

CARBONDALE TOURISM

The intent of the Match Fund and Sponsorship Program is to increase visitor travel into and throughout Carbondale and the surrounding area and to increase the occupancy of lodging facilities in Carbondale; thereby positively affecting the economic vibrancy of our community.

Therefore: A project is ineligible if it does not show intent to increase overnight visitors and visitors' travel into and through the Southern Illinois region, impacting the economic growth of the area's travel industry.

The grant application will not be reviewed unless all items listed below have been submitted:

1. The grant application organized in numerical sequence. Do not submit applications in binders or notebooks. **THE GRANT APPLICATION MUST BE SUBMITTED ON THE APPLICATION PROVIDED.** No exceptions. If more space is needed, use an attached sheet.
2. **Drafts of print and advertising materials with Carbondale Tourism and/or other sponsors' logos PRIOR to print/distribution. You may contact us at info@carbondaletourism.org to receive a logo.**
3. Copies of vendor bids, quotes, or receipts
4. Typed transcript or audio/video copy of radio, television, or web audio or video content (where applicable)
5. A copy of event press release or news article (where applicable) from current or previous year
6. Complete budget

Funds for approved applications may be distributed in one of two ways:

1. Up to 50% of the grant monies may be distributed prior to the event for unique costs. The remaining 50% will be awarded after completion of the event and pending completion of the Post Event Survey
2. As a reimbursement of event costs after the event has taken place and completion of the Post Event Survey.

Please reference pages 11-14 for project guidelines and examples of eligible and ineligible expenses.

Completed applications should be emailed/ mailed to:

Cinnamon Wheelles-Smith, Executive Director

126 S. Illinois Ave, Carbondale, IL 62901

Phone: (618) 529-4451

Email: info@carbondaletourism.org

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APPLICATION

Please type on this application only. If more space is needed, continue on an attached sheet. Please submit all pieces of your application via e-mail: **info@carbondaletourism.org** or in person at **126 S. Illinois Ave., Carbondale**

Organization: _____
(Name of Organization)

Applicant Name: _____
(Name, Title)

Address: _____

City: _____ **E-Mail:** _____

Telephone #: _____ **Fax #:** _____

Project Title: _____

ANTICIPATED INITIATION AND COMPLETION DATES

From: _____ **To:** _____
(To remain eligible for matching grant funding, the project may not be initiated prior to approval by Carbondale Tourism.)

Total Cost Of Project \$ _____
(Based on bids and itemized budget)

Amount Requested From Carbondale Tourism \$ _____

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LOCAL TOURISM MATCHING GRANT AND SPONSORSHIP APPLICATION

- 1. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. The information should include a description of the event, attraction, or area being promoted.

Please indicate the audience you will be targeting with your promotional project.

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2. PROMOTIONAL STRATEGIES: Describe the strategies that will be used for the distribution of your marketing materials. How will you attract visitors from outside a 50-mile radius to attend this event?

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3. IMPACT OF PROJECT: Describe the economic impact of your event, including projected number of hotel stays, projected number of restaurant visits, shopping, etc. Provide a copy of the schedule of events for the project.

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4. SOURCE OF MATCHING FUNDS: List the sources(s) and amount of matching funds for this project.

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5. ITEMIZED BUDGET

Vendor	Description of Services	Estimated or Quoted Cost (Indicate if it is an Estimated or Quoted cost from Vendor, include Vendor quote sheet where applicable)
Project Cost:		
Less Matching Funds:		-
Less Project Revenue		-
Less In-Kind Donations		-
Total Project Cost:		=

NOTE: If a cost provided by any vendor exceeds \$5,000.00, a minimum of two competitive bids, using identical specifications, must accompany the grant application and the itemized budget must reflect the low bid. This rule is in compliance with the Illinois Department of Commerce and Economic Opportunity. Bids are simply a formal price quote on a vendor's letterhead. Include quotes from vendors as an appendix to this application.

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6. ANTICIPATED RESULTS: Describe in detail the anticipated results of your Local Grant Project and the evaluation methods to be used in determining the benefit. Emphasis should be placed on quantifiable measures (i.e. number of room nights stayed at hotels, origin of attendants, direct surveys, on site interviews).

NO PAYMENT WILL BE PROCESSED WITHOUT THIS FORM AND PROPER DOCUMENTATION!

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CONCLUSION

Please remember to submit the following in addition to your proposal (where relevant):

- ✓ **A copy of the promotional materials showing the Carbondale Tourism logo PRIOR to printing**
- ✓ A copy of event press release or news article
- ✓ Any vendor receipts or bids
- ✓ Samples of any printed items or mock-ups
- ✓ A typed transcript or one audio/video tape copy of each advertisement must be submitted with the application.

Additionally, please remember:

- ✓ Carbondale Tourism reserves the right to request non-profit status at any time before or after funding
- ✓ **SUBMIT POST EVENT SURVEY**
 - **Failure to submit the post-event survey may result in Carbondale Tourism denying event reimbursement or future funding.**

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Post-Event Survey

Please include, as an attachment, any relevant documentation to support your claims. Use additional pages if needed.

1. How many local (<50 miles) residents attended this event? (show documentation or justification for this figure)

2. How many non-local visitors attended this event? (show documentation or justification for this figure) Do you know what regions these visitors came from? (i.e. if out of state, list the state. If in-state, list region)

3. How many hotel rooms were booked as a direct result of this event?

4. What other economic benefits to our region resulted from this event? (Gas, restaurant visits, shopping, catering costs, etc.)

5. How could more hotel visits be gained in the future should this event take place again?

6. What promotional or planning changes would you make if you held the event again? How could the event be improved in future years?

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PURPOSE

The Carbondale Tourism Bureau's purpose is to develop, promote, market, and facilitate activities designed to increase out of town visitors to Carbondale, Illinois. Our goal is to work together with members of our community to promote Carbondale as a premier destination in the Midwest. The Local Tourism Funding Program provides financial assistance to local and regional organizations for the promotion and marketing of tourism attractions and events in Carbondale.

1. INTENT

The intent of the Match Fund and Sponsorship Program is to increase visitor travel into and throughout Carbondale and the surrounding area and to increase the occupancy of lodging facilities in Carbondale; thereby positively affecting the economic vibrancy of our community.

2. ELIGIBLE APPLICANTS

To qualify for the Match Fund and Sponsorship Program, the applicant must be:

An Illinois-based nonprofit corporation or organization located within Carbondale, Illinois.

OR

Be a nonprofit organization that desires to host an event, such as sporting event, meeting, fine arts production, or other tourism related event in Carbondale.

3. PROJECT GUIDELINES

Examples of projects eligible for funding include, but are not limited to:

Brochures/Posters

- These publications must be devoted to promotion of tourism attractions and/or events.
- Cost estimates for goods and services must be provided with the application for the grant. If the cost estimate provided by any vendor exceeds \$2,500, a minimum of two competitive cost estimates must accompany the grant application. * If the total cost provided by any vendor exceeds \$5,000, a minimum of two competitive bids, using identical specifications, must accompany the grant application. The itemized budget in the application must reflect the low bid.
*
- **ALL BROCHURE OR POSTER FINAL LAYOUTS MUST BE REVIEWED AND APPROVED PRIOR TO PRINTING BY THE BUREAU DIRECTOR.**
Mock-ups are acceptable by e-mail or FAX.
- All brochures/posters must contain the logos of both the Carbondale Convention and Tourism Bureau and the Illinois State Tourism Logo. (One-color or two-color versions are available by email)
- The date and quantity printed (i.e., 10/2013-10K) must appear on the brochure or poster. Brochures funded through the Local Tourism Match Fund and Sponsorship must be distributed a minimum of 50-miles outside of Carbondale. Distribution footprint (map) must accompany grant application.

Advertising

- Grant funds are available for the placement and production costs of newspaper, magazine, radio and television advertising to promote tourism attractions and/or

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events. The program will not reimburse agency fees, marketing studies, research or consultation.

- **ALL ADVERTISEMENTS MUST BE REVIEWED AND APPROVED BY DIRECTOR PRIOR TO PRINTING, AIRING, ETC.**
- All advertising must contain the Carbondale Tourism logo and the Illinois State Tourism logo. (One-color or two-color versions are available by email)
- Radio advertisements must include "Brought to you in part by Carbondale Tourism."
- Grant monies should be directed towards advertising to areas outside the Southern Illinois region. All advertisements must be placed outside a 50-mile radius from the event/attraction being advertised.
- A typed transcript or an audio/visual copy of all advertisements must be submitted with the application. The advertisement should also include an address or phone number to contact for more information.

Billboards

- Rental of billboard space, as well as the artwork, design and production of billboard advertising is an eligible expenditure. **ALL ARTWORK MUST BE REVIEWED AND APPROVED BY THE DIRECTOR PRIOR TO PRODUCTION OF THE BILLBOARD.**
- The billboard must contain Carbondale Tourism's logo and the Illinois Tourism logo. (One-color or two-color versions are available by email)
- The billboard must promote attractions, events, availability of lodging, camping or other travel related services.
- Billboard advertising cannot mention specific privately owned business or attractions.
- Placement of promotion of events must be a minimum of 30 miles from the location of the event; placement for promoting attractions must be a minimum of 15 miles from the area being promoted. Traffic count and visibility will also be major considerations.

The Internet

- Eligible costs include the design or update of websites as long as the site is tied to a specific event, as well as design and placement costs for banner ads/listings that are used in promoting the event.
- Websites funded through the grant program must have logos for Carbondale Tourism and Illinois Tourism on the homepage with a link to carbondaletourism.org
- Websites must also have hotel information (if using room blocks) or an accommodations link on the homepage. Banner ads are to contain the Carbondale Tourism logo.
- **ALL APPLICANTS MUST SUBMIT ARTWORK FOR ONLINE ADS TO THE DIRECTOR FOR APPROVAL PRIOR TO LAUNCH.**
- **APPLICANTS MUST ALSO SUBMIT SCREENSHOTS OF THE AD AFTER LAUNCH THAT DISPLAY MONTH AND DATE WHEN REQUESTING PAYMENT. IF AN AD RUNS IN MULTIPLE MONTHS/LOCATIONS, THEN SCREENSHOTS MUST BE PROVIDED FOR EACH MONTH/LOCATION.**

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4. FUNDING

- Grants are awarded no later than 30 days after submission of your Post-Event Survey
- The Carbondale Tourism Match Fund and Sponsorship Program is contingent upon receipt of City and State funding. Carbondale Tourism may be unable to process grant applications if City and State funding is not received or is reduced.
- Carbondale Tourism may choose to fund only a portion of any request based on availability of funds.
- Carbondale Tourism may choose to not support event/attraction advertising outside the area for an event/attraction that has shown a decrease in attendance over the past year(s).
- Priority will be given to the projects that are original and first-time promotions of its kind for the particular community or organization. The Local Tourism Grant Program is not intended to be a continuous source of funds for a particular attraction or event every year. Applicants submitting the same qualified projects year after year may receive a lower percentage of funding or possibly no funding at all. Applicants who file projects yearly are encouraged to submit new promotions.
- The Local Tourism Grant is geared toward funding projects submitted by non-profit organizations, not private businesses or philanthropic organizations. Priority of the available funds will be awarded to organizations that do not have other sources of income.
- All projects must include Carbondale hotel(s) in their promotions. You can either work directly with a hotel(s) to secure a room block with special rates or you can work with Carbondale Tourism staff on the arrangements.

**(Cost estimates are simply price quotes on a vendor's letterhead stating the estimated cost for completing a job)*

5. ELIGIBLE PROMOTIONAL PROJECTS

A project is considered ineligible if it does not contribute to the overall intent of bringing additional tourists into the Carbondale area and generate increased lodging revenue.

Organizations requesting funding from Carbondale Tourism are encouraged to use funding to help in the promotion of their event. This may include but certainly is not limited to the following:

- Print materials such as posters and brochures. All brochures or posters must be approved by Carbondale Tourism and must include the Carbondale Tourism and Illinois State Tourism logos.
- Advertising efforts in newspapers, magazines, radio, television, and boosted social media outlets. Advertisements must be reviewed and approved by Carbondale Tourism and must contain, when applicable, the Carbondale Tourism and Illinois State Tourism logos.
- Rental of billboard space and design of billboard. Artwork must be reviewed and approved by Carbondale Tourism and must contain, where applicable, the Carbondale Tourism and Illinois State Tourism logos.
- Website design or maintenance of a site that represents the specific event being funded, with links to Carbondaletourism.org and Carbondale Hotels. The Carbondale Tourism and Illinois State Tourism logos must be present on the homepage of the website.
- Banner ads on websites that advertise the event. Banner ads must contain Carbondale Tourism Logo.