

Procedures for the Marshall County Convention & Visitor's Bureau Special Project/Event Funding Application

INTRODUCTION

The Marshall County Convention & Visitor's Bureau administers funds collected from a \$1 surcharge tax on occupied hotels, motels, along with condominium and home rentals of six months or less, and \$.25 surcharge tax on campground sites. The funds are designed to promote Marshall County as a visitor destination with emphasis in the following markets: meetings and conventions, special events, sporting events, group leisure travel, motion picture and television productions.

This grant program is for local groups and organizations coordinating events with a demonstrated history of visitor impact or significant potential to draw overnight visitors to the area.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the MCCVB will eventually be returned through an increase in lodging tax throughout the county.

DEFINITIONS

PROMOTION: The furtherance of the acceptance of an event/project through advertising and publicity.

ADVERTISING: The action of calling something to the attention of the public especially by paid announcements.

PUBLICITY: The dissemination of information or promotional material; paid advertising.

FUNDING CYCLE: The funding cycle is Oct. 1st - Sept. 30th.

RFP: Request for Proposals. Request will be accepted at least 90 days prior to the event.

MCCVB: Marshall County Convention & Visitor's Bureau

PURPOSE: The purpose of the grants provided in these guidelines is to develop and promote highly visible projects and events that attract overnight visitors to Marshall County, AL

STATEMENT OF POLICIES

- Grant funds are intended to supplement the sponsoring organization's budget not supplant it.
- Funding is not intended to support administrative costs, including salaries.
- Funding is not intended for the purchase of lease or rental property.
- Funding is not intended for capital improvements, including, but not limited to: new construction, renovations, restoration, and installation or replacement of permanent fixtures.
- Funding is not intended to be used for travel expenses.
- **FUNDING SHALL BE PROVIDED AS REIMBURSEMENT FOR APPROVED EXPENDITURES.**
- Recognition of Marshall County Convention & Visitor's Bureau via the MCCVB logo **MUST** be included on appropriate printed material and referred to in public relations activities. Printed material **MUST** also include the phrase, "Sponsored in part by the Marshall County Convention & Visitor's Bureau."

ELIGIBLE APPLICANTS

- Applicants must be locally based and primarily composed of local business- persons and citizens.
- Applicants must be properly established and existing under Alabama law and in good standing with all legal requirements of the State of Alabama.
- Applicant must provide a complete financial statement from its last event and a budget for the proposed event.

- Applicants event must first and foremost attract overnight visitors to Marshall County impacting hotels, motels, campgrounds, etc.
- Applicants must be formed for the betterment or promotion of Marshall County. Chambers of Commerce, local government divisions, historical societies, civic and business associations are some of the organizations that would be eligible to apply for special project or event funding. Civic organizations, organizations formed to promote the interests of business interests, or organizations **MAY** qualify for funding provided that the specific project or event is demonstrably promotional in nature and meets the criteria established.

FUNDING CONSIDERATIONS

The MCCVB may, in its discretion, provide monies for in-kind support or those projects and events proposed by eligible organizations - applicants who meet the requirements established for funding and which the MCCVB determines to be suitable for promotional purposes.

- The event or special project must attract overnight visitors to Marshall County impacting hotels, motels, campgrounds, B&B's, etc.
- Benefits to tourism in Marshall County
- Purpose of the event being funded
- Date of the event - is the event scheduled during a typically low-occupancy period?
- Estimated number of out-of-town visitors for the event and their length of stay
- Marketing and promotion plan for event.
- Amount of funding requested and how monies will be used for event.
- Additional funding sources for the event.

FUNDING PROCEDURES

- All applications will be considered for funding during current Fiscal Year
- Submit one original and twelve (12) copies of the completed application, including applicants budget, most recent financial statement and such other relevant information. **APPLICATION MUST BE COMPLETE OR IT WILL NOT BE REVIEWED.**
- Submitted applications will be reviewed by the MCCVB Advisory Committee and make recommendations to the Marshall County Convention & Visitor's Bureau Board of Directors with regard to such applications.
- Applications will be accepted and reviewed at least 90 days prior to event.
- Applications received after the submission deadline will not be considered for funding during Fiscal Year and will be returned to the sponsoring organization.

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Applications that are not complete or do not adhere to the stated policies and procedures will be returned.

Mail or deliver applications to:

For questions, contact:

Marshall County CVB
Post Office Box 711
Guntersville, Alabama 35976

Lisa Socha, Executive Director
(256) 582-7015
lsocha@charterinternet.com

*Applicants are asked not to contact members of the MCCVB Board of Directors. The event director, fiscal administrator or other contact person may be called upon during the review process. Any unsolicited contact by the applicant will be looked upon unfavorably.

MARSHALL COUNTY
CONVENTION & VISITORS
BUREAU SPECIAL PROJECT/EVENT
FUNDING APPLICATION



DIRECTIONS: Type or print and complete all items. Attach additional pages if necessary. The burden is upon the applicant to complete the applications and to provide all information required. No applicant will be considered until this application is complete. If application is not complete it will be returned to the sponsoring organization.

1. NAME OF EVENT/PROJECT: _____

2. DATE OF EVENT/PROJECT: _____

3. PURPOSE OF EVENT: _____

4. LOCATION OF EVENT/PROJECT: (Be Specific) _____

Address: _____

City: _____ State: _____ Zip: _____

5. NAME OF APPLICANT/HOST ORGANIZATION: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

6. CONTACT PERSON/TITLE: Name: _____

Title: _____ Phone: (_____) Cell: (_____)

Email: _____ Fax: (_____)

7. AMOUNT OF FUNDING SOUGHT: _____

8. NUMBER OF VISITORS EXPECTED FOR EVENT/PROJECT: *(Use figures based on history of event or organization - if new event estimate)*

Anticipated # of Out-of-Town Attendees: _____ Anticipated # of Event Vendors: _____

Anticipated # of Overnight Attendees: _____ Anticipated # of Local Attendees: _____

HOW MANY TOTAL ROOM NIGHTS DO YOU ANTICIPATE THIS EVENT WILL BRING: _____

9. DESCRIPTION OF EVENT/PROJECT: _____

10. HAS THIS EVENT OCCURRED BEFORE: YES NO

IF YES, WHEN _____ AND ATTACH A COPY OF THE BUDGET FOR LAST EVENT

11. NAMES, QUALIFICATIONS AND TELEPHONE NUMBERS OF KEY PARTICIPANTS: _____

12. PAST HISTORY AND ACTIVITIES OF ORGANIZATION: *(attach additional sheet if necessary)* _____

13. HAVE YOU RECEIVED A MCCVB GRANT IN THE PAST? YES NO

If yes, how was grant used? _____

Name of Event: _____

Date of Event: _____ Amount Received: _____

14. TOURISM POTENTIAL, MARKETING STRATEGY & METHODS OF EVALUATION

What plans have been made for advertising/public relations/promotion of the event? Please provide details of activities, placements, collateral materials, including names of publications targeted; location of billboards; # of brochures to be produced and where brochures will be distributed, etc. (If needed, add separate sheet) _____

15. METHOD OF EVALUATION: (How will you determine if this event is successful?) _____

16. EXPLAIN HOW THE EVENT/PROJECT WILL BENEFIT TOURISM IN MARSHALL COUNTY? _____

CERTIFICATION; The undersigned is authorized to submit this application and certifies that the information contained in this application is true and correct to the undersigned's best knowledge and belief.

Signature

Title

Printed Name

Date

.....

Internal Use Only

Date Received: ____ / ____ / ____

Date Acted Upon: ____ / ____ / ____

Approved: ____ / ____ / ____ \$ _____

Disapproved: Reason: _____

Authorized Signature: _____

ANTICIPATED REVENUE

| | |
|-------------------------|-------|
| Admissions: | _____ |
| Booth/Space Rentals: | _____ |
| Corporate Sponsorships: | _____ |
| _____ | _____ |
| _____ | _____ |
| Other Revenue: | _____ |
| _____ | _____ |
| Applicant Revenue: | _____ |
| Sub-Total: | _____ |
| MCCVB Funding Sought: | _____ |
| Sub-Total: | _____ |

In-Kind Contributions of Services, Equipment, Accommodations, and Advertising (please list): _____

| | |
|-------------------------------------|-------|
| Estimated Value of In-Kind Revenue: | _____ |
| TOTAL REVENUE: | _____ |

ANTICIPATED EXPENSES

| | <u>SOURCE OF FUNDS</u> | | |
|------------------------------------|------------------------|-------|-------|
| | MCCVB | OTHER | |
| Personnel: | | | |
| Administrative: | _____ N/A _____ | _____ | _____ |
| Artistic: | _____ | _____ | _____ |
| Technical/Production: | _____ | _____ | _____ |
| Contracted Services (please list): | | | |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| Space Rental: | _____ | _____ | _____ |
| Travel: | _____ N/A _____ | _____ | _____ |
| Advertising/Marketing: | _____ | _____ | _____ |
| Other (Please List): | | | |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| Total Estimated Expenses: | _____ | _____ | _____ |