



## OVERVIEW

The mission of Visit Bloomington's special event grant program is to assist events in creating positive economic impact, growth, and publicity of Monroe County as a tourism destination by providing funding for event marketing.

The maximum level of funding for any qualifying application is \$5,000.

## SUBMISSION DEADLINES

Applications will be accepted in advance but must be submitted by 5:00 PM EST on the dates below to be considered. They will be reviewed quarterly. If your event is recurring, please apply by the date closest to the start date of the first occurrence.

EVENT DATE	APPLICATION DEADLINE
January – March	December 1, 2023
April – June	February 1, 2024
July – September	May 1, 2024
October – December	August 1, 2024

Applications will **not** be reviewed for completeness or missing information upon submission. A complete application does not guarantee funding. Visit Bloomington reserves the right to reject any application for any reason.

Once the final decision on funding is determined, applicants will be notified. Qualifying applicants receive a letter of agreement with funded award amount, instructions on exact items that were approved for funding, and information on invoicing, reimbursement and reporting. The agreement letter must be signed and returned to Visit Bloomington prior to the organization receiving any reimbursement funding.

## APPLICATION GUIDELINES

1. Event must occur in calendar year 2024.
2. Event must be held within Monroe County.
3. Must be an organization seeking to produce and promote a well-defined tourism-oriented festival, event, or series.
4. Event must be open to the general public, not exclusive in regard to attendance, and programmatically accessible.
5. Event must provide recognition to Visit Bloomington as an event or promotional sponsor and have website linked on event and/or organization homepage. Visit Bloomington will supply logos and trackable links.
6. Only marketing efforts running outside a 50-mile radius of Monroe County are eligible for funding. Indianapolis *is* an eligible market for grant funded projects.
7. No event may have as its primary purpose the promotion of a specific candidate, political party or platform or promote lodging facilities outside Monroe County.

## **IMPORTANT DETAILS**

1. Applicants are urged to schedule their events at times of the year when visits to the market are not at peak levels. Event dates will be considered in the evaluation criteria when applications are scored.
2. If an event has a history of attendees or participants creating negative experiences or damages to Monroe County lodging, restaurant or attraction partners, funding may be affected.
3. Each organization receiving grant funding is encouraged to capture information on attendees, including demographic information, spending habits, event satisfaction, and how they heard about the event.

## **QUALIFYING APPLICANTS**

Grant funds are issued to qualifying applicants through a reimbursement process. In order to receive reimbursement, applicants must:

1. Supply proof of event liability insurance, including a certificate adding Visit Bloomington to the event's liability policy prior to event.
2. Submit completed reimbursement forms and proof of payment for all eligible grant expenditures within 60 days after the funded event occurs.
3. Complete a post-event summary form, provided by Visit Bloomington, within 60 days after funded event occurs. All fields are required.

Visit Bloomington reserves the right to provide funding to organizations outside of the grant program. Reimbursements will be issued within 60 days of receiving completed reimbursement forms.

## **ELIGIBLE REIMBURSEMENT EXPENDITURES**

1. Advertising (print, social media, web display, outdoor, and radio) placed in media outlets that reach areas outside a 50-mile radius of Monroe County. (Indianapolis is an eligible market area.) Applications must include media details including outlet, advertising dates, size, and frequency of ads to be placed.
2. Event website development provided by an independent contractor.
3. Graphic design services provided by an independent contractor.
4. Photography and/or videography services provided by an independent contractor (not to exceed 50% of award).
5. Artist and/or performer fees (not to exceed 50% of award).
6. Facility rental (not to exceed 50% of award).

## **INELIGIBLE REIMBURSEMENT EXPENDITURES**

1. Advertising placed within Monroe County or inside a 50-mile radius of Monroe County.
2. Wages for any salaried or hourly staff/employee.
3. Fees associated with the hiring of a marketing or public relations company.
4. Event tickets or passes used in marketing or public relations projects.