



Fairfield Convention & Visitors Bureau

Jan – June 2018 Grant Program Guidelines

- I. **Grant Program Goals:** The goals of the Fairfield Convention and Visitors Grant Program are to assist qualified organizations in providing excellence in cultural, civic, and educational programs, strengthening the quality of the event experience, thereby increasing the number of visitors attracted to the area and further enhancing Fairfield's reputation for providing engaging tourism experiences.
- II. **Who's Eligible:** Applicants may be organizations, non-profits or event promoters seeking to produce and promote a well-defined tourism-oriented festival and event in Fairfield and Jefferson County.
- III. **Application Availability:** Grant applications to organizations are available (for programs occurring in 2017) from the CVB office, or through the web site of the Fairfield Convention and Visitor's Bureau, beginning December 21. Completed grant applications are due by January 15, 2018.
- IV. **Grant Funding Amounts:** Grants are limited to a maximum of 50% of eligible costs or \$1,500 (whichever is lowest) with a required cash match of at least 50%.
- V. **Review Process:** The applications are reviewed and scored by a four-member committee, appointed by the CVB Executive Director.
 - a. All grant applicants will be notified as to their approval or denial.
 - b. Only one application per event will be considered.
 - c. The Fairfield CVB reserves the right to reject any application for any reason.
- VI. **Grant Assessment:** Grant applications will be assessed by considering the following:
 - a. Project/Event's ability to attract overnight visitors, day visitors and visitors from outside a 60-mile radius of Jefferson County.
 - b. Project/Event's ability to grow, with funding support, over two or more years.
 - c. Project/Event's ability to project a positive image of Jefferson County
 - d. Project/Events ability to enhance Fairfield's brand of providing excellence in tourism experiences.
- VII. **Grant Requirements.** This program primarily focuses on growth and development of events that project a positive community feel and actively demonstrate efforts to potentially attract overnight guests, generate hotel room nights and promote other Fairfield area attractions and businesses. Recipients of grants must meet the following requirements:
 - a. Applicants must be seeking to produce and promote a well-defined tourism oriented festival or event. Projects must enhance Fairfield's visitor/group/leisure destination marketing.
 - b. All events must be held in Jefferson County.
 - c. All events must show the potential to generate overnight hotel stays.
 - d. Events must be open to the general public, not exclusive in regard to attendance and handicapped and programmatically accessible.
 - e. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
 - f. Applicants may apply online or download the printable copy from the CVB website. Applicants who use the downloadable copy must submit five (5) copies of the application to the Fairfield CVB.
 - g. No event-related marketing efforts may promote lodging facilities located outside Jefferson County. If a host hotel is selected for the event, it must be in Jefferson County.
 - h. All applicants must designate a project manager for their application and event.
 - i. Once approved, all applicants must sign and return a letter of agreement to the CVB.

- j. Only one (1) application per event may be submitted.
- k. The Fairfield Convention & Visitors Bureau must be given recognition as an event sponsor based on the level of funding.
 - 1. All awarded projects must include the following statement "Sponsored in part by the Fairfield Convention & Visitors Bureau" or "Sponsored in part by the Fairfield CVB". The Fairfield CVB logo must also appear on all ads, posters and websites associated with the funded project. Both require a link from the recipient's website to www.travelfairfield.com .
 - 2. For projects in which a logo or credit statement is impossible (google ad words, online ads, etc) the CVB logo or statement with a link from the recipients website to www.travelfairfield.com must be placed on the recipient's website home page. For projects completed before the grant award notification; applicants will need to include logo/statement on the project in advance of award announcement to be eligible for grant funds. **Failure to include proper acknowledgement may void grant reimbursement.**
 - 3. The CVB logo is available to download at www.travelfairfield.com

VIII. **Eligible Expenditures For Reimbursement:**

- a. Advertising placement including: direct mail, brochures, flyers/posters, magazine or newspaper ads, TV and radio advertising. The Fairfield CVB must be clearly acknowledged in all funded advertising as a sponsor.
- b. Design, production & placement costs for marketing that targets visitors that live outside a 60 mile radius of Fairfield.
- c. Off-site signage (billboard, way finding) targeting visitors outside 60 mile radius of Fairfield
- d. Entertainment fees.
- e. Printing of event materials.
- f. Exhibit costs. Cost associated with renting, securing, building or transporting a new exhibit being utilized specifically for the event. This can include tent and building/space rental.
- g. Fees must be payable to a third party vendor; In-kind fees are not eligible.

IX. **Grant Funds May Not Be Used For:**

- a. Projects that do not attract visitors, visitor spending or lodging room usage to Fairfield
- b. Salaries and other monetary compensation to event organization and its staff.
- c. Food and beverage.
- d. Mileage or gas expenses.
- e. Entertainment not for the general audience of the event.
- f. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application.
- g. Any event expenses not approved for funding in application.
- h. Interest or reduction of deficits or loans.
- i. In-Kind services
- j. Soft marketing items like t-shirts, stickers, promotional items.

- X. **Grant Reimbursement:** All Grant funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to the Fairfield CVB in order to receive reimbursement. Proof of payment includes copies of original invoice and check paid to vendor or copies of credit card or cash receipts from vendors documenting received payment.

Reimbursements will be issued once the following criteria have been met:

- a. Within 60 days of the event, applicants must submit the post-event final summary and a reimbursement form available at www.travelfairfield.com.
- b. The final summary should include a one page evaluation of project, along with receipts and invoices from the event.
- c. A copy of the final brochure, advertisements, or project information, along with proof of CVB recognition, should be included in the final summary. In the case of web-based promotions, a screen shot should be produced for the CVB.
- d. Failure to submit this summary within the allotted time or submission of summary with incomplete or missing information will forfeit the grant.

XI. **Incomplete projects:**

- a. If for reasons beyond your control, you are unable to complete the project for which your original application was submitted, you may request from the Fairfield CVB Director a different project that is comparable in quantity and scope.
- b. If applicant cannot complete the approved project for which funds have been allocated, the Fairfield CVB must be notified immediately. Failure to complete a project as submitted in the approved application may have an impact on future funding decisions and allocations.

For additional information or to ask questions, please contact the Fairfield CVB at 641-472-2828 or email info@travelfairfieldiowa.com



**Fairfield Convention & Visitors Bureau
2018 Community Marketing and Event Grant Application**

Deadline: January 15th, 2018

Applications must be typed; handwritten applications will not be accepted. You may attach additional pages.

Name of applying organization: _____

Address: _____

Phone number: _____ Email: _____

Project manager/Contact: _____ Contact number: _____

Website: _____

Total Amount Requested: _____ Application Date: _____

Signature of Project Manager/Contact

Please complete the following questions.

Section 1:

Description of your project/event: include dates, locations, etc if applicable

Section 2:

How will you use the Fairfield CVB grant revenues for your Project/Event: Answer only the sections you are seeking funding assistance. **Be as specific as you can.** Add additional space as needed.

a) Print Materials (brochures, fliers, posters, and direct mail pieces)

b) Advertising (website banner ads, print ads, radio ads, television ads)

c) Marketing (videos, eblasts, online ads, facebook ads, google ad words, etc)

d) Other

Section 3:

Project/event costs: Use the table below to list project/event costs and the estimated amount for each item. Only list those items the grant will fund. Attach and number quoted estimates from the vendor for each item. Grants are limited to a maximum of 50% of eligible costs or \$1500 (whichever is lowest) with a required cash match of at least 50%

Tourism project	Name of Vendor	Total Amount	Requested amount 50%/max \$1500 whichever is lowest	Applicant Cash match	Estimate from vendor attachment #
Example: Brochure	ABC printing	\$2000	\$1000	\$1000	#A
Example: Ad	123 Magazine	\$500	\$250	\$250	#B
TOTAL					

Section 4:

Cash Match letter: Please attach a letter from your organization specifying your cash match commitment.

Section 5:

Impact on Local Tourism: This program’s primary mission is to increase tourism and generate overnight stays in Fairfield. Please explain how your project will do the following: (answer all that apply)

- a) How will your event/project draw more people from outside the local market or attract new visitors to Fairfield?

- b) How will your event/project generate press coverage for the event or for Fairfield as a tourism destination?

- c) How will your event/project increase retail, food and beverage expenditures in Fairfield?

- d) Will your event/project increase overnight stays? Estimate the number of lodging room nights to be generated in Fairfield from this project.

Section 5: (continued)

e) Where will the visitors attracted by this project come from?

f) What is the estimated number of people this project will attract to Fairfield & Jefferson County? (be realistic; inflated estimates may negatively impact your results)

Section 6:

Credits: All awarded projects must include the following statement “Sponsored in part by the Fairfield Convention & Visitors Bureau” and the Fairfield CVB Logo. The Fairfield CVB logo must appear on all ads, posters and websites associated with the funded project. Both require a link from the recipient’s website to www.travelfairfield.com . For projects in which a logo or credit statement is impossible (google ad words, online ads, etc) the CVB logo or statement with a link from the recipients website to www.travelfairfield.com must be placed on the recipient’s website home page. For projects completed before the grant award notification; applicants will need to include logo/statement on the project in advance of award announcement to be eligible for grant funds. **Failure to include proper acknowledgement may void grant reimbursement.** Where will the required statement or logo be placed for each project?

Project	Name of Vendor	Location of required statement or logo
Example: ad words	Google	Home page of website

Section 7:

What type of organization do you represent?

- Public, non-profit
- Private, non-profit
- Private, for profit
- Individual promoter/producer

NOTE: It is not required to be a non-profit to receive a CVB grant.

**Please return this 4 copies of this application on 8 ½ X 11 white paper, stapled in the top left corner. .
 Four copies of this application need to be turned into the CVB office, 200 N. Main St,
 no later than 4 PM January 15, 2017**

Any questions or comments regarding this application or the Grant program please contact:
 Fairfield Iowa Convention & Visitors Bureau
 641-472-2828
tbaker@travelfairfield.com