



Greater Metropolis Convention & Visitors Bureau

Agreement for Tourism Investment Assistance Program

I. Introduction

The Greater Metropolis Convention & Visitors Bureau administers funds collected from a 5% tourist development tax on occupied transient lodging sales. The GMCVB has set aside a portion of the overall budget in a funding program to work with local groups and organizations coordinating special events that may directly benefit the local hospitality industry.

II. Timeline

The GMCVB Board will review requests on a monthly basis. Application must be received by the Executive Director no less than 15 days prior to the GMCVB monthly Meetings and no less than 2 Months prior to the event start date. See timeline below for submission references:

| Event Month | Application Due Date | GMCVB Meeting Date | Post Event Report Due |
|-------------|----------------------|--------------------|-----------------------|
| April | 1/25/2016 | 2/9/2016 | 6/7/2016 |
| May | 2/22/2016 | 3/8/2016 | 7/5/2016 |
| June | 3/28/2016 | 4/12/2016 | 8/2/2016 |
| July | 4/25/2016 | 5/10/2016 | 9/6/2016 |
| August | 5/30/2016 | 6/14/2016 | 10/4/2016 |
| September | 6/27/2016 | 7/12/2016 | 11/1/2016 |
| October | 7/25/2016 | 8/9/2016 | 12/6/2016 |
| November | 8/29/2016 | 9/13/2016 | 1/3/2017 |
| December | 9/26/2016 | 10/11/2016 | 2/4/2017 |
| January | 10/24/2016 | 11/8/2016 | 3/7/2017 |
| February | 11/28/2016 | 12/13/2016 | 4/4/2017 |

III. Statement of Policies

- A. To be considered for funding, applicants must demonstrate that an event will attract overnight visitors to Metropolis and produce at minimum 2 to 1 Return on Investment Ratio.
- B. GMCVB will fund up to 75% of qualified events based on submitted pre-event budget
- C. Any funds granted will be subject to audit
- D. All event fliers, newspaper and magazine advertising must carry the GMCVB logo if planning to use GMCVB funds for these purposes. All radio and television advertising must also mention the GMCVB as a contributor if using GMCVB funds. Any promotional items produced for the event must carry the GMCVB logo. Logos are available at the GMCVB office and items must be approved by the GMCVB Director.
- E. Funding cannot be used to buy items that can then be used for resale
- F. GMCVB realizes that as events progress there may be a need for equipment purchases, facility improvements or other necessary purchases for the continued success of the event. Once an event is established and held for 5 years or at the discretion of the GMCVB Board IAP funds can be used for necessary purchases for the continued success of the event. The equipment purchase must be made known to the GMCVB and available for other established events if needed.
- G. Members of the GMCVB Board and staff will be allowed to enter the funded event at no cost.

IV. Eligible Projects (See required Budget document for detailed descriptions)

- 1. Advertising / Marketing activities directed toward areas outside a 100 mile radius of Metropolis
- 2. Temporary Transportation and Hotel Accommodations - Must be at a Metropolis Hotel
- 3. Awards and Prizes
- 4. Building / Equipment Rental
- 5. Programming - Entertainment, Speakers
- 6. Temporary Staff
- 7. Promotional Items (not for resale)
- 8. Administrative supplies - Excluding hardware and software
- 9. Organizational Fees and Registrations
- 10. Awards Banquets / Welcoming Receptions (no alcoholic beverages)

V. Non- Eligible Projects

- 1. Purchase of Items for Resale

2. Developing or making permanent improvements to facilities (see policy statement f for exception)
3. Computer hardware or software purchases (see policy statement f for exception)
4. Equipment Purchases - (see policy statement f for exception)

VI. Procedures for Application

- A. Requests for funding should be made on the attached GMCVB application form
- B. Applications will be reviewed and qualified by the Executive Director, who will check for completeness and verify key information as necessary and appropriate. This review will include a check for compliance with the minimum criteria set forth in the application. The Executive Director will contact the applicant regarding the status of the request and the date and time of the GMCVB meeting they are to attend.
- C. The applicant must submit their application as indicated by the previously mentioned schedule. Each applicant must attend the scheduled GMCVB meeting to present their application and answer any questions from the GMCVB board.
- D. Factors which shall be considered for funding include, but shall not be limited to, the following:
 - a. Estimated number of attendees
 - b. The scheduled date(s) and time(s) of the event
 - c. Estimated number of hotel rooms needed
 - d. Estimated opportunity for attendees to eat/shop/game in Metropolis
- E. Once an application has been submitted, applicants should NOT contact members of the GMCVB Board. Any unsolicited contact initiated by the applicant will be looked upon unfavorably and may cause the application to become disqualified for consideration.

VII. Post Funding Requirements

- A. A Post Event Report must be submitted to the GMCVB by the due date according the submission schedule. This report must include an account of the spent Bureau funds. **Funds must be spent on pre-approved purposes submitted on the application budget.** The GMCVB reserves the right to refuse future funding request should funds not be used on pre-approved purchases. If funds are used on event fliers, newspaper and magazine advertising they must carry the GMCVB logo and copies of each must be submitted with the report. Any radio and television advertising mentioning GMCVB as a contributor must also be included. All promotional items produced for the event must carry the GMCVB logo and presented as well.
- B. Photocopies of cancelled checks and matching invoices for every item purchased using GMCVB funds will be required
- C. If using QuickBooks, a Revenue & Expense Report is requested with the required completed Post Event form and actualized costs completed in original submitted budget. If you are using

a book keeping system different from Quick Books, please disclose to the Executive Director for submission approval.

APPLICANT: I, _____, _____
(Name - Print or Type) (Organization)

Understand and comply with the above conditions should the request for funds be granted.

(Signature: Must be handwritten) (Date)

Please use the checklist below for the next steps. If you have any questions or concerns, please feel free to contact the GMCVB office anytime at 618-524-5025.

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| | Complete the Tourism Investment Assistance Application |
| | Complete the Pre-Event Budget Spreadsheet |
| | Submit the signed agreement, completed application and pre-event budget spreadsheet to director@metropolistourism.com |
| | Receive call from the Executive Director with Application Status |
| | Attend the scheduled GMCVB Meeting |
| | Submit Post Event Summary by scheduled date |