Event Name:

Amount Requested:

Date(s) of Event:

Submitted by:

MOBILE COUNTY MARKETING FUND APPLICATION REQUEST
PLEASE ATTACH ONE COPY OF EACH OF THE FOLLOWING ITEMS TO YOUR ORIGINAL APPLICATION FOR OUR FILE:


☐ 2. List of current officers and board members, indicating terms, etc.

☐ 3. Copy of financial statement for the most recently completed fiscal year – except Government entities.

☐ 4. Letters of commitment from co-sponsors.

☐ 5. Listing of current projects - public or private.


☐ 7. For Government entities only: Please replace item one (1) with a letter from the chief elected official stating Government Agency’s approval/knowledge of application.

Name of Preparer (Please print) ____________________________________________

Signature of Preparer: ______________________________________________________

Date:_____________________________________________________________________

Visit Mobile and Mobile County are exempt from the above items as a result of being the funding source and the contractor.
FUNDS CANNOT BE USED FOR:

1. Annual operating expenditures of the organization.
2. Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event.
3. Real property.
4. Capital improvements, including but not limited to new construction, renovation, restoration and installation or replacement of fixtures.
5. Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art.
6. Interest or reduction of deficits or loans. Expenses incurred or obligated prior to or after funding period.
7. Making payments or reimbursements for goods or services purchased for previous or other events.

FUNDING APPLICATION

DIRECTIONS
Applicants are required to submit an electronic copy of the completed Application Packet and email to Cheryl Smith at csmith@mobile.org of the Visit Mobile for consideration followed by recommendation from the Mobile County Marketing Fund. The Application Packet shall consist of the Funding Application and Budget. Such items as T-shirts, posters, etc. are limited to one per committee member for sample purposes. Applications must be submitted at least seven (7) days prior to Marketing Fund Meeting to be considered for approval of fund disbursement. REVIEW THE VISIT MOBILE APPLICATION AND DISBURSEMENT GUIDELINES PRIOR TO COMPLETING THIS APPLICATION.

FUNDING GUIDELINES

If funding is approved, applicant is required sign a Letter of Agreement, complete a Form W-9 Request for Taxpayer Identification and Certification, submit an invoice for the amount awarded. Please note that 75% of the funds will be disbursed prior to the scheduled event. After the event, the remaining 25% of the funds will be disbursed contingent upon the completion of the Mandatory Recap Form. Should the funds get disbursed and the event is cancelled, applicant must return all funds to the Mobile County Marketing Fund account. Special situations may apply.

The applicant has up to 60 days after the event to submit a Mandatory Recap Form to collect the remaining 25%. If funds are not collected by that time, funds will be credited back to the Marketing Fund account.

Should the applicant fail to request funds within the timeframe, monies granted will be returned to the Marketing Fund account.

If the applicant is awarded funds, it is mandatory to use the Mobile County Logo for any sponsorship items (programs, t-shirts, banners, posters etc.) that the county could be recognized for, as this money awarded is a County lodging tax. The Mobile County Logo will be emailed to you from by the Committee Chair along with a requested invoice for processing your check. Mail or email invoice to Cheryl Smith at csmith@mobile.org or PO Box 204, Mobile, AL 36601. Phone: 251-208-2022.
VISIT MOBILE
EVENTS MARKETING FUND REQUEST APPLICATION

Name of Applicant Organization: _______________________________________________________
Name of Event: _____________________________________________________________________
Amount of Request: __________________________________________________________________
Other Funding Sources: __________________________________________________________________

Give detailed information of what funds will be used for – Marketing Schedule:

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

List any opportunities (posters, banners etc.) pre-determined to display the County logo during your conference/event:
1. ____________________________________________________________________________
2. ____________________________________________________________________________
3. ____________________________________________________________________________

Event Date: ______________________________________________________________________
Peak Room Nights Requested: _____________  Total Room Nights Requested: ______________
Hotels Requested (More than one): __________________________________________________________________________________________

Meeting Space Held? _____________________________________________________________________________________________
Key Venue  Area of Event Impact (location in Mobile County): ____________________________________________________________________
Economic Impact: ______________________  2% of Lodging Revenue: ______________________

Brief Description of Event: _____________________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
Competition: _______________________________________________________________

______________________________________________________________________________

History (up to 3 years):

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<tr>
<th>Year</th>
<th>Location</th>
<th>Total Room Nights Used</th>
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If the full amount requested cannot be awarded, will out-of-area advertising/marketing still occur?
_________________ Yes ________________ No

Anticipated Attendance: ____________________________________________________________

Contact Person: _______________________________________ Title: _________________________

Email: ___________________________________________________________________________

Telephone with area code: ____________________________ Fax: ____________________________

Federal I. D. number: _________________________________________________________________

Mailing Address: __________________________________________________________________

City: ___________________________________ State: _______________ Zip:___________________

Signature of Organization’s Contact Person: ___________________________________________

________________________________________________________ Type/printed name

______________________________________________________________________________

Signature
MARKETING FUND REQUEST
MANDATORY RECAP FORM
(POST EVENT FOLLOW-UP)

(This form must be completed to collect the remaining balance of funds granted.)

In order to receive your 25% balance of approved funding, Applicants are required to submit an electronic copy of the completed Mandatory Recap Form (Post Event Follow-Up) within 60 days after the event and email to Chery Smith at csmith@mobile.org with Visit Mobile. 251-208-2022.

Amount of Approved Funds: __________________________

Event Date: ______________________________________

Name of Organization: ______________________________

Name of Event: ____________________________________

Contact Title: _____________________________________

Peak Rooms: ______ Total Room Nights: ______ Total Attendance: _______

Give a complete breakdown of how awarded funds were spent for this event:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Additional Funding Programs (i.e., Room rebate, etc.):

________________________________________________________________________
________________________________________________________________________

Submitted by: ______________________ Title: __________________ Date: ____________

Phone: __________________________ Email: ________________________________

Updated 3/1/2023