

Special Event Guidelines Tourism Marketing Grant Fund

Objective

The Janesville Area Convention & Visitors Bureau, Inc. (JACVB) serves as the Destination Marketing Organization for the Janesville community. As such, the JACVB has established a Tourism Marketing Fund to assist attractions and special event organizers with marketing themselves to visitors from outside of Rock County.

Eligibility

Any company, group or organization with a goal of attracting visitors to the Janesville area qualifies to request funds. Priority will be given to requests that will create overnight stays in the Janesville community.

Qualifying Projects

Qualifying projects include but are not limited to: promotion of a special event to potential visitors outside Rock County which may include development of specialty marketing materials for the purpose of publicity (brochures, videos, website design, direct mail, etc.), tourism packages, advertising buys, social media campaigns and conference and sporting event bidding fees. Other projects will be considered on an individual basis.

ADVERTISING BUYS PLACED WITHIN ROCK COUNTY ARE NOT ELIGIBLE FOR FUNDING.

Additional Criteria That May Be Considered

- Quality of the planning put into coordinating the promotion
- Organization requesting grant is a non-profit entity (501.c.3 or 501.c.6)
- Time of the year (November – May considered non-peak event season)
- Uniqueness/innovation of an event in serving as a draw for visitors
- Potential of promotion becoming self-supporting
- Event draws county, state or regional media exposure
- New or increased business for the city
- Matching funds from the applicant
- Does the event align with “Janesville, Wisconsin’s Great Outside” brand

Application Process

Applicants are encouraged to apply early, regardless of the timing of the event. Funds are limited and depending on the quantity and quality of the applications, the fund could be completely allocated in the first round of applications.

Tourism Marketing Fund applications are traditionally reviewed two times a year. Application deadlines are April 6 and July 1. Applications may be considered at other times at the discretion of the committee. Although allowed, applications are discouraged from being submitted more than a year in advance of the actual promotion date. Applications for programs within the next 12 months will receive priority consideration. To result in a successful marketing campaign, applications should be received at least 90 days before a scheduled special event.

The JACVB staff reviews the applications and clarifies areas as needed with applicants. A Tourism Marketing Fund Committee reviews and evaluates applications using a standard scoring sheet and then makes recommendations to the full JACVB Board of Directors. Written notification is forwarded to the applicants following the Board of Directors vote. Successful applicants are not guaranteed future funding.

The JACVB Board of Directors reserves the right to accept or reject any or all applicants. All decisions are final.

As an important element of tourism, special events provide several benefits to the Janesville area:

- Multiple day events generate a positive economic impact for the community, especially beneficial during the winter and spring seasons which are typically slower months for tourism activity
- Events help create awareness about Janesville by drawing visitors, many of which will be seeing our community for the first time
- Events provide fun activities for residents to enjoy

Ineligible Organizations and Programs

The JACVB will not consider requests from the following organizations:

- Organizations that discriminate because of race, color, creed, gender, religion, or national origin
- Political organizations, candidates for political office, or organizations whose primary purpose is to influence legislation
- Building, brick and mortar and capital campaigns
- Organizations or events that benefit only a few people
- Individuals
- Organizations/events requesting funding for staffing/administrative/supplies purposes

Additional Guidelines

Awards are to be used for approved promotion of a special event, its marketing and promotional materials, and bidding fees only. This includes advertising, brochures, videos, direct mailings and social media placed outside of Rock County. The funds will not cover programs, binders, and other operational costs that a visitor would see at the actual event. This fund is intended for advance promotional and marketing programs designed to lure visitors to Janesville. **Advertising placed within Rock County is not eligible for reimbursement.**

Approved applicants must keep appropriate accounting records. Actual invoices/receipts will need to be provided prior to the release of funds. *Direct payment by the JACVB to grant funded vendors is preferred; however, reimbursement is acceptable in most situations.*

Approved projects must provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days following the event. The final report will include attendance figures, overall evaluation of the event, final budget summary, and an estimate of hotel rooms filled.

A survey provided by the JACVB will need to be completed to evaluate the event, and the results must be provided to the JACVB in summary form as part of the final report.

Tourism Marketing Fund recipients will become marketing partners with the Janesville Area Convention & Visitors Bureau, Inc.

Tourism Marketing Fund recipients will be REQUIRED to:

- Acknowledge the JACVB as a sponsor in programs, brochures, ads & promotional materials
- Use the marketing slogan “Janesville, Wisconsin’s Great Outside” in all advertising and promotions
- Provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days following the event

The JACVB will be the administrator of all social media advertising that is funded by the grant and will also administer or oversee all other grant-funded advertising.

The JACVB will offer:

- Assistance with advertising buys
- Distribution of promotional and informational material for the event
- JACVB staff liaison in event publicity and promotion
- Inclusion of event in JACVB literature, including printed & web calendar of events
- Direct payment to vendors for covered expenses under the TMF award
- A survey that helps event planners evaluate their event

Explanation of How Your Application is Rated

Your application is reviewed by a committee of the Janesville Area Convention & Visitors Bureau. A rating sheet is used to attach a numerical value to the following categories:

1. Will it Generate Overnight Stays?

One of the primary goals of the JACVB is to draw visitors to Janesville and increase their time in our community by staying overnight. The JACVB is funded through room tax collected by the hotels in Janesville. The more overnights generated, the greater the score.

2. Will it Create a Direct Local Economic Impact?

Does your event demonstrate a high potential for visitor draw? What is your estimated attendance by visitors, exhibitors, spectators, and participants? How are you determining these numbers? How does the local community benefit in regards to economic impact/spending by visitors to your event? Will this be a one time or annual event? The greater the impact and community participation, the greater the score.

3. Is There an Effective Promotion/Marketing Plan in Place?

Does your application identify who you are targeting to attend/participate in your event? Have you indicated amounts and timeline for distributing your promotional materials? What types of promotional materials/resources are you using? When does your promotional campaign start and how will it be distributed up to the date of the event? Complete plans that are well thought out will receive higher scores.

4. Does the Application Reflect Quality Planning?

Is there enough lead-time to adequately promote the event? Are there enough people involved to support this event? Does the applicant have any past experience in events? Is the application detailed and complete? Is the promotional plan sound and on target? Is this event going to succeed? Better planning means a better score.

5. Does this Event Create a Positive Image for Janesville?

Will this event add to the public perception of Janesville or build community pride?

For additional questions or a copy of the application:

Janesville Area Convention & Visitors Bureau
20 S. Main Street, Suite # 11
Janesville, WI 53545
www.janesvillecvb.com
(608) 757-3171

Special Event Marketing Grant Fund Application Form

Applicant Organization: _____

Purpose/Mission of Organization: _____

Name of Project/Event: _____

Contact Person/Title: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Any Partnering Organizations: _____

Date of Application: _____

Dates of Event: _____

TOURISM MARKETING FUND ELIGIBILITY CHECKLIST

(Please complete this section before proceeding)

_____ This event will show a favorable impression of Janesville.

_____ This event will attract out of town visitors.

_____ This event will generate overnight stays in Janesville.

_____ This event will generate a positive economic impact.

\$ _____ **GRANT REQUEST AMOUNT**

_____ I have fully read and understand the guidelines and requirements of the Tourism Marketing Grant Fund.
Initial

I understand that by signing this application my organization and I certify that all of the information included on this form is true and correct and that we accept responsibility for the repayment of these funds. I also understand that approved grant projects must provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days following the event. Grand funds will not be paid for items submitted outside of the above stated 30-day time frame.

Authorized Signature

Date

Event Budget Summary

Describe where, when and why marketing will take place. If necessary, provide a separate page. Asterisk * items you are requesting funds to support.

A detailed budget must be completed here or attached and should include such specifics as print and design costs, consultant fees, bidding fees, ad sizes, insertion and air dates, and specific media used. All applications MUST include previous year's budget (if applicable).

Description	Amount
Print Media _____	\$ _____
_____	\$ _____
Broadcast (Television/Radio) _____	\$ _____
_____	\$ _____
_____	\$ _____
Other _____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
(1A) Total of items you are requesting funding to support (asterisk * items):	\$ _____
(1B) Total of items you are not requesting funding support for:	\$ _____
(1) Event Subtotal (1A + 1B):	\$ _____

Operational Budget Summary

All events, regardless of funding year, must supply a detailed income/expense statement.

Description (Item)	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
(2) Operational Subtotal:	\$ _____
(3) Estimated Total Cost of Project (1 + 2):	\$ _____
(4) Tourism Marketing Grand Fund Requested (1A):	\$ _____
(5) Percentage of Total Project Budget (4/3):	_____ %

Event Description

On a separate piece of paper, **please type your response** to the following questions:

1. Briefly describe the purpose/mission of your organization, what your organization provides to the community, what group of people you intend to bring into our community with this event.
2. Describe your event:
 - Type a narrative description of no more than ONE page
 - Be sure to include what will be involved
 - Indicate who will benefit
 - Include the list of groups, organizations and people who will partner with you
 - Include what the anticipated outcomes will be
 - Include where, when, and how event take place
3. How does your event benefit the community/organization? Briefly describe your request specifying whether it is a one-time promotion or if it is an ongoing program.
4. What geographic areas are you trying to reach with this promotion?
5. What are the specific goals of this event and what impact will this event have on the community?

Historical Information

How many years has this event been held? _____

Has this event received funding through the Special Events Fund program in the past? _____

If YES, please indicate the year(s) and amount(s): _____

Attendance at last event: Spectators: _____ Participants: _____

What percentage of attendance was visitor draw? (50+ mile radius): _____

Projected attendance for the 2021 event: Spectators: _____ Participants: _____

Explain how these numbers were determined: _____

Estimated Room Nights of last event? _____