

**FY11 Jo Daviess County
Promotion Grant Guidelines**

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The Jo Daviess County Promotion Grant program’s purpose is to support the creation and continuation of events and encourage the development of visitor product.

The grant program is a tool to achieve the Event Planning and Management Program objective, which is as follows:

By providing support and technical assistance, encourage and nurture special events that attract overnight visitors.

I. ELIGIBLE PROJECTS

The grant program provides assistance to non-profit organizations and municipalities whose event or visitor product development project demonstrates the following qualities:

1. Event/project must impact overnight stays in Jo Daviess County, Illinois.
2. The event/project may not be completed prior to applying for grant funding, but must be completed within 12 months of the grant round application deadline (see chart on page 4).
3. First year applicants must demonstrate the potential of their event/project to attract overnight visitors. Second or subsequent year applicants must substantiate the success their event/project has had to attract overnight visitors and demonstrate the continued ability to attract overnight visitors.
4. An event applicant’s budget must include a minimum of \$1,000.00 of eligible elements. The minimum award and reimbursement for events must be no lower than \$500.00.

Consideration will be given to those events/projects whose marketing plans target the CVB’s Designated Market Areas (DMA) of preference. An up-to-date list is available on page 6.

II. GRANT FUNDING

The CVB has allocated a maximum of \$20,000 for the Jo Daviess County Promotion Grant program. The grant funds will be allocated in the following manner:

Events	\$15,000
Visitor Product Development	\$ 5,000

Visitor product development projects create unique visitor experiences. These projects have an extended life span. Examples of projects that may qualify in the category of visitor product development are as follows:

- Production of marketing material(s) for a series of events (i.e. brochures, rack cards, posters, etc.). The printed piece(s) must include three or more events and the events must span three or more months.

- New temporary or permanent attractions that create unique visitor experiences. Attractions must be open to the public for at least four consecutive months.
- Development of a Web site, printed materials and/or interpretive signage that showcases product in Jo Daviess County that further enhances a visitor’s stay.

Events and visitor product development projects that are structured according to the stated grant guidelines are eligible for up to 50% funding toward select elements (see Funding Limitations on page 4). The CVB grant will reimburse the cost of approved elements at up to 50% of the budgeted amount, 50% of the bid (if applicable), or 50% of the actual cost, whichever is less.

The priority of this grant program is to fund events/projects that attract overnight visitors during relatively slow times of year. To achieve this objective, the funding will not be allocated according to grant rounds, but instead will be allocated according to the month when the event occurs as detailed in the chart below.

Month Event Occurs In	% Of Funds Allocated (\$15,000)	Total Funds Allocated
January, February, March	30% of available funds	\$4,500
April, May, June	20% of available funds	\$3,000
July, Aug, Sep, Oct	10% of available funds	\$1,500
November, December	40% of available funds	\$6,000

All funds available in the visitor product development category, which are not awarded upon completion of Grant Round II, will be available to fund events. These funds will stay earmarked for visitor product development, but starting with Grant Round III may be awarded to events at the CVB’s discretion. If funds shift from the visitor product development category to the event category, the funds will shift in proportions at the CVB's discretion.

III. REQUIREMENTS OF ALL GRANT RECIPIENTS

The organization must submit 2 copies of bids for all approved elements that match these two conditions:

1. Approved element cost exceeds \$500.00
2. The item can be competitively bid.

If an organization receives grant funding for an event/project, All printed materials, Web links, television commercials, and online brochures associated with that event/project (not just those items funded by the grant) must incorporate the CVB logo, toll-free number (877-444-5850) and Web address (www.galena.org.) An electronic version of the logo is available at the CVB administrative office and on the CVB’s Web site (www.galena.org). Shown on page 3 is the required logo:



This logo may not be altered. The size of the logo must be proportionate to the overall size of the piece. It should be large enough to be legible and small enough to allow the focus of the material to be primary. The logo must never be reproduced smaller than ¾ of an inch in height.

All additional materials (i.e. press releases, radio advertisements, etc.) must include the following statement: “For visitor information call (877-444-5850) or visit www.galena.org”

All printed promotional materials should be available to the public at least sixty (60) days prior to the start date of the event/project the printed piece promotes.

All printed promotional materials must be submitted to the CVB prior to publication for CVB approval on logo usage and size.

All grant recipients will be required to submit a final financial statement (total income and expenses) attendance report and overnight stays report.

IV. FUNDING LIMITATIONS

No specific limitations are set regarding the amount of annual funding or the number of years an eligible organization may receive funding for a visitor product development project.

Eligible elements will be limited to marketing methods, site fees, talent fees, tracking procedures and transportation, which may include, but are not limited to the following:

Marketing methods - items that promote/advertise an event/project (i.e. design fees, printing costs associated with brochures, print/radio/television advertising, creation and distribution of press releases, signage etc.)

Site fees – costs associated with securing a facility, necessary rental equipment and permits to hold the event (does not include additional rental equipment, staffing costs, etc.)

Talent fees - musical acts, speakers, guides, etc.

Tracking procedures - survey cards, register to win slips, registration cards, etc., (if used to gather data)

Transportation – carriages, wagons, shuttles, etc. (if used to transport event participants)

Grant funds may be leveraged with other grants as long as the total grant awards do not exceed 100% of the total project costs.

V. INELIGIBLE ELEMENTS/PROJECTS

Ineligible elements include, but are not limited to, costs associated with the following:

Administrative costs	Items developed for resale
Alcohol, catering and/or food	Lodging, meals and/or mileage
Capital improvements	Raffles
Equipment purchases and/or additional rentals	Applicable Taxes
	Permanent signage

The CVB Board of Directors and the CVB retain the right to determine whether or not elements are eligible for funding on a case-by-case basis.

VI. BUREAU SUPPORT

In addition to financial support, the CVB is available to provide technical assistance. Specific areas of assistance may include, but are not limited to the following:

Advertising	Public Relations
Budgeting	Research
Cross Promotion	Schedule of Events
Date Selection	Staffing/Volunteer Plans
Event Planning Timelines	Tracking Attendance
Marketing	Tracking Overnight Stays
Print Collateral	Traffic/Signage Plan

VII. APPLICATION PROCEDURE

Submit a completed application and an itemized budget (income and expenses) for the event/project to the CVB in accordance with established grant round dates.

FY11 GRANT APPLICATION ROUNDS				
Round	Due Date*	Events Occurring Within These Months May Apply	CVB Board Meeting**	Award Date
I	December 1, 2010	December 1, 2010- November 30, 2011	December 21, 2010	December 21, 2011
II	March 1, 2011	March 1, 2011- February 28, 2012	March 15, 2011	March 15, 2011
III	June 1, 2011	June 1, 2011- May 31, 2012	June 21, 2011	June 21, 2011
IV	September 1, 2011	September 1, 2011- August 31, 2012	September 20, 2011	September 20, 2011

* If date falls on a weekend or holiday the deadline will be the next business day.

** A representative from the applying organization/event is encouraged to be present.

If requested by the CVB, the applying organization must be able to present proof of nonprofit status.

Completed applications should be emailed to the following email address:

events@galena.org

VIII. APPROVAL PROCESS

CVB staff will review all grant applications and a recommendation will be forwarded to the CVB Advisory Board. The CVB Advisory Board will review the recommendation and submit questions to a CVB staff member. The CVB staff member may contact a representative from the applying organization to assist in answering the questions. The CVB Advisory Board will consider the recommendation at a regularly scheduled meeting when the Grant Approval is on the agenda. A representative from the applying group is encouraged to attend the meeting. Meetings are held at 6:00 PM on the 3rd Tuesday of every month in the 3rd floor Boardroom of the Jo Daviess County Courthouse.

It will be the responsibility of the County Board to disseminate the available funds according to the grant guidelines with an emphasis on funding events and visitor product development projects that support the CVB position statement and the grant program objectives and guidelines. Once the grant approval process is complete, an award letter will be forwarded to the organization.

IX. DISBURSEMENT OF GRANT FUNDS

Submission of application does not imply award of funds. The CVB is under no obligation to disburse funds to any given applicant. Applicants that chose to start working on projects prior to grant approval do so without guarantee of funding and all work done ahead of time must comply with grant guidelines.

All bills generated by the event/project must be paid for by the planning organization. To receive reimbursement, an event/project must have occurred.

Forward the following for each approved element to the CVB:

1. Full disclosure of additional grant contributors and dollar amount awarded.
2. Copy of invoice showing actual costs incurred.
3. Proof of performance (i.e. print tear sheet, copy of brochure, photo of billboard, copy of video/audio tape, etc.).
4. For checks: Copy of the front of the check showing payment of an expense (prior to sending) with the following: person/business name to whom the check is made payable, the check number, the amount, a signature validating the check and the invoice number (if applicable) the check is paying in the bottom left hand corner and a copy of the front and back of cleared check or a copy of bank statement showing the front of the check or showing the check number and the amount which verifies the check has cleared the bank.
5. For On-line banking: Copy of confirmation and bank statement showing debit.

In addition, attach a final financial statement (showing income and expenses) and an attendance and overnight stay report.

In order to facilitate the final grant payment, documentation must be submitted to the CVB within 3 months of the event/project completion date stated on your grant application (3 month extensions may be granted by the CVB on a case-by-case basis). An organization may submit for payment once per application/award. Subsequent submissions for payment will be denied. A check will be issued to your organization as part of the county's monthly claims process.

If final documentation is not received within the above noted timeframe, the grant award will be withdrawn.

CVB's Designated Market Area
As of 9/8/10

Primary Market:
Chicago Metro
Milwaukee
Des Moines

Secondary Markets:
Madison
Cedar Rapids
Peoria/Bloomington
Quad-Cities

Tertiary:
St. Louis
Minneapolis/St. Paul
Indianapolis