.
6. Interest or reduction of deficits or loans.
7. Operating expenses of the event such as field or facility rental unless the rental of a larger facility is required in order for the event to expand its attendance and exhibits or other event offerings. In such cases, the contract would be for the difference between the rental fee for the current facility and the rental fee for the new facility or site.
8. Real property, permanent equipment or capital improvements unless, in the judgment of the board, the improvement is critical to the success of the project and the improvement's inclusion would significantly impact the event's ability to generate overnight visitation. It is likely that applicants making such requests would be referred to the Tourism Development Program - *Attraction Development Fund*. However, the Advisory Board will evaluate all requests and make decisions based upon the application's overall merit and the events ability to increase overnight visitation.

GENERAL GUIDELINES

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND Festivals & Events, Sports and Competitions

1. Maximum funding level for any single application is \$5,000 and/or no more than 25% of the total event budget; however, if an event has the potential to generate more than 1,500 room nights, the amount of funding is at the discretion of the Board.
2. Events may be funded for up to three (3) years. An application is required each year. The amount of funding allowable will be reduced by 25% each year unless there is substantial growth or a new component is added. An increase in advertising or marketing does not qualify as growth.
3. After three years of funding, events **MAY** be considered for "Signature Series" status. A separate application and evaluation are required.
4. No more than three (3) separate events may be funded by any one organization each year, within the 12 months starting from the date the original application was submitted. Each application will be evaluated independently, based on the criteria.
5. All events must be held inside Crawford County and/or have a significant impact on hotel occupancy inside Crawford County, must comply with all ADA requirements and open to the general public. Event must not be exclusive in regard to attendance.
6. Each application will be evaluated and scored based on specific scoring criteria; i.e. overnight stays, marketing plan, sponsorship plan and event timing. Events must show (or have shown) potential to attract visitors from outside Crawford County, generate overnight hotel stays and have the potential for growth.
7. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
8. No event-related print, radio or television advertising may promote lodging facilities located outside of Crawford County.
9. Conventions and exhibitions as a component of a convention, or business meetings are not eligible for funding. Convention services and support will be funded out of the CVB operating budget.
10. The CVB may contract to have your event professionally surveyed, particularly if new event. Event organizers will be contacted by the CVB at least 30 days prior to arrange for survey times and locations. CVB surveys will help to identify true "out of market" visitors, or those that came specifically for the event or extended their stay in Crawford County as a result of the event.
11. Event organizers are responsible for tracking room night generation.
12. Post Event Summary reports are due 90 days after your event ends. Failure to submit the report within the 90 days or submitting with incomplete information may affect funding of future applications. (See attached form.)
13. If, for reasons beyond your control, you are not able to complete the project for which the original application was submitted, you may submit a request to the CVB Advisory Board to replace the original project with another that is comparable in quality and scope. Failure to complete a project as submitted in the application may have an impact on future funding decisions and allocations. If you have spent a portion of the funds, you are still required to submit copies of invoices and checks with a final report. All unused monies must be returned to the CVB along with an explanation letter.

CHECKLIST AND GENERAL INSTRUCTIONS

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND Festivals & Events, Sports and Competitions

Please review your proposal and assure that all required documents are included and you have complied with all requirements.
Any omission could disqualify your proposal.

- _____ Complete each item of each applicable section of the proposal.
DO NOT SKIP ANY INFORMATION WHICH APPLIES TO YOUR EVENT!
- _____ Have the Chief Official of your organization sign the proposal in **BLUE INK.**
- _____ Submit an **original and one copy with all** supporting documentation listed below.

Proposals from Not-For-Profit Organizations:

- _____ Charter, Articles of Incorporation, By-laws
- _____ IRS Determination Letter of non-profit status
- _____ List of current Officers and Board members and terms
- _____ Letters of commitment from co-sponsors
- _____ Copy of financial information for the event from the most recent fiscal year event was held

Proposals from For-Profit Organizations:

(Any event initiated by a FOR-PROFIT organization must have a separate committee or board for governing and organizing the event). All of the following requirements apply to the event organization NOT to the for-profit organization:

- _____ Letter from financial institution confirming that a separate account has been established to receive and disburse funds only for the event for which the proposal is submitted
- _____ Letters of commitment from co-sponsors, if applicable
- _____ Copy of financial information for the event from most recent fiscal year event was held

2018 TOURISM DEVELOPMENT FUNDING APPLICATION

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND
Festivals & Events, Sports and Competitions

Applications must be typed.

Event Name _____

Event Start Date ____/____/____ Event End Date ____/____/____

Event Location _____

Total Event Cost _____ Amount Requested _____

Describe how the funds will be used: _____

Table with 4 columns: Organization's Operating Income, Last Fiscal Year, Current Fiscal Year, Next Fiscal Year. Organization's Operating Expenses.

- Did you submit a draft application for early review by CVB staff?
Did you meet or correspond individually with CVB staff about your application?
Will this event be held without tourism development funding?
Is this a new event?
Have all required permits, licenses, etc. been secured?
Have you received tourism development funds before?
If Yes, how much and when? _____

Narrative:

- 1. Briefly Describe the Event:
2. How do you plan to market and promote the event to attract visitors from outside Crawford County and increase attendance?
3. How will your event increase overnight stays?
4. How many overnight stays do you estimate the event will generate? (# of rooms x # of nights):

SDF Only:

- # of estimated local participants:
of estimated out-of-town participants:
of local friends/family/fans:
of out of town friends/family/fans:

- 5. Have you contacted local hotels? If yes, which ones?
6. What method will you use to track overnight stays?
7. Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall?
8. Have you secured event sponsorships? (attach any sponsorship materials)
9. List any other important factors or issues about this event that you feel we should know about:

TOTAL BUDGET FY 2018

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND Festivals & Events, Sports and Competitions

EVENT BUDGET DESCRIPTION - R E V E N U E S

Round to the nearest dollar

ORGANIZATION NAME: _____

EVENT NAME: _____

	1	2	3
REVENUES	CASH	*IN-KIND <small>should net to zero</small>	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations <small>(document in-kind*)</small>	\$	\$	\$
2. Government Support** (city, county, schools, etc.)			
A.			
B.			
C.			
3. Program Fees:			
Admissions/Tickets			
Sales of items			
Other			
4. Other Misc. (be specific)			
5.			
6.			
TOTAL REVENUE	\$	\$	\$

*In-kind good or service anticipated	Source of donation	Estimated value
		\$
		\$
		\$
		\$
		\$

**Name of program	Source of donation	Estimated value
		\$
		\$
		\$

EVENT BUDGET DESCRIPTION continued, - EXPENDITURES

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND Festivals & Events, Sports and Competitions

Round to the nearest dollar

ORGANIZATION NAME: _____

EVENT NAME: _____

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic				
Technical				
Administrative				
Other				
2. Equipment Rental				
3. Supplies & Materials				
Awards				
4. Travel				
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Crawford County)				
Outside Crawford County				
Printing				
Postage				
6. Other (be specific)				
TOTAL EXPENDITURES				
TOTAL REVENUES (from page _____)				

*In-kind should net to zero

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding TDFE expenditures as required.

Applicant Authorized Signature

Date

Print Name:

Title:

Email:

Name of Primary Contact & Email: (if different than above):

Legal name of Organization:

Name of Organization President/or Chair of Board:

Address:

Phone:

Email:

Web Site:

Federal ID Number (required):

This organization is: Independently chartered Private Non-Profit

Other (please describe) :

POST EVENT SUMMARY REPORT

Crawford County Convention & Visitors Bureau TOURISM DEVELOPMENT FUND Festivals & Events, Sports and Competitions

*RETURN THIS COMPLETED FORM TO THE CVB NO LATER THAN 90 DAYS
FOLLOWING THE LAST DAY OF YOUR EVENT.*

Name of Event: _____

Name of Organization: _____

Location of Event: _____

Amount of CVB Sponsorship: _____

How Were the Tourism Development Funds Spent: _____

You MUST attach copies of checks issued for payment of services or items, corresponding invoices and any required contracts.

If approved funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the CVB. If, for any reason, you are unable to purchase an item or service as approved in your Request, you must notify the Convention and Visitors Bureau and complete a request to substitute another item or service.

Narrative:

1. Describe estimated attendance and method used to calculate.
2. Summarize advertising placed to promote the event (include all placed, trade and in-kind).
3. Describe your general assessment of the event; include strengths, weaknesses and address any concerns or recommendations for changes.

Authorizing Official (print name)

Title

Authorizing Official Signature

Date: _____

CVB USE ONLY

Date Received _____

Date of Board Vote _____

Amount Allocated: _____