FUNDING REQUEST

NEW EVENTS

Owatonna Area Chamber of Commerce and Tourism

Grant Application Process Guide

Program Purpose:

The purpose of the Owatonna Area Chamber of Commerce and Tourism Funding Request Program is to provide grants and sponsorships that stimulate tourism-related economic impacts and overnight visitors to the Owatonna Area by supporting the development and promotion of new events, assist in bidding/host fees for new events.

1. Funding Types:

New Events:
- Funds should be used for marketing purpose. Up to 50% of the grant request may be used for nominal operating expenses when they logically and defensibly can be attributed purely to the first-year development or production costs of a new event that is targeted to attract visitors, increase awareness and bring positive economic impact to the Owatonna region. No grant funding may be used for operations in the second year or beyond.
    a. **Startup & Seed Money (Events/Festivals):** *funds will be awarded as "start up" to assist new event startup and/or for marketing. Including non-local promotions to generate visitors.*
    b. **Athletic Tournaments:** *funds will be awarded for hosting needs, bids, hospitality, and to assist in maximizing non-local participation for new athletic events and annual state, regional or national tournaments that rotate locations.*
    c. **Meetings and Conventions:** funds will be awarded for new meetings/conventions for hosting needs, bids, hospitality, and to maximize non-local attendance.

Special Funding Awards:
- Owatonna Tourism Advisory Committee and/or Executive Board may approve a grant request from any entity if the proposed event, tournament, meeting/convention, project or activity is deemed to have potential to generate visitors, significant awareness for and/or stimulate new and measurable economic impact in Owatonna. Special grant recipients may be required to meet other grant program criteria.

2. Funding Types:

In awarding grant funds, greatest consideration will be given to events, conference, tournaments and conventions – hereinafter referred to as *events* – based on the following criteria:
    a. Ability to make a significant tourism-related economic impact on the Owatonna Area.
    b. Ability to draw overnight visitors
    c. Multiple day events
    d. New events
    e. Events generating new marketing/media awareness
    f. Events with sponsorship from other sources in the form of financial, in-kind, or human resources.

3. Eligibility and Requirements

Ineligible Events:
- Individuals are not eligible to apply

- Ineligible events are those that give political gain to any organization or political gain to an individual, religious organization or religious affiliations.
- Requests that are offsetting marketing for an organization's general operating efforts are ineligible.
- Events that have already been completed are ineligible
- Incomplete applications are also ineligible.

Requirements:
- Complete Funding Request Application. Incomplete Applications will render request ineligible
- Full and Comprehensive *Preliminary Budget Form* provided MUST be submitted and complete. Missing budgets or incomplete budgets will render application ineligible. Also Required: full, complete and comprehensive *Final Budget Form* submitted with *Request for Payment Report* after event is complete
- Grant applications mush provide Federal Tax ID# (per IRA requirements)
- Events MUST meet all local zoning regulations
- Organizations must have or maintain general liability insurance for Event(s)
- Organizers must have a Risk Management Plan to ensure safety of participates due to inclement weather, potential hazards, etc.
- The Owatonna Area Chamber of Commerce and Tourism grant funds must be used for the purpose stated in the application
- Events receiving funding must include all the OACCT Tourism lodging properties as options for overnight accommodations (could include lodging list, link to lodging on visitowatonna.com, etc.)
- Events receiving funding must recognize the Owatonna Area Chamber of Commerce and Tourism as a sponsor and provide a link to visitowatonna.com, where applicable. More information below in the *Requirements for Awarded Events*

4. Application

The application organization must complete and submit the Funding Request Application, including all the additional items on the *Application Checklist.* <u>REQUIRED:</u> Thorough description of how funds will be utilized, Preliminary Event Budget, marketing plans and sponsorship recognition plan. Every portion of the application must be filled out, and must include thorough plans for marketing and spoons recognition to avoid risk of ineligibility. *Generally funding requests are not considered if not received at least 30 days prior to first promotional activity for the event**

5. Application and Award process information

a. Funding maximum per event/application will be $5,000
b. Funding Requests are considered quarterly, with the following deadlines for application submissions: JUNE 28th (For July review) NOVEMBER 14th (for January review). Applications received past the deadlines generally will not be considered until the following application review process, unless specifically approved by Committee by submitting the Application Review Expectation Form.
c. Application must be filled out completely with all the required attachments. Failure to do so may deem application ineligible.
d. Funding applications will be reviewed by Committee and decisions will be made by the Owatonna Area Chamber of Commerce & Tourism.
e. If/When approved, half of the awarded amount will be dispersed at least one month prior to the event. The second half of the awarded grant will be given after a Request for payment Report and

Final Budget Form has been received and reviewed for the satisfaction of the Director or Committee <u>no later than 60 days after event</u>. *Second half payments are not guaranteed if Request for Payment Report and Final Budget are not submitted properly*

f. Owatonna Area Chamber of Commerce and Tourism may approve request as in-kind offerings or facilitate marketing on behalf of event.

6. Application and Award process information

a. Owatonna Area Chamber of Commerce and Tourism must be reasonably recognized as a sponsor in the event's advertising and promotional materials. The degree of recognition should commensurate with the level of award. This should include, but is not limited to: printed material/programs/advertisements, logo and link on host website channeling to www.visitowatonna.com, link to lodging on visitowatonna.com, etc.

b. The *Request for Payment Report* and *Final Budget Form* for the 2nd half of funds must be completed and returned <u>no later than 60 days after the event</u>, unless prior arrangements are made. Failure to do so may forfeit 2nd payment of funds.

Eligible Marketing & Promotional Expenses for Utilization of Funds:

1. Creative design, production, distribution of marketing and collateral materials, including brochures, guides, flyers to promote the event to generate increased visitation. Preference will be for plans with primary distribution outside the Owatonna region and means to increase non-local participation.
2. Creative development, production, placement cost for advertising including print, broadcast, billboard, online media etc. Preference will be for plans with primary distribution outside the Owatonna region and means to increase non-local participation.
3. Creative design, production, mail list rental or purchase, mailing costs & distribution of direct mail materials targeting participation for the event.
4. Boost for social media posts and advertising which geo-target outside the Owatonna region.
5. Hiring, retention of public relations firm or contractor to publicized and promote the event.

For more information:

If you have any questions about the application process for a grant or sponsorship, we encourage you to contact us directly to determine your eligibility or to provide guidance prior to preparing and submitting your application.