



Fiscal Year 2020 JCVB Event Grant

Guidelines & Application

Background

Purpose:

The Joplin Convention & Visitors Bureau (JCVB) budgets grant funding for the Production and Marketing of Events that exhibit positive tourism potential to the Joplin area. These funds are to **assist** qualified organizations **with the promotion of tourism activities striving to directly increase hotel/motel occupancy and create positive image building publicity for Joplin.**

Program History:

On November 7, 2000, the voters of Joplin approved a 2% increase in the gross receipts tax on hotel and motel lodging accommodations. Council Bill No. 2000-048 directs the JCVB Advisory Board to establish a procedure for annually recommending to the City Manager and City Council the appropriation of these funds. In recommending the utilization of these funds, the Board shall consider their most effective use for marketing sports events, entryway beautification, special events, festivals, celebrations and other related activities in Joplin designed to promote the city and its features as a destination for outside visitors and tourists.

The City Council shall, after public hearing held prior to the adoption of the budget, adopt an ordinance to allocate funds among qualifying applicants. Final allocation will be based upon the Council's determination as to the most effective use of funds to promote tourism, conventions and related activities in Joplin.

Qualifying Applicants:

Applicants can be any not-for-profit organization or for-profit business seeking to produce and promote a **well-defined tourism-oriented** event. Requirements are as follows:

I. Not-For-Profit Organizations promoting an event must provide:

- a) IRS Determination letter of non-profit status
- b) Listings of current organization Board Members and Event Committee
- c) Proposed budget for this event, showing specifically where grants funds would be applied.
- d) Copy of liability insurance

II. For-Profit Organizations promoting an event must provide:

- a) List of current committee members or Board of Directors for the event. *Any event initiated by a for-profit organization must have a designated committee or Board for governing and organizing the proposed event.*
- b) Letter from a 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.
- c) Proposed budget for this event, showing specifically where grants funds would be applied.
- d) Copy of liability insurance for the event.

Qualifying Applicants continued:

III. A qualifying Event is defined as:

An **EVENT** is a single or multi-day gathering typically organized and staged by a civic organization or local business. The event is centered on celebrating some unique aspect of the community, the services of an agency, a historic person or milestone, culture or tradition, or local/national holiday. Events showing the greater ability to attract visitors from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3-hours will have the better success at being funded.

Regardless of the events scope and structure, for this grant the organizing body of the event must qualify as described in item I. or II.





Timetable & Application Process:

1. Application Availability

JCVB Grant applications will be available on the JCVB website, www.visitjoplinmo.com on **May 6, 2019**. FY2020 Grant applications are awarded on an annual basis for events scheduled to take place between November 1, 2019 and October 31, 2020.

2. Mandatory Pre-Application Meeting

Whether an organization has applied or receives a JCVB grant in the past, every organization submitting a FY20 grant application **MUST** attend one **MANDATORY** Pre-Application Meeting. This will give the organization insight into the JCVB efforts of promotion Joplin as a tourism destination, and explain changes that have been made to this year's grant program.

Meetings will be held in the JCVB office at **9:00 a.m., (Thurs) May 23rd** or **2:00 p.m. on (Wed) May 29th**

3. Project Management

A Project Manager must be designated as a main contact with the JCVB. This person must have detailed knowledge of the planning and organization of the event.

4. Application Deadline & Submission

Applications must be received no later than **5:00 p.m. on Tuesday, June 25, 2019**. Applications submitted after this deadline will not be eligible for review. **2 copies of an application, with support documents are required, plus your entire application as a PDF file on a Flash Drive**. Application materials may be mailed or delivered to the JCVB at 602 S. Main Street Joplin, MO 64801. Applications will not be accepted through email.

5. Application Refusal

The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within these guidelines. If errors are found, and time permits, the director will inform the applicant so corrections can be made.

6. Grant Presentation & Review

The JCVB Advisory Board will review and score applications on **Monday, July 22, 2019**. Applicants are encouraged to make a presentation before the Advisory Board on this date (applicants will be notified of their scheduled time in advance). Each are allowed a 5-minute presentation followed by 5-minute Q&A, per application.

7. Funding Recommendations

The JCVB will prepare a funding recommendation letter with the JCVB Advisory Board recommendations and present it to the Joplin City Council for review and final approval, NLT **July 31, 2019**. Applicants will be notified of JCVB Advisory Board recommendations prior to City Council meeting.

8. Notification of Funding

Grant applicants will be notified of City Council funding approval prior to **November 1, 2019**. Successful applicants will be required to attend Reimbursement and Reporting process training, plus sign contracts with the City of Joplin at that time.

TIPS FOR FILLING OUT THE APPLICATION

Part 1

Overall Application

- **Read the application and the guidelines thoroughly.** If you are unclear what a question is asking for or if you have questions on whether it applies to your event, call Patrick Tuttle or email him at ptuttle@joplinmo.org. It is best to know for sure than to overlook it and miss out on giving vital information to the Advisory Board.
- **Understand the purpose of the grant.** This grant program is funded through the Joplin Convention & Visitors Bureau (JCVB). The primary purpose of the JCVB is to promote tourism and tourism growth. However, not all events fulfill the mission of the JCVB. Examine your use of the grant funds and honestly ask yourself if this is an opportunity to entice a large demographic of people to travel to Joplin, pay hotel accommodations, and bring friends or family along with them. The Advisory Board is asking this question too. So, when completing your application make certain you demonstrate the tourism potential your event offers.
- **Follow Instructions.** If a question asks for a detailed description or to give specifics, we are asking for a reason. When the application is reviewed prior to your presentation you want to deliver as much information about your event to the Advisory Board as possible. Not including details in your application has the potential to send a message that you either haven't fully thought out your event or that you don't value the grant program enough to take time and include the details. It also means that during presentations you might have less time to convey the value and growth potential of your event because you're busy answering questions from the Advisory Board about the details.
- **Be Clear.** Remember that the Advisory Board's first impression is the application and you won't be in the room to explain any of it when they read it. Make sure it makes sense to someone outside of your organization.
- **Proofread.** Instances have occurred where someone did not proofread their finished application and only relied on spell check. The result? One word made a difference in conveying what the event was about, which may have resulted in lesser funding. Attention-to-details is important.

Section 1 of the application

- **Cover Sheet** – Be sure to include ALL the information requested and make sure the contact information is current.
- **Proposed Budget**
 1. Be as specific on your budget items and as close to actual expenses and revenues as possible. Although budget revisions are allowed, funding is based on what was initially presented on the application. The Advisory Board and staff want to ensure that what they chose to fund is actual accomplished.
 2. Highlight or indicate clearly the items in your overall budget that you are asking for funding for through the grant program. Remember, the Advisory Board is looking through multiple applications. Make certain the items needing funding are clearly identify so the board can make an accurate assessment and decision towards your request.
 3. Include the percentage of your overall budget that grant funds would make up; the Advisory Board will take into consideration if the grant funds are a small or large portion of your overall budget. This will have a factor on events that have received some form of funding for multiple years.



TIPS FOR FILLING OUT THE APPLICATION

Part 2

- **Marketing Plan**

1. In this section, be very specific. If you are using local television stations don't just list "local media", but rather include which stations you are using and what kind of advertising you are utilizing with them. In every case, this does matter.
2. Show social media campaigns as a by-month effort.
3. Include the details. It is okay if sponsorships or if media contracts are not signed at the time of applying for the grant. However, the research on Rate Cards; the cost and ad sizes, for the advertising medium the funding request is being made.
4. Target audience and demographics are required. Who are you trying to reach with your marketing? If you are a first-time event, think about WHO you are trying to attract and what is the MOST LIKELY demographic you will attract. If you are a returning event, list your past demographics and add any changes or growth plans in hopes of reaching a larger or new audience.

Section 2 of the application

- **Describe your event** – Make sure that the items asked for in question #1 are easily identifiable. If you choose to outline them in paragraph form make sure that you highlight, underline or bold the answers so that they can be found easily.
- **Describe the items or expenses you are asking for funding for** – If there is a category listed on the application that you are not asking funding for then mark that item as NONE or N/A. When you list the items that you are requesting funding for, describe the item, quantity and cost for each of them. The items that you request funding for in this section **MUST** align with the items that you are requesting funding for and have indicated in your budget.
- **Describe your event's efforts to draw a significant attendance in proportion with the dollar amount being requested or Increase attendance from previous year** – What's new with your event? If you are bringing in a new activity, a bigger band or a great demonstration describe it here. If you are advertising in new publications or you've expanded your online market or social media, describe it here.
- **Attracting new visitors to Joplin** – Because the primary purpose of this grant program is to generate tourism, this question is incredibly important. Think about ways that you can get the word out about your event to surrounding communities. Connect with other convention and visitor bureaus and chambers of commerce to see if they have a *What's Happening* calendar to post on or if they would be willing to display a poster for the event. Contact radio stations and offer to do a contest giveaway with admission tickets to the lucky caller. Post your activities to college and university event calendars. Think about the events that have gotten your attention and do something similar. Get creative!
- **Previous event grant recipients must show hotel results** – Events who have received grant funding in previous grant cycles must show a history of hotel usage connected with the event. The room "pick up" must be broken down by property name and include the number of room nights per directly attributed to the event.

TIPS FOR FILLING OUT THE APPLICATION

Part 3

- **Generating and tracking hotel room nights** – Creating an event that ensures people will stay the night is a challenge.
- If possible, create a late evening pre-event reception, incentive or evening activity that will encourage people to come in town the night before your event.
- If you have an admission ticket - offer a discount coupon or post event premium or giveaway for attendees that tell the hotel front desk that they are here for your event.
- Establish a relationship with the sales manager or general manager at each of the hotels to let them know about your event and talk with them about the number of out-of-town guests that might be visiting. Communicating with the hotels allows them to pass on information about your event to their staff and guests and increases the chance that they will be able to help track your room nights.
- During your event, do a survey or a guest book that includes a question of if and where the attendee stayed the night; when you do the post-event hotel summary you'll have a better idea of accuracy of numbers. To engage attendees in filling out the survey, offer a drawing for a prize for those who participate in the survey.

Questions regarding this application or program may be directed to:

Patrick Tuttle at 417.625.4789 or ptuttle@joplinmo.org



EVENT Grant Guidelines:

1. Applications

- An organization may submit applications for multiple events. Each application will be evaluated independently.
- Only one (1) application per event may be submitted.
- Organizations that are awarded funds for more than one event must track, report on, and file reimbursements for each funded event separately.
- Each applicant must include a detailed marketing plan (including ALL marketing efforts not just those that are being submitted for funding approval) for the event with the application.
- Attractions must include a detailed estimated overall marketing budget (including items which you are not requesting funding for. Highlight those items specific to grant funding.

2. Funding

- The maximum funding available for any one application is \$25,000.
- All funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to JCVB to receive reimbursement (copies of invoice and means of payment required).

3. Events

- All events must be held within 20 miles of the Joplin city limits.
- No event may have the promotion of a specific candidate, political party or platform as its primary purpose.
- Events must be open to the General Public and not exclusive in regards to attendance. Event must be handicapped and programmatically accessible.
- No event-related marketing efforts may promote lodging facilities located outside of the City of Joplin. If a host hotel is selected for the event, it must be located within the City of Joplin.
- All events must show the potential to generate overnight hotel stays. Applications will be assessed by considering the event's ability to complete the following:
 - a. The ability to attract overnight visitors during previous years (applicable only to repeat events).
 - b. The ability to draw visitors from outside a 70-mile radius of Joplin and/or retain a visitor in this area for at least 3-hours.
 - c. The ability to sustain and grow the event.
 - d. The timing of the event. More points will be awarded to those events that are scheduled during non-peak months (September-March).
 - e. The ability to generate food, beverage and retail expenditures by out of market visitors.
 - f. The ability to project a positive image of Joplin through media activities and advertising efforts. Marketing activities taking place outside the Joplin region will be awarded more points in the application review.

EVENT Grant Guidelines continues:

4. Reporting

- If an applicant cannot complete any or all portion(s) of the approved project for which funds have been allocated funding, the JCVB must be notified in writing immediately. Failure to comply with the required grant reporting may impact future funding decisions and allocations.
- **Marketing Ad Approvals** – All printed and online materials used for marketing and promotion that are being submitted for funding reimbursement must be approved by JCVB staff PRIOR to printing or submission to publication. Applicant must submit artwork with the art approval form and allow 5 business days for approval. Materials that have not received prior approval from JCVB staff will not be eligible for reimbursement.
- **Budget Revisions** – Budget revisions for grant funded items are allowed. However, the number of revisions per application is limited to 2. All budget revisions must be submitted in writing to Patrick Tuttle at ptuttle@joplinmo.org. Budget revisions must be approved by JCVB director. Revised budget items that have not been approved will not be eligible for reimbursement.
- **Reimbursements** – All items that are being submitted for reimbursement must be submitted with a reimbursement form. Reimbursements may be submitted intermittently throughout the planning process or in one package at the end of the event. Reimbursements must be submitted with proof of payment, a copy of the original vendor invoice and a copy of the ad or material (if applicable). NO DOCUMENTATION, No Reimbursement. Please allow 2 weeks for your reimbursement.
- **Hotel Tracking** – The purpose of this grant program is to market Joplin as a tourist destination and ultimately generate overnight hotel stays. The Hotel Tracking component of an Event is vital to the reporting process. Applicants are encouraged to keep the hotels informed of their event.
- **Grant Summary** – All Event applicants must submit a Grant Summary Form within 60 days of their event. All reimbursement requests must be submitted prior to submitting the Grant Summary Form. NO reimbursements will be accepted after the Grant Summary Form has been submitted. Submission of the Grant Summary Form indicates the conclusion of the contract between the JCVB and the Grant Applicant. Failure to comply with the reporting guidelines may jeopardize the Applicant's ability to receive future funding through JCVB.
- **Surveys** – If funding is awarded, the grant recipient will be required to survey attendees either on site during the or at hotel locations, electronically in the form of a post-event survey. Sample question can be provided by the JCVB. Event grant recipients are required to submit 50 completed surveys with their post-event summary.
- **Event Marketing** - It is the responsibility of each event to place their event information on the VisitJoplinMO.com Events Calendar, and keep this information current as the event develops. Updates must be made **no less than**, 6 months, and 90, 60 and 30 days out from the event date(s), plus more frequent post the weeks before and of the event date. The JCVB can assist with developing a plan, but it is the event's responsibility to stay engaged in marketing efforts. This is to include images, artwork, and text. A good marketing plan requires constant activity and should begin the day after the previous year's event.



Eligible Expenditures for Reimbursement:

1. Marketing

- Advertising placement intended for an audience outside of a 70-mile radius of Joplin
- JCVB must be clearly represented as a sponsor in all grant funded advertisements
- Advertisement design and agency (placement) fees (not exceed 1/3 of the total funding request)
- Marketing may include print, television, radio, website banner ads, direct mail etc.
- Web site development and enhancement (limited to a maximum of \$8,000 in total cost) (Recommend a bid process for best results or letter as to why single-source was selected)
- *Visitjoplinmo.com* and *Facebook.com/VisitJoplinMO* must be linked to all host electronic sites
- Advertising on Facebook and other social media platforms is valued more over print formats
- Only ads approved by JCVB prior to submission will be eligible for reimbursement

2. Printing & Postage

- If applicant is requesting funding for printed materials, funding can only be for that portion that will be distributed outside a 70-mile radius of Joplin. The JCVB logo must be clearly represented as a sponsor in all funded materials
- If applicant is requesting funding for postage fees for targeted mailings, only materials distributed outside a 70-mile radius of Joplin will be eligible. JCVB, City of Joplin staffs and postage machines may not be utilized by applicants for mailing purposes

3. Entertainment & Exhibits

- Entertainment and booking fees. Entertainment can be characterized as music/bands, speakers, activities etc. that will be for the general audience of the event
- Exhibit Costs. Cost associated with renting, securing, building or transporting a new exhibit that is being utilized specifically for the event
- Prize Money (if clearly identified as enhancing event participants or audience)

Ineligible Items for Reimbursement:

1. Expense NOT approved for funding by the JCVB Advisory Board or revised with JCVB director approval
2. Salaries and other monetary compensation to event volunteers or employees
3. Food and beverage
4. Mileage or gas expenses due to distribution of materials
5. Entertainment or activities not for the General Public
6. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application
7. Interest or reduction of deficits or loans
8. Advertising, promotional or marketing dollars spent within a 70-mile radius of Joplin. Except for radio if it can be proven broadcast reaches outward greater than 60 miles from Joplin
9. Tools and equipment purchases for construction of exhibit (building materials or decoration)
10. Grant funds cannot be used for construction projects or ongoing operation expenses
11. Billboard advertising

Evaluation Criteria and Scoring:

1. Scoring

A) 100 points are possible for each application.

1. **30 points – Presentation, in which event was clearly and concisely explained**
2. **15 points – Ability of event to draw a significant attendance in proportion with the dollar amount being requested**
3. **20 points – Ability of event to attract visitors from outside Joplin (from greater than 70 miles (one-way)), and retain them in the area for at least 3 hours**
4. **35 points – Ability of the event to generate overnight stays**

B) In addition to the points earned above, each reviewing board member will score your event as to the dollar amount requested versus what they deem an appropriate amount for the type of ROI your event brings, in fulfilling the intent of the grant program. The thoroughness of your application and your presentation, with the score from the items above will be the basis for their scoring.

NOTES--

- Applications will be scored and ranked by the total number of points received
- A minimum of 60 points is required to be eligible for funding, however, just because an event receives 60 points does not automatically mean it will receive any funding

2. Funding Determination

- JCVB has a maximum of \$110,000 allocated for this grant program
- **A maximum of \$25,000 can be awarded per event**
- Events receiving the highest point scores will be funded first
- The JCVB Board reserves the right to recommend partial funding to any applicant
- If the total funding requested by all applicants exceeds \$110,000, some applications who received the minimum 60 points may not be funded. Just because an applicant scores a 60 or higher does not ensure it will receive funding.



FY20 JCVB Grant Application

Instructions:

- Applicants must complete and submit each section of the application to be qualified
- Applicants must include **BOTH** the questions and the answers in the application
- Section one (1) is made up of items that will be evaluated during the JCVB Staff Review
- Section two (2) is made up of items that will be scored during the formal presentation before the JCVB Advisory Board
- Point values for each question in section two (2) are highlighted in blue
- Applications must be typed, not handwritten

**** Reminder (page 3, item 5): *The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within the required guidelines.***

Application Section 1

Complete the following questions & include required documents:

1. Cover Sheet that includes the following items:

- | | |
|---|---|
| a. Organization Name | g. Organization Phone Number |
| b. Event Name | h. Organization President |
| c. Project Manager/General Manager Name | i. Website Address and all Social Media pages |
| d. PM/GM Phone Number | j. Total \$ Amount Requested in Grant |
| e. PM/GM Email address | k. Event Dates |
| f. Organization Address, City, State, Zip | l. Event Location |

NOTE: "C" and "H" above will be required to sign the grant contract, unless otherwise indicated.

2. List of Committee Members or Board of Directors.

3. Proof of Liability Insurance.

4. IRS Determination letter of non-profit status (if applicable).

Application Section 1 continued:

5. Copy of Proposed Budget for Event that includes the following items:

- a. Total Event Budget or Production Budget (for marketing) including items ***NOT*** covered by this grant
- b. Total amount requested in this application
- c. Percentage % of total budget represented by this grant request
- d. Indication of which items in the Total Budget are being submitted for funding approval

6. Copy of detailed Marketing Plan must include the following items:

- a. All marketing activities locally and those taking place outside the 70-mile radius of Joplin for which funding has been requested
- b. Names of all publications, radio/television stations, web sites and additional media being used
- c. Costs, Ad sizes and flight dates
- d. Audience and demographics
- e. Indication of which items listed in the Marketing Plan are being submitted for funding approval
- f. Up to five (5) examples/samples of marketing materials, if available
- g. Sponsorship packet and/or letters of support

NOTE: Following the grant review, this plan may need to be revised based on funding received.

7. City of Joplin involvement – describe any assistance from the City including.

- a. Grant or Sponsorship dollars
- b. In-Kind services such as manpower and use of city facilities
- c. Other services including sitting on planning committees etc.

8. Event Goal – outline if this is a fundraiser, for-profit event or other for your business or organization.

9. Other

- a. If you have requested funding for anything not covered under the Eligible Expenditures section of the Guidelines (page 9), provide a detailed description of the item's cost, target audience, and any other information that might help the Advisory Board adequately assess the merits of your request.
- b. If application is for a **SPORTS EVENT**, please contact the Joplin Sports Authority to learn what support they can offer. The results of this conversation **MUST** be included in this section of what support JSA will be provided, if any.



EVENT Application Section 2:

This section will be scored during the formal presentation before the JCVB Advisory Board.

Limit this section to three pages typed, using a 12-point font. Single-sided documents on white paper. All questions MUST be answered. Indicate N/A if not-applicable. Weighted point values are in ().

1. **Describe your event clearly and concisely.** Include the following items in the description.
 - a. Name of event
 - b. Dates of event (single day events are discouraged)
 - c. Location of event
 - d. How many years the event has taken place
 - e. Description, objective and purpose of event
 - f. Target audience
 - g. Where your attendee will be coming from (Joplin, Tulsa, Texas, St. Louis etc.)
 - h. Estimated number of attendees
 - i. Estimated number of room nights generated
 - j. Estimated number of attendees that are day-trippers (from outside Joplin, but will not spend the night)

2. **Describe the specific projects or expenses for which grant funds have been requested.**

Be sure to include the cost of each item next to the description. These items should match the items indicated on the budget that was submitted with the application. Examples of eligible expenses include:

 - a. Brochures or other printed material – *include description of item, number of copies to be printed, size, black & white or color and where and how the material will be distributed. If costs exceed \$3,000, 3 written bids must be included.*
 - b. Materials for activities – *list all materials and cost for each. Describe the target audience for each activity and indicate where the activity will take place. If costs exceed \$3,000, 3 written bids must be included.*
 - c. Web site development and enhancement – *describe the purpose of the proposed web site or enhancements. Please provide copies of your proposal if the project exceeds \$3,000. Web site funding is limited to a total of \$8,000.*
 - d. Exhibit – *Indicate time frame of the exhibit, any special events planned around the exhibit and examples of successes with this exhibit in other venues.*
 - e. Entertainment – *Describe proposed entertainment and indicate target audience and proposed schedule for entertainment.*
 - f. Prize money – *Describe any cash prizes given and the criteria for winning such prize.*

EVENT Application Section 2 continued:

3. **Presentation, in which event was clearly and concisely explained (30 points possible)**
4. **Ability of event to draw a significant attendance in proportion with the dollar amount being requested (15 points possible)**
 - Describe the key points of your event that will create a draw attendees in.
5. **Ability of event to attract visitors from outside Joplin (from greater than 70 miles (one-way)), and retain them in the area for at least 3 hours (20 points possible)**
 - Describe how your event will draw people from outside the local market or attract new visitors to Joplin. This includes both overnight visitors and day-trippers; from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hours.
6. **Ability of the event to generate overnight stays (35 points possible)**
 - Describe how this project will generate overnights stays in hotels within the Joplin tax-base (the origin of the grant funding). Detail the method that will be used to track out of town guests.

Resource List

Free Calendar Listings:

www.visitjoplinmo.com
www.visitmo.com
www.festivalnet.com
www.festivalsandevents.com
www.news-leader.com

Social Media Outlets:

facebook.com/VisitJoplinMO
facebook.com/downtownjoplin
facebook.com/Joplinslocalfamilyfun
facebook.com/Route66JoplinMO
[twitter.com.VisitJoplinMO](https://twitter.com/VisitJoplinMO)
www.arfea.org

Vendor Listings:

www.festivalnet.com
www.festivalsandevent.com
www.missourifairsandfestivals.com
www.oaff.com
www.kansasfairsassociation.com

Additional Information:

www.ifea.com – International Festival and Events Association (education and webinars for event growth)
www.ascap.com – American Society of Composers and Publishers (music licensing)
www.bmi.com – Broadcast Music, Inc. (music licensing)
www.missouriartscouncil.org/touring.aspx - (list of artists and musical touring acts in Missouri)