

2024 SOLAR ECLIPSE Event Support Program



Columbus Area Visitors Center Purpose Statement: The Visitors Center works to strengthen and diversify the local economy through the development and promotion of a strong tourism industry.

Objective of Event Support Program: To encourage and support events which generate out-of-county visitor spending in Bartholomew County, create a vibrant quality of life, and advance the community brand. Qualifying events must align with objectives of Event Support Program.

About the 2024 Solar Eclipse: Tens of thousands of people could find their way to our communities during the 2024 eclipse on Monday, April 8, 2024. Totality for the City of Columbus is set for 3:04 pm. It is anticipated that the weekend leading up to the eclipse will provide a significant opportunity to entertain visitors, as well as residents, while they await the event. A total eclipse of this magnitude will not occur again in our area until August 12, 2045.

2024 Solar Eclipse Event Support Strategy: To provide financial support to events celebrating the 2024 solar eclipse, along with offering design/branding resources and local event coordinator networking/advice, with the goal of attracting visitors to Bartholomew County.

Criteria and Procedures:

- Only tax-exempt organizations located in Bartholomew County may apply.
- *Solar Eclipse Event Support Program Applications are due on or before January 16, 2024.* Applications will be reviewed by a committee established by the Visitors Center. Depending on size of event and activities planned, applications may need additional approval from City of Columbus.
- This is a competitive process. The number and dollar amount of awards are determined by availability of funds. Funds are awarded based on strength of event and application.
- Funds may not be used for salaries nor ongoing overhead expenses of organization.
- Funds cannot be used to purchase or distribute alcoholic beverages.
- Local fundraisers do not qualify as tourism events.
- *Events must take place during eclipse weekend of Friday, April 5, through Monday, April 8.* City of Columbus will not authorize downtown events requiring street closures on Monday, April 8. Modifications to submission must be submitted in writing.
- Event Support Program recipients are required to recognize the Visitors Center by using both approved Visitors Center logo and eclipse logo on all event promotions.
- Additional information or clarification may be requested by review committee. The committee may request verification of expenses covered via the Event Support Program.
- *Award recipients are required to submit an Event Support Final Report within 45 days of close of event. Failure to do so will disqualify grantee from future funding.*

Email completed application to Robin Gray at rgray@columbus.in.us.

**2024 SOLAR ECLIPSE
EVENT SUPPORT PROGRAM APPLICATION**

Date of Application _____

Organization Requesting Funds _____

Address _____

Contact Person _____

Phone _____ Email _____

Name of Event _____

Date(s) and Hours of Event _____

Event Location _____

Estimated Cost of Event _____

Amount Requested: 30% cash match required

Event Support Requested \$ _____

Source and Amount of Matching Funds

Event Support Program funds must be matched 30% by event organizer, event revenue, or sponsors.
Please list individually below.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Matching Funds	\$ _____

Attach the following documents:

- Proposed Budget
- Event Description (included here)
- IRS Tax Exempt Determination Letter
- IRS Form W-9



2024 SOLAR ECLIPSE EVENT DESCRIPTION

Please answer the following questions to determine how your event supports the Visitors Center objectives to generate out-of-county visitor spending in Bartholomew County, create a vibrant quality of life, and advance the community brand.

Describe nature and purpose of event.

How will you define success of event (attendance, media coverage, net revenue, etc.)?

What is the anticipated number of attendees? _____

Is there an entry fee for attendance? If so, how much? _____

Target Audience

- Primarily local residents
- People within a 50-mile radius of Bartholomew County
- People within a 200-mile radius of Bartholomew County
- Primarily national or international audience

Event Programming

- Program includes a number of live entertainment options for the duration of event.
- Program includes a number of live entertainment options for a limited time during event.
- Program is centered around a single live entertainment event.
- Program does not include a live entertainment component.

Event Dining/Beverage

- Event includes more than 10 local or specialty food or craft beverage vendors.
- Event includes 10 or less local or specialty food or craft beverage vendors.
- Event includes a variety of typical food and beverage vendors.
- Event does not include dining nor drinking.

Art and Culture

- Event includes national exhibits, performers, speakers alongside local talent.
- Event includes exclusively national exhibits, performers, speakers.
- Event includes exclusively local exhibits, performers, speakers.
- Event does not include exhibits, performers, nor speakers.

Overnight Attendance

- We do not anticipate people staying in Bartholomew County overnight for this event.
- Event participants – vendors, performers, etc. – will spend the night.
- Event hours and programming are designed to encourage attendees to stay overnight.
- Overnight hotel packages are built into event registration or marketing.

