



Tourism Financial Assistance APPLICATION

Applications must be submitted by: Thursday, June 2, 2022

Grants will be awarded after Tuesday, June 14, 2022

Note: The original forms must be returned with handwritten signatures and initials. If you need to use additional pages for supporting evidence, please attach those to the application.

Applications must be mailed or hand delivered.

Emailed applications will not be accepted.

Name of Event: _____

Date(s) of Event: _____

Location of Event: _____

Address of Event Venue (if applicable): _____

Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ E-mail: _____

Amount Requested (No greater than \$1,000): \$ _____

List event website, Facebook, Instagram page(s): _____

I, _____, hereby agree to reimburse the County Tourism Account the full amount of the grant awarded if the event is cancelled for any reason other than weather or emergency.

Signature: _____

FOR EDC COMMITTEE USE ONLY

Date Received: _____

Date Approved/Denied: _____

Amt. Approved: _____

Date Paid: _____

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|-----------------------------------|
| Date Final Report Due: _____ |
| Date Final Report Received: _____ |

1. Describe the event in detail. (5pts)

2. Do you think this event will generate overnight stays in Montgomery County? How many overnight stays do you predict? (2pts)

3. What is your expected attendance for the event? If this event has been held in the prior year(s), what steps have you taken to improve attendance? (2pts)

4. What is your marketing plan? (5 points)
Describe the strategies your organization will use to promote the event, (i.e. advertising, public relations, marketing, print collateral, distribution of promotional pieces, etc.).

5. How do you plan to collect data to measure the results of your event? (5 points)

Event attendance, # of overnight stays, profile of attendees, etc.

6. Does your organization hold fundraisers to create operating capital for this event OR do they solicit sponsorships? (1pt for a Yes)

Yes No

7. Attach an itemized budget showing what expenditures this grant assistance will cover. (5pts)

Please include any pertinent vendor information

The Montgomery County Development Committee and Montgomery County Board reserve the right to require additional information to show compliance with the standards described within these guidelines.

Please initial: _____

If awarded financial assistance, a Final Report to Montgomery County Development Committee must be received 90 days after your event date (or final event date if the event spans multiple dates). This includes copies of receipts for all items/services purchased as part of the grant awarded. If this report is not submitted on time, your organization may not be eligible for event funding assistance through the County.

Please initial: _____

Total available points: 25

- ❖ Score of 20 to 25 will be eligible for full funding request upon board approval and available funds.
- ❖ Score of 15 to 19 will be eligible for funding up to 75% of the requested amount upon board approval and available funds.
- ❖ Score of 10 to 15 will be eligible for funding up to 50% of the requested amount upon board approval and available funds.
- ❖ Scores of 9 and below will be ineligible for funding.

The Montgomery County Development Committee will review all applications and the total points will be averaged for the final score. The score will then be used to determine funding

decision and amount, which will be based on the guidelines set above. Note: The Montgomery County Development Committee and Montgomery County Board reserve the right to fund events at an amount less than the amount requested.

Please return this application by mail or hand delivery to:

Montgomery County Development Committee
Attn: EDC Chair – Tourism Grant Application
#1 Courthouse Square Room 202
Hillsboro, IL 62049-0595

NOTE: emailed applications will not be accepted.



Tourism Financial Assistance Rubric for Scoring

| QUESTION | AVAILABLE SCORE | ACTUAL SCORE |
|---|--|--------------|
| <p>1. Describe the event in detail.</p> | <p>Score 0-5 0 = left blank 1 = provided only name of event 2 = provided little detail <i>(I understand what the event is, but not why the group is putting it on.)</i> 3 = provided some detail <i>(I understand what the event is and why they are having it.)</i> 4 = satisfactory detail <i>(I understand what the event is, and know that the group is hosting it to "rally" the community spirit and to increase volunteer efforts within the community.)</i> 5 = provided exceptional detail <i>(I understand what the event is, and I know that the group is hosting it to "rally" the community spirit and to increase volunteer efforts within the community. PLUS, the group is actively working to bring outsiders to the community to visit and spend money.)</i></p> | |
| <p>2. Do you think this event will generate overnight stays in Montgomery County? How Many overnight stays do you predict?</p> | <p>Score 0-2 0 = No overnight stays projected 1 = One overnight stay projected 2 = Two overnight stays projected</p> | |
| <p>3. What is your expected attendance for the event?</p> <p>If this event has been held in the prior year(s), what steps have you taken to improve attendance? (2pts)</p> | <p>Score 0-2 0 = Unknown or 1 to 100 1 = 100 or more 2 = 100 or more AND examples are provided showing attempts to improve numbers from past events.</p> | |
| <p>4. What is your marketing plan? (5 points)</p> <p>Describe the strategies your organization will use to promote the event, i.e. advertising, public relations, marketing, print collateral, distribution of promotional pieces, etc.</p> | <p>Score 0-5 0 = left blank 1 = only one marketing effort listed 2 = two marketing efforts listed 3 = three marketing efforts listed 4 = three marketing efforts listed and they are well planned out with at least one of them providing a measurement</p> | |

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| | <p>of visitor interest (think FB views) 5 = three marketing efforts given and they are well planned out with at least one of them being able to provide measurement of interest (think FB views). The marketing plan will be implemented by multiple people working together to increase awareness.</p> | |
| <p>5. How do you plan to collect data to measure the results of your event? (5 points) Event attendance, # of overnight stays, profile of attendees, etc.</p> | <p>Score 0-5 This question is subjective. This question should make the committee submitting the application think about tracking performance indicators to track what is working or what is not working.</p> <p>The reviewer must also determine if the information provided is a reliable and measurable.</p> | |
| <p>6. Does your organization hold fundraisers to create operating capital for this event OR do they solicit sponsorships? (1pts)</p> | <p>No = 0 Yes = 1</p> | |
| <p>7. Attach an itemized budget showing which expenditures this grant assistance will cover. (5pts) Please include any pertinent vendor information.</p> | <p>Score 0-5 (points are subjective) 0 = left blank 1 pt. for very little (basic) information. 5 pts. for very detailed information. This can include information regarding the “reach” of marketing effort, value of marketing effort (\$ spent / to # of people reached)</p> <p><i>Examples:</i> 1. Radio marketing during prime drive time hours that covers 12 counties 2. Social media marketing that allows the event planner to target specific interest groups over a specific region with the ability to track metrics.</p> | |



Grant Report

Must be received by the County Development Committee within 90 days after the event date (or final event date if event spans multiple dates.)

Name of Event: _____

Date(s) of Event: _____

Location of Event: _____

Address of Event *(if applicable)*: _____

Organization: _____

Contact Person: _____

Daytime Phone: _____ E-mail: _____

Please confirm amount received: \$ _____

Attach copies or receipts to report. (Please redact any personal account information.)

Do you think this grant helped you reach a larger audience and/or provide a better event experience?

Does your organization have any takeaway thoughts they would like to share with the County DC? (Things you wish to change next year, increase or decrease next year?)

Are you interested in receiving any event or community planning training? If so, may we ask the U of I Extension office to reach out to your group for potential training? _____