



## Sports Business Development Grant Program

The Sports Business Development Grant Program is utilized to attract adaptive, amateur, professional, collegiate and Olympic/Paralympic sanctioned sporting events that increase the economic impact of sports tourism in the Fort Wayne community. Support from the City of Fort Wayne and management from Visit Fort Wayne make this grant program possible.

### FUNDING

- Priority for grant funds is to incentivize event organizers or local organizing committees to host high-caliber events and defray the cost of facility rental, hosting fees, hospitality, event marketing and general tournament expenses.
- Grant funds are allocated to the event organization or local organizing committee that sustains all/majority of event expenses and/or operational costs incurred from hosting the event.
- Events that align with destination sports development opportunities and targeted market strategies will receive priority including but not limited to State, Regional, National and International events.
- Funds must be used towards approved expenses listed below at the discretion of Visit Fort Wayne:
  - Travel
  - Transportation
  - Housing
  - Hospitality/Food
  - Facility Rental
  - Officials
  - Athlete Awards
  - Equipment Rentals
  - Insurance
  - Security
  - Labor
  - Marketing/Promotion
  - Administrative Costs
  - Bid Fees
- Funds may NOT be used for the following expenses:
  - Building, renovating or remodeling a facility.
  - Purchasing equipment
  - Outstanding debts prior to hosting the event.
  - Off-site hospitality or social events that include alcohol.
- The maximum grant award amount is \$10,000 per single event.
- Grant awards are not intended to cover operational expenses for an event year-after-year, but consideration may be given if event has moved out of Fort Wayne previously or there has been substantial growth of economic impact from hosting the event.



## **REQUIREMENTS**

- Event must be held in Fort Wayne, Indiana.
- Event athletes/attendees are visitors and traveling from outside of Fort Wayne requiring overnight hotel accommodations.
- Event should be of sufficient size to have an economic impact on the local economy and have one or more of the following criteria:
  - Generate a minimum of 500 or more visitors as participants, officials or spectators.
  - Generate a minimum of 250 hotel room nights over the duration of the event.
  - Grants should be used to attract new events to Fort Wayne that are state, regional, or national tournaments in nature or to retain similar tournaments an additional year.
- Events cannot be festivals, concerts, business meetings regardless of sport integration
- Include a cover letter explaining how the funds will be utilized, overall community impact of the event, and opportunity to grow sports tourism in Fort Wayne.

## **PRIORITY CONSIDERATIONS**

Events with less estimated visitors and hotel rooms nights listed under event requirements may be eligible to receive these subsidies if they align with destination sports development opportunities and targeted market strategies. Below are priority considerations when reviewing grant applications:

- Marquee events such as Collegiate National Championships and Olympic/Paralympic National or International events.
- Nationally televised or broadcasted events with a significant outreach.
- Multiple-year commitments or opportunity to establish a permanent rotation.
- Multiple-day events greater than 4 days.
- Event takes place over a facility and/or hotel need period.
- Inaugural year events
- Events with total attendance of 1,000 or more.
- Future community partnership opportunities.
- New events to Fort Wayne and/or Indiana.
- More than 75% of attendees are outside of a 400mi radius of Fort Wayne.
- Opportunities for adaptive competition or clinic integration.



## **APPLICATION PROCESS**

- Review guidelines and deadlines before submitting complete application.
- Submit application and supporting documents to Sports Sales Manager, Jazmin at [jazmin@visitfortwayne.com](mailto:jazmin@visitfortwayne.com).
- Grant application will be reviewed and awarded/denied at the discretion of Visit Fort Wayne.
- Contractual agreements and deadlines are to be met in order to receive post-event reimbursement grant funds.
- Reimbursement check will be issued to the organization listed on the application and will not be processed until all post-event requirements are completed.

## **AGREEMENTS AND DEADLINES**

To receive this post event reimbursement grant, the applicant organization must provide the following information within 60 days following the event or grant funds pledged are subject to revocation at the discretion of Visit Fort Wayne.

At the Event:

- **RECOGNITION** – Please provide recognition to Visit Fort Wayne on signage and marketing materials when appropriate as the grant sponsor. Visit Fort Wayne will provide a grant sponsor banner that is required to be displayed at the event site.

Post Event:

- **POST EVENT REPORT** - Detailed pick-up information listing each hotel contracted, amount of rooms blocked, amount of rooms picked-up and group rate.
- **PROOF OF RENTAL PAYMENT** – Receipt or paid invoice from applicant stating the event rental balance is paid in full.
- **EVENT EXPENSES** – Expenses totaling at least the grant amount awarded and accompanied by itemized credit card receipts or paid invoices with cancelled checks.
- **INVOICE** – An invoice addressed to Visit Fort Wayne from applicant organization stating the date of the event, grant amount and itemized expenses.
- **W-9** – A copy of applicant organization W-9 tax information must be submitted with the invoice.

## **CONTACT**

- Please direct any questions regarding the grant application process to Sports Sales Manager, Jazmin via email at [jazmin@visitfortwayne.com](mailto:jazmin@visitfortwayne.com) or phone at 260-234-3177.