

EVENT SUPPORT PROGRAM

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



Program Objectives:

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 the objectives of the Event Support Program.

Program Strategies:

To provide seed funding to new events with the intention to attract visitors to Bartholomew County and to encourage mature events to develop a self-sustaining growth business model.

Criteria and Procedures:

- Applicants must attend a Visitors Center Event Support Program Workshop or meet with a representative from the Visitors Center before submitting *first* application. The Visitors Center will hold the workshop prior to second cycle of awards. Notice of workshop and grant cycles will be made locally via newspaper, radio, and social media.
- **Event Support Program Applications are due on or before January 31, 2024.** Applications will be reviewed by a committee established by the Visitors Center. Awards will be made and announced by February 28, 2024. A second cycle of applications may be accepted on June 15, 2024, in the event there are remaining funds in the budget. The second cycle of awards, if applicable, will be made and announced by July 15, 2024. Awards will be disbursed quarterly based on event dates. If additional funds remain after both cycles, the available amount will be posted on the Visitors Center website between August 1 and October 31. Applications will be accepted on a first-come, first-served basis during this time until funds are exhausted.
- Only tax-exempt organizations located in Bartholomew County may apply. Partnerships are encouraged.
- This is a competitive process. The number and dollar amount of awards are determined by availability of funds. Event Support Program funds are awarded based on the strength and potential economic impact of event and application.
- The committee has the right to refuse an application that is not in line with the community values of high aspirations, welcoming community, public-private partnerships, collaboration, the value of good design and forward-thinking.
- Funds may not be used for salaries nor ongoing overhead expenses of the applicant organization.
- Funds cannot be used to purchase or distribute alcoholic beverages.

- Local fundraisers do not qualify as tourism events unless there is a significant and focused draw from outside of Bartholomew County.
- 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 submitted to the Visitors Center in writing. Applicants may submit funding requests each year.
- Event Support Program recipients are required to recognize the Visitors Center by using the approved Visitors Center logo on all event promotions and link to Visitors Center website in case of electronic marketing.
- Proof of insurance will be required prior to disbursement. Please have agent forward to rgray@columbus.in.us.
- Additional information or clarification may be requested by the review committee. The committee may request verification of expenses covered via the Event Support Program.
- **Event Support Program funds may not exceed 50% of event budget, with a maximum request of \$10,000.**
- **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.

Questions? Contact Misty Weisensteiner or Robin Gray at 812-378-2622.

Email completed application to rgray@columbus.in.us.

EVENT SUPPORT PROGRAM APPLICATION

Date of Application _____

Organization Requesting Funds _____

Address _____

Contact Person for Event Support Program _____

Phone _____ Email _____

Name of Event/Program _____

Number of Years Event Has Taken Place _____

Date(s) and Hours of Event _____

Event Location _____

Estimated Cost of Event \$ _____

Amount of Event Support Requested (1 to 1 cash match required) - include all that apply

Up to \$3,000 base request for single day event \$ _____

Plus Up to \$1,000 per additional day (\$3,000 additional day max) \$ _____
Additional days need NOT be consecutive. Event series qualify as multi-day events.

Plus Up to \$2,000 for new community event \$ _____

Plus Up to \$2,000 for events held in one of the following locations: \$ _____
Exit 76, Air Park Columbus, Hope Town Square, Library Plaza,
6th Street Arts Alley, 4th Street between Franklin & Jackson

Total Event Support Requested: \$ _____

Maximum Request: \$10,000, up to 50% of event budget

Source and Amount of Matching Funds

Event Support Program funds must be matched 1 to 1 by event organizer, event revenue, or sponsors.

The Visitors Center can only fund up to 50% of event budget. Please list sponsors individually.

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Matching Funds: \$ _____

Attach the following documents:

Proposed Budget

Marketing Plan

Event Committee Members

Event Description (included here)

IRS Tax Exempt Determination Letter

IRS Form W-9

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 the nature and purpose of the event. _____

How will you define success of the 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? _____

The committee will take the following criteria into consideration. Check all that apply.

The 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.