



## Application Information

### PURPOSE

The Boone County Convention & Visitors Bureau has established a Community Enhancement Grant utilizing funding that has been earmarked for marketing of events exhibiting positive tourism potential to the Boone County area. The goal of the Community Enhancement Grant would be to assist in the events that we believe have the potential to grow substantially. The Community Enhancement Grant will be awarded on an individual case basis.

### APPLICATIONS

Applicants must be seeking to produce and promote a well-defined tourism-oriented festival and/or event in Boone County. Potential grant recipients are required to complete a typed Grant Application Form. Applications for the 2020 Boone County Convention & Visitors Bureau Community Enhancement Grant are available online at [www.visitboonecounty.com](http://www.visitboonecounty.com) or can be picked up at the office, 903 Story Street, Boone. Applications must be submitted by noon on Wednesday, March 6, 2020. Presentations will be held on Monday, March 23, 2020 at 8:00 am at the Boone County Chamber Office. Applicants will be notified by Friday, April 3, 2020.

### GRANT GUIDELINES

- All applicants must designate a Primary Contact for their application and event
- All events must be held within the Boone County limits
- Applications will be assessed by considering the following:
  - Event's ability to draw visitors from outside of Boone County & keep people in Boone County
  - Event's ability to grow, with funding support
  - Food, beverage and retail expenditures by out-of-market visitors
  - Event's ability to project a positive image of Boone County through media activities and advertising efforts
  - Projected number of attendees or participants
  - Event must be open to public, even if you charge an admission fee
- If a host hotel is selected for the event, it must be a Boone County CVB member.
- Follow-up form must be submitted no later than 30 days after the event (form attached).
- The Boone County CVB will be allowed to be present at the event, display a banner, be included on marketing materials with logo and be allowed an 8' table to give away brochures.
- Maximum Grant amount not to exceed \$500.00 per application
- Grant money will be sent 30 days prior to the event
- If your organization/business was a recipient from hotel/motel tax monies for this promotion you are ineligible.

## ELIGIBLE EXPENSES

- Advertising placement including: direct mail, flyers/posters, magazine or newspaper ads, TV and radio advertising. Applications must be specific on media type, dates, and number of ads to be placed for each media type. **The Boone County CVB logo must be clearly represented in all funded advertising as a sponsor**
- Creative costs for ad development
- Entertainment fees
- Printing of event materials. **The Boone County CVB logo must be clearly represented on these materials as a sponsor**
- Postage fees for event mailings.
- 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

## INELIGIBLE EXPENSES

- Any event expenses not approved for funding in application
- Salaries and other monetary compensation to event organization staff
- Mileage or gas expenses due to distribution of materials
- Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application
- Interest or reduction of deficits or loans
- Paying for Infrastructure (examples: equipment, remodel, etc...)

Any questions or comments regarding the Grant program please contact:  
Boone County Convention & Visitors Bureau | (515) 432-3342 | [Email](mailto:office@booneiowa.us): office@booneiowa.us

**It is required that you be present at the CVB meeting to answer any questions the Convention & Visitors Bureau committee may have regarding your grant request.**



Application Date: \_\_\_\_\_

Event Name: \_\_\_\_\_

Name of applying organization: \_\_\_\_\_

Address (no P.O. Boxes): \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Contact & Title: \_\_\_\_\_

Activity Dates: \_\_\_\_\_

Website: \_\_\_\_\_

Is this organization a CVB Member?     Yes     No

### EVENT FUNDING

Total Event Budget: \_\_\_\_\_

Total Grant Funding Amount Requested: \_\_\_\_\_

Amount Applicant will provide: \_\_\_\_\_

How will the grant funds be used? \_\_\_\_\_

\_\_\_\_\_

What other sources of funding have been secured for your event? \_\_\_\_\_

\_\_\_\_\_

### EVENT DETAILS

Event Description/Purpose: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is this event, in any way, a fundraiser for your organization?     Yes     No

If yes, please explain: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Projected Attendance: \_\_\_\_\_

Is this a new event?  Yes  No

If it is not a new event, how many years has the event occurred? \_\_\_\_\_

Has this event received CVB Community Enhancement Grant funds in the past?  Yes  No

Will your event generate overnight accommodations?  Yes  No

Host hotel(s) for event, if applicable: \_\_\_\_\_

Anticipated number of hotel room(s)/night(s), if applicable: \_\_\_\_\_

### EVENT MARKETING

Web:  Yes  No

Direct Mail:  Yes  No

Radio:  Yes  No

Flyer/Brochures/Posters:  Yes  No

Print Ads:  Yes  No

If you do not receive funding, how will your event/activity be impacted? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BUDGET

Please list all sources of funding and amounts including funding from your own organization, as well as additional grants and sponsorships:

Sources of Funding	Amount
1.	
2.	
3.	
4.	
5.	
	Total - \$

In the spaces below, please provide your complete event/activity budget:

Vendor	Item	Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
		<b>Total - \$</b>

\*\*\*Copies of original receipts will be required with final report as proof of expenditures.

### OBLIGATIONS

All marketing materials promoting the event or activity must include the Boone County CVB logo, telephone number, website and the verbiage "Supported by the Boone County Convention & Visitors Bureau Community Grant Program" as appropriate.

### ACKNOWLEDGMENT

I acknowledge that I have read and understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements indicated in the grant.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name