



Effingham Solar Eclipse Grant Guidelines
2023-2024

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The mission of the Effingham Tourism Department is to enhance the economic development of our region through the promotion of tourism and the comprehensive marketing of our destination. Through the establishment of a local convention and visitors bureau, the Tourism Department helps to create business for the City of Effingham and surrounding communities by aggressively promoting the City as an overnight destination and by increasing visitor awareness of the area, which provides an economic benefit to the City.

The purpose of Visit Effingham's solar eclipse grant is:

- To help develop or bolster the visitor experience during the 2024 solar eclipse driving visitation, overnight stays and increased visitor spending to Effingham.
- To support and encourage collaboration within Effingham.
- To assist local organizations in need of financial assistance for events associated with the 2024 solar eclipse.

I. ELIGIBLE PROJECTS

The grant program provides assistance to planners whose events:

- Impact overnight stays in the City of Effingham
- Include a minimum budget of \$500 of eligible expenses
- Open to the public
- In City of Effingham (including Lake Sara)
- Can show proof of insurance
- Applications are open to for-profit or non-profit entities only; individuals will not be eligible to apply.

II. GRANT FUNDING

Visit Effingham has allocated a maximum of \$10,000 to be distributed through this grant program on a first come, first serve basis. The Tourism Advisory Board will consider projects in the order of which they are received.

Funds requested may be up to **\$1,500** – which will be reimbursable upon proof of receipts and after the event has happened. Grant funds may not represent more than 50% of the total event costs.

III. ELIGIBLE GRANT EXPENSES

Eligible grant expenses will be limited to marketing, site fees, talent fees, tracking procedures, and transportation, which are defined below:

- Marketing – Items that promote an event. Examples: design fees, printing costs, advertising, website development, signage, etc.
- Site fees – Cost to secure or rent a facility to serve as a location for the event.
- Talent fees – Fees for artists or entertainment, including musical acts, speakers and guides.

- Transportation – Vehicles and modes of transportation used to shuttle attendees to and from hotels located in the City of Effingham.
- Equipment Rental

Non-eligible expenses include, but are not limited to:

- Administrative Costs
- Alcohol, Catering, Food
- Equipment Purchases
- Items developed for resale
- Lodging, meals, mileage
- Raffles and Prizes
- Capital Improvements
- Applicable Taxes

IV. APPLICATION PROCEDURE

Grant applications are due into the Effingham Tourism Department by at least **March 6, 2024.**

Submissions must include a completed application and an itemized budget, including all expenses and revenues related to the event.

Applications should be mailed (or dropped off) at: Effingham Tourism Office, 201 E. Jefferson Ave., Effingham, IL 62401 or emailed to jthoele@effinghamil.com.

V. APPROVAL PROCESS

The Tourism Advisory Board will review all grant applications. Grants awarded will be submitted for payment by the City of Effingham on a reimbursement basis upon review of receipts and after the event has occurred.

VI. REQUIREMENTS OF ALL GRANT RECIPIENTS

If an event planner receives grant funds for an event, the following requirements **MUST** be met:

- All printed and promotional materials for the event – including website, advertisements, and brochures – must incorporate the Visit Effingham logo.
- All printed and promotional materials for the event shall be approved by the City.
- All grant recipients must submit a final report application provided by the Tourism Office, which includes grant receipts so we can make the reimbursement. The report is due within 30 days of the event.

*** If the event is cancelled, grant recipients will not receive the reimbursement.*

*For more information, contact us at 217-342-5310 (Ext 5305) or email Jodi Thoele at jthoele@effinghamil.com. ***