



## OVERVIEW

The purpose of this grant program is to assist local music/comedy/live theater venues and/or promoters with talent fees and expenses for concert/theater events taking place on non-weekends in Bloomington and Monroe County in 2024.

The goal of this grant program is to bring more concert/theater goers to Bloomington and Monroe County for music/comedy/live theater shows Sunday-Thursday resulting in increased economic activity during those times and more awareness for the area as a music/comedy/live theater destination.

## SUBMISSION DEADLINES

This is a 2024 calendar year program. Visit Bloomington will review applications as soon as possible after they are received. Applications should be received at least one month prior to the funded event and Visit Bloomington reserves the right to refuse any last-minute applications or to reject any application for any reason.

## GRANT RULES

1. Concert/theater event must take place in 2024.
2. Concert/theater event must take place on a Sunday, Monday, Tuesday, Wednesday, or Thursday. An event requesting funding that is part of a multi-day event that includes a Friday or Saturday performance is not eligible for grant funding.
3. Applicants are urged to schedule their concert/theater events at times of the year when tourism activity is not at a peak in the Bloomington area. Non-peak times are mid-May through mid-August and November through February. Concert/theater event dates will be considered when applications are evaluated.
4. Concert/theater event must take place in Monroe County, Indiana.
5. Venues and promoters may receive grant funding once per quarter.
6. Grants can be awarded to venues and/or concert promoters. Regardless of the grant applicant, a venue and promoter are eligible for one grant per quarter. Promoters must have a venue partner and contact information designated on the grant application.
7. Concert/theater event must be open to the general public, not exclusive in regard to attendance, and programmatically accessible. Venue legal age restrictions do apply.
8. Maximum of \$2,500 funding for any one concert/theater event date:
  - Up to \$2,000 for talent.
  - Up to \$1,000 for concert/theater event marketing (minimum requirement of 25% of grant must be used on marketing).
  - Up to \$500 for hotel rooms located in Monroe County.
  - Up to \$250 for food purchased in Monroe County (funds can't be used for alcoholic beverages).
  - Facility rental is not an eligible expense.
9. 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. Targeted social media marketing is encouraged.
10. Eligible marketing expenditures do include media and photography. Photography purchased with Visit Bloomington grant funding

must be shared with Visit Bloomington. Website development and graphic design services are not eligible expenditures.

11. Wages for any salaried or hourly staff/employee are not eligible for grant funding.
12. Each organization receiving grant funding will be required to capture concert/theater event attendance information. That information will be required to receive reimbursement.
13. Grant applicant must supply proof of event liability insurance for the concert event or venue. Visit Bloomington must be named as an additional insured on the liability insurance for the funded event.
14. 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.
15. This is a reimbursement grant. Proof of payment and copies of receipts will be required for reimbursement within 60 days after the concert/theater event. Receipts must contain expense details and match grant application. Items not approved in grant application will not be reimbursed.
16. Reimbursements will be issued within 60 days of receiving completed reimbursement forms.
17. Visit Bloomington has \$50,000 budgeted for this grant program in 2024. Apply early as funding may run out at any time. A complete application does not guarantee funding.
18. Visit Bloomington reserves the right to reject any application for any reason.