

The Fairfield Iowa Convention and Visitors Bureau Grant Program Guidelines

- I. **Grant Program Goals:** The goals of the Fairfield Iowa 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 cultural 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 2012) from the CVB office, or through the web site of the Fairfield Iowa Convention and Visitor's Bureau, beginning November 15. Completed grant applications are due by December 17.
- IV. **Grant Funding Amounts:** The maximum funding level for any one application is \$1,000.
- V. **Review Process:** The applications are reviewed by a four-member committee, appointed by the CVB Executive Director.
 - a. The Committee will review and score the applications, making recommendations to the CVB Board at their next scheduled meeting.
 - b. All grant applicants will be notified as to their approval or denial.
 - c. Applications will be reviewed for completeness or missing information by CVB staff immediately after they are turned in. The CVB will contact those organizations with incomplete applications requesting appropriate information to make them complete. A complete application does not guarantee funding.
 - d. Only one application per event will be considered.
 - e. The Fairfield CVB reserves the right to reject any application for any reason.
- VI. **Evaluation Criteria and Scoring:**
 - a. A total of 80 points are possible for each application.
 - b. A minimum of 50 points are required to be eligible for funding.
 - c. Applications will be scored and ranked by the total number of points they receive.
 - d. The Fairfield CVB Board reserves the right to award partial funding to any applicants.
- VII. **Grant Assessment:** Grant applications will be assessed by considering the following:
 - a. Event's ability to attract overnight visitors during previous years.
 - b. Event's ability to draw visitors from outside a 50-mile radius of Jefferson County, especially for overnight stays
 - c. Event's ability to grow, with funding support, over two or more years.
 - d. Food, beverage and retail expenditures by out of market visitors.
 - e. Event's ability to project a positive image of Jefferson County through media activities and advertising efforts.
 - f. Events ability to enhance Fairfield's brand of providing excellence in cultural experiences
 - g. Events ability to benefit Fairfield and Jefferson County residents and Cultural Tourism
- VIII. **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 must submit 3 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. All applicants must submit event plans with the application, including:
 - 1. Programming & operations plan
 - 2. Detailed Marketing plan including TV, radio, print, web, flyers, brochures and posters.
 - 3. Evaluation plan (e.g. projected and actual numbers attending event, estimated number of visitors, method of estimation)
 - 4. Failure to complete the application could jeopardize grant funding.
- j. Once approved, all applicants must sign and return a letter of agreement to the CVB.
- k. Only one (1) application per event may be submitted.
- l. The Fairfield Convention & Visitors Bureau must be given recognition as an event sponsor based on the level of funding.
 - 1. Applicant must cite CVB support in all advertising, marketing, and promotional materials. Failure to comply will jeopardize future grant opportunities.
 - 2. The CVB logo and website must be included on the project (i.e. brochures, advertisements, posters, etc.) For projects that include radio and/or television campaign, the tagline must be: "Sponsored in part by the Fairfield Iowa Convention and Visitors Bureau" or "Sponsored in part by the Fairfield CVB." If project is web based, the CVB logo must be linked to travelfairfieldiowa.com.
 - 3. The CVB logo is available to download at www.travelfairfieldiowa.com/links/

IX. Eligible Expenditures For Reimbursement:

- a. Advertising placement including: direct mail, flyers/posters, magazine or newspaper ads, TV and radio advertising. The Fairfield CVB must be clearly represented in all funded advertising as a sponsor.
- b. Creative costs for ad development.
- c. Entertainment fees.
- d. Printing of event materials.
- e. Postage fees for event mailings.
- 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. Miscellaneous materials. Start up supplies or prize expenses as approved in the application. Examples include signage, temporary structures, creative supplies, staging items, awards, etc.

X. Grant Funds May Not Be Used For:

- a. Any event expenses not approved for funding in application.
- b. Salaries and other monetary compensation to event organization staff.
- c. Food and beverage.
- d. Mileage or gas expenses due to distribution of materials.
- 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. Interest or reduction of deficits or loans.

- XI. 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 a post-event final summary and a reimbursement form.
- 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 may affect funding of future applications or even forfeit the grant.

XII. **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.

