



EVENT SUPPORT PROGRAM

Columbus Area Visitors Center Purpose Statement: The Visitors Center works to promote and grow the Bartholomew County tourism industry in order to strengthen and diversify the local economy.

Objective of Visitors Center Event Support Program: To encourage and develop events which generate out-of-county visitor spending in Bartholomew County and advance the community brand.

Event Support Program Strategies:

- Provide seed funding to new events with the intention and potential to attract visitors to Bartholomew County.
- Offer design and branding resources, local event coordinator networking/advice, and financial support to established events to maximize quality and attendance.
- Encourage mature events to develop a self-sustaining business model.

Event Support Program Criteria and Procedures:

The Visitors Center will hold an Event Support Program Workshop each year prior to the February 15th application deadline. Notice of workshop and grant cycle will be made locally via newspaper and social media 30 days prior to workshop.

- Applicants must attend a Visitors Center Event Support Program Workshop or meet with a representative from the Visitors Center before submitting first application.
- Only tax-exempt organizations located in Bartholomew County may apply.
- **Event Support Program Applications are due on or before February 15th.** Applications will be reviewed by a committee established by the Visitors Center. Awards will be made and announced by March 15th. A second cycle of applications may be accepted on July 15th in the event there are remaining funds in the budget. The second cycle of awards, if applicable, will be made and announced by August 15th.
- This is a competitive process. The number and dollar amount of awards are determined by availability of funds. Event Support funds are awarded based on the strength of the event and application.
- Qualifying events must meet the objectives set forth for the Event Support Program and fall within legislative requirements for the use of County Innkeeper's Tax.
- Funds may not be used for salaries nor ongoing overhead expenses of the applicant.
- Annual fundraisers do not qualify as tourism events.
- Event support is awarded for one year. Events must take place during the calendar year of award. Any modifications to event date(s), times, etc. must be provided to the Visitors Center in writing. Applicants may submit funding requests each year.
- Event support recipients are required to recognize the Visitors Center by using the approved Visitors Center logo on all event promotions.
- Additional information or clarification may be requested by the review committee. The committee may request verification of expenses covered via the Event Support Program.
- Award recipients are required to submit an Event Support Program Report within 45 days of the close of the event. Failure to do so will disqualify the grantee from future funding.

Email completed Event Support Program Application to Robin Gray at rgray@columbus.in.us.

EVENT SUPPORT PROGRAM APPLICATION

Organization Requesting Funds _____

Address _____

Contact Person for Event Support Program _____

Phone _____ Email _____

How long has organization been in operation? _____

Organization's Annual Operating Budget \$ _____

Name of Event/Program for which Requesting Support

Date(s) and Hours of Event _____

Anticipated Total Attendance _____

Number of Out-of-County Attendees Expected _____

Number of Overnight Attendees Expected _____

Number of Years Event in Existence _____

Description, Objectives, and Target Audience of Event (150 words or less)

Additional Contributors and Sponsors of Event

- Please attach the following documents:**
- Project Budget (attached) and Timeline
 - IRS Tax Exempt Determination Letter
 - IRS Form W-9





EVENT SUPPORT PROGRAM BUDGET

	Budget for Event	Amount of Support Requested from Visitors Center	In-Kind Contributions	Brief Description of Qualifying Expense
<u>Marketing and Promotion Support*</u>				
Logo and Design Services	\$ _____	\$ _____	\$ _____	_____
Social Media Services	\$ _____	\$ _____	\$ _____	_____
Digital Advertising	\$ _____	\$ _____	\$ _____	_____
PR Services	\$ _____	\$ _____	\$ _____	_____
Print Ads	\$ _____	\$ _____	\$ _____	_____
Radio Ads	\$ _____	\$ _____	\$ _____	_____
Television	\$ _____	\$ _____	\$ _____	_____
Promotional Materials Production <i>Printing costs for postcards, flyers, posters, brochures, and registration forms do <u>not</u> qualify. Digital ads, web pages, and video may qualify.</i>	\$ _____	\$ _____	\$ _____	_____
Rack/Distribution Services	\$ _____	\$ _____	\$ _____	_____
Database Purchase/Rental	\$ _____	\$ _____	\$ _____	_____
Postage - <i>Not Applicable</i>	\$ _____	\$ 0	\$ _____	_____

*** Marketing and Promotion Support Eligible for up to 100% support, up to \$6,000**

Operating Support** - *Operating Support is available for first three (3) years of an event, as the objective of this program is to encourage development of self-sustaining events.*

Entertainment/Programming	50% up to \$4,000	\$ _____	\$ _____	\$ _____	_____
Portable Restrooms	50% up to \$500	\$ _____	\$ _____	\$ _____	_____
Event Signage	50% up to \$200	\$ _____	\$ _____	\$ _____	_____
Venue/Tent Rental	50% up to \$500	\$ _____	\$ _____	\$ _____	_____
Equipment/Furniture Rental	50% up to \$500	\$ _____	\$ _____	\$ _____	_____
License Fees	50% up to \$200	\$ _____	\$ _____	\$ _____	_____
Trash/Refuse Service	50% up to \$200	\$ _____	\$ _____	\$ _____	_____
Salaries/Professional Services	<i>Not Applicable</i>	\$ _____	\$ 0	\$ _____	_____

**** Operating Support Eligible for up to 50% support, up to \$4,000**

TOTALS: \$ _____ \$ _____ \$ _____ (up to \$10,000 OR 50% of event budget, whichever is smaller)