



OVERVIEW

This grant program was created to assist local music/comedy/live theater venues and/or promoters with talent fees and expenses for concert/theater events taking place Sunday-Thursday.

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 2025 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 2025.
2. Concert/theater event must take place on a Sunday, Monday, Tuesday, Wednesday, or Thursday. A multi-day event or festival that includes a Friday or Saturday performance is not eligible for grant funding.
3. Concert/theater event must take place in Monroe County, Indiana.
4. Minimum of \$2,000 may be awarded for any one concert/theater event date:
 - Up to \$1,000 can be used for talent fees.
 - Minimum of 25% of grant must be used for marketing the event.
 - Up to \$400 can be used for hotel rooms purchased in Monroe County for talent.
 - Facility rental is not an eligible expense.
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.

7. Concert/theater event must be open to the general public. Venue legal age restrictions do apply.
8. Other than social media that includes the entire state of Indiana, marketing efforts running inside Monroe County are not eligible for funding. Targeted social media marketing is encouraged.
9. 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.
10. 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.
11. Visit Bloomington will not fund items that were not pre-approved in the grant agreement.
12. Reimbursements may take up to 60 days after Visit Bloomington receives completed reimbursement forms.
13. Each organization receiving grant funding will be required to capture concert/theater event attendance information, including total attendance and any information on out-of-town attendees. That information will be required to receive reimbursement.
14. Visit Bloomington has \$40,000 budgeted for this grant program in 2025. Apply early as funding may run out at any time.
15. Visit Bloomington reserves the right to reject any application for any reason.