



COMMUNITY GRANT PROGRAM

The Iowa City Area Community Grant Program was established to support events that are open to the general public. Funds are available to develop events that improve the quality of life for residents of the Iowa City area and have the potential to attract visitors to the area or to enhance a visitor's experience. A visitor is defined as someone traveling from outside of Johnson County. Potential grant projects can be cultural, educational, literary, recreational or artistic.

BASIC INFORMATION

Expenses not eligible for funding include the following:

- Ongoing operating expenses
- Permanent infrastructure
- Capital building projects
- Professional services including legal, medical, engineering, accounting or auditing
- General fundraising or donations
- Salaries, wages or administrative fees
- Anything contrary to federal, state or local law/ordinance
- Private events

Applications may be accepted from public or private organizations that demonstrate the ability to complete the proposed event. The program is intended to encourage wide participation and innovative proposals.

APPLICATIONS

Potential grant recipients are required to complete a Grant Application Form. Applications for the 2019 Grant Program can be picked up at 900 1st Avenue in Coralville or requested by contacting Monica Nieves via email at monica@thinkiowacity.com. Funding is for projects and expenditures that occur between July 1, 2019 and June 30, 2020 only. Applications must be submitted by noon on April 15, 2019.

Each application must include an organization description and the proposed event or activity including dates, cost estimates and how the requested funds will be utilized, which is requested on the form. Applicants may be asked to provide additional information during the screening process. Each applicant may apply for no more than \$5,000. For approved applicants, a Final Report form must be completed and returned within 60 days of the event along with survey results and marketing analytics, as detailed below. This form and post-event requirements are included on page two of the final report form.

Grant applications will be reviewed in May, then funding recommendations will be made to the Review Committee for final approval. Applicants will be notified by June 2019 as to the acceptance or decline of their requests. Funding will be available for distribution beginning July 1, 2019.

OBLIGATIONS

The review committee will evaluate applications based on the criteria listed below:

- Ability to create a positive perception of the Iowa City area and improve quality of life
- Demonstrated enthusiasm for and commitment to the success of the event
- Ability to attract visitors to Iowa City or to enhance their stay
- Diversity and uniqueness of the event
- Event appeal to a broad-based audience
- Possession of a Federal Employer Identification Number (FEIN)
- Attendance of event survey and data collection training (additional information to be provided to approved grant recipients)

All marketing materials promoting the event must include our Destination Marketing Organization's (DMO) logo as appropriate. Logo will be provided upon funding approval. In exchange, event logo and appropriate marketing materials are requested in exchange for assistance with event promotion on the web calendar, social channels and/or e-newsletters as applicable.

Fifty percent of the grant is available upon funding approval beginning July 1. The remaining fifty percent of funds will be provided contingent on the completion and return of the Final Report and supporting materials within the given 60-day window. Failure to comply with the obligations may prevent the organization from receiving a grant in the future. *Grant recipients must request both invoices*, the first upon approval and the second post-event.



COMMUNITY GRANT PROGRAM APPLICATION

Send completed application (mail or email) to
monica@thinkiowacity.com
Iowa City/Coralville Area CVB
900 1st Avenue
Coralville, IA 52241

APPLICANT INFORMATION

Name of Event: _____ Date Submitted: _____

Event Date(s): _____

Organization Producing Event: _____

CVB Partner: ☐ No ☐ Yes FEIN #: _____

Contact Name: _____

Title: _____

Address (City/State/Zip): _____

Email: _____ Phone: _____

Website: _____

Organization Description:

Event Description:

EVENT INFORMATION

1. Has this event received Community Grant funds in the past?

☐ No ☐ Yes Amount _____

2. Has this event been held in the past?

☐ No ☐ Yes Annual event? ☐ No ☐ Yes Number of years held (including upcoming year): _____

3. What is the estimated number of people this event will bring to the Iowa City area?

Participants _____ Local attendees _____ Non-local attendees _____

4. Who is expected to attend this event? *Describe attendees based on interest, age, location, etc.*

5. Will this event generate overnight stays (*e.g. attendees, vendors, performers*)? If so, how many?

6. What aspects of the event help to improve quality of life?

7. How will your event promote cultural diversity?

8. Will the event encourage others to travel to the Iowa City area or enhance their visit while visiting? If so, how?

9. What is the most attractive component of the event?

10. How and where will this event be promoted?

12. How are you marketing the event outside of Johnson County?

13. What partnerships and collaboration are involved in this event? List all involved for-profits, charities, etc.

14. How would grant funds enhance your event?

BUDGET INFORMATION

1. Please list all sources of funding and amounts, including funding from your own organization along with additional grants and sponsorship dollars. Please use Notes section below if additional space is needed.

Source	Amount Contributed
_____	_____
_____	_____
_____	_____
_____	_____

2. What part of your budget are you seeking funding for i.e. marketing, special project, new programming, etc?

3. How much total funding are you seeking for these items? _____

4. What percentage of your total expenses is this amount? _____

Notes:

ACKNOWLEDGMENT

I acknowledge that I have read and I understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree with and will comply with all of the requirements indicated in the grant.

Signature _____ Date _____



COMMUNITY GRANT PROGRAM FINAL REPORT

Send completed report (mail or email) to
monica@thinkiowacity.com
Iowa City/Coralville Area CVB
900 1st Avenue
Coralville, IA 52241

Name of Event: _____ Date Submitted: _____

Event Date(s): _____

Organization Producing Event: _____

Contact Name/Title: _____

Email or Phone: _____

Website: _____

EVENT SUMMARY

1. Please provide a summary of the event, identifying areas of success and areas needing improvement:

2. Actual Attendance (total): _____

Participants _____ Local attendees _____ Non-local attendees _____

3. Did the Iowa City/Coralville Area CVB provide any additional services/resources for the event?

☐ No ☐ Yes Items/services provided _____

Satisfaction with CVB services ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 (very satisfied)

4. How could the CVB improve its services (if applicable)?

5. What additional services may be helpful in planning for this event in the future?

6. Will the event return to the area next year?

☐ No ☐ Yes

7. Actual amount for line item(s) chosen for grant funding:

Please break down expenses contributing to total amount.

Vendor	Item	Cost
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total Cost	_____	

8. What percentage does the grant amount make up of total actual expenses? _____

9. What changes, if any, would you make in promoting the event?

10. How did your event incorporate or promote cultural diversity?

11. What feedback did you receive from attendees regarding their experience?

Additional notes or comments:

Please include with the form as much of the following information as available: survey results including attendee spending; zip codes represented with summary of distribution (visual representation via batchgeo.com or similar tool optional); impressions and other measurables from advertising placements made with grant funds; and explanation of attendee counting method(s). These items may be submitted in the form of Excel sheets and/or pdf documents. Good documentation and follow up will be favorable to recipients who are considering re-application in future years.

Signature _____

Date _____

Thank you for participating in the Iowa City/Coralville Area Convention & Visitors Bureau Grant Program! We thank you for making our community a great place to live, visit and enjoy.