Fiscal Year 2020-2021

Local Tourism Grant Program

Applicant Packet
Dear Potential Local Tourism Grant Applicants,

The City of Columbia Tourism Committee appreciates your interest in the Local Tourism Grant Funding Program. The funding for this program is generated from a local tax applied to overnight stays at hotels in the City of Columbia. The purpose of the program is to promote tourism and conventions within the City of Columbia or otherwise attract nonresident overnight visitors to the City by providing funding assistance to events that bring people to our community. Therefore, projects that encourage overnight stays are preferred in accordance with State Statutes.

This packet is designed to provide you with all the documents needed from beginning to end of the funding cycle. Please refer to the checklist provided in the packet to assist you throughout the process. Funding will cover expenses in Fiscal Year 2020/2021, which runs from May 1, 2020 to April 30, 2021. Expenses can occur only during this time period. Please be thorough on your application. For those questions which do not apply to your application, simply insert “n/a” or “not applicable.” You may also attach additional documentation as you feel necessary.

One electronic copy and one hard copy of your application must be received at Columbia City Hall, 208 S. Rapp Ave., Columbia, IL 62236 by 5:00 p.m. on May 1, 2020 (first round) or by 5:00 p.m. on September 1, 2020 (second round) – no exceptions. Hotels and venues may submit applications on a rolling basis. The applications should be marked to the attention of the Clerk’s Office. Electronic versions should be sent to sspargo@columbiaillinois.com.

All applications will be submitted to the Clerk’s office, and referred to the Assistant to the City Administrator. Based on guidelines of the attached policy, the Tourism Committee shall make funding recommendations to the City’s Accounting Manager. Following a review and recommendation by the Accounting Manager, the awarding of funds concludes via adoption of a Resolution by the City Council.

If you have any questions regarding the process and/or City requirements, please refer to the “City Contacts” list provided within the packet. Thank you for your interest in this program. We look forward to receiving your application.

Kind Regards,

Mayor Kevin Hutchinson
City of Columbia
CHECKLIST

Applicant: ___________________________________________________________

____ Grant application (Form “A” or “B”) is completed and signed
____ One electronic copy and one hard copy is submitted to the City’s staff liaison

*For Committee / City Use Only*

____ Considered by Tourism Committee
   Tourism Committee Recommendation _____ Yes _____ No
   Accounting Manager Recommendation _____ Yes _____ No

City Council Review:
____ Funding Denied _____ Funding Approved $___________ Funding Amount

Post Award Requirements:
____ Form “C” (Local Tourism Grant Funding Agreement) has been completed by both parties
____ Form “D” (Waiver and Release) has been completed and signed by organization
____ All applicable permits / licenses have been acquired by the organization
   _____ Not Applicable
   _____ Reviewed by Assistant to the City Administrator
   _____ Reviewed by Liquor Commissioner
____ All insurance requirements/forms have been submitted
   _____ Not applicable
   _____ Staff review / initials
____ Funds distributed
____ Form “E” (Post-Event Report) has been completed and returned to the City of 2020
## City Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone #</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sue Spargo</td>
<td>Assistant to the City Administrator</td>
<td>618-281-7144 x. 134</td>
<td><a href="mailto:sspargo@columbiaillinois.com">sspargo@columbiaillinois.com</a></td>
</tr>
<tr>
<td>Nicole Guile</td>
<td>Accounting Manager</td>
<td>618-281-7144 x. 112</td>
<td><a href="mailto:nguile@columbiaillinois.com">nguile@columbiaillinois.com</a></td>
</tr>
<tr>
<td>Kelly Mathews</td>
<td>Deputy Clerk</td>
<td>618-281-7144 x. 103</td>
<td><a href="mailto:kmathews@columbiaillinois.com">kmathews@columbiaillinois.com</a></td>
</tr>
</tbody>
</table>

City of Columbia  
208 S. Rapp Ave.  
Columbia, Illinois 62236
CITY OF COLUMBIA
2020 LOCAL TOURISM GRANT PROGRAM
CALL FOR PROPOSALS

The City of Columbia Local Tourism Grant Program provides matching support up to $2,500 for local tourism programs, attractions, events, hotel properties and venues that enhance the marketing of the City of Columbia to visitors and develop the culture and heritage of our community. Events must be located within the City of Columbia City limits or in sufficiently close proximity as to reasonably attract tourists to the City of Columbia. These programs, attractions and events must help attract non-resident visitors to our community, cultivate our community as a point of destination for the traveling public, and support the overall goal of increasing and extending hotel stays in our community. Increased hotel occupancy and visitor travel into and throughout the City of Columbia positively impact the economic vibrancy of our community and support our local economy.

Eligibility
Applicants to the Local Tourism Grant Program must be non-profit organizations, or hotel properties/venues seeking to produce and promote a clearly defined festival, program or event within City limits or bring new meetings, conferences, tours or sports group business to City of Columbia hotel properties and venues. Awards will be made based on funds available. A maximum of three (3) grants may be awarded to a single recipient each fiscal year.

Deadline for submission
Grant awards to non-profit organizations will be made twice per year. To be considered for funding in 2020, non-profit organization applicants for programs must apply by May 1, 2020 for notification of award by June 15, 2020 and by September 1, 2020 for notification of award by October 15, 2020.

Grant awards by hotels and venues will be made on an ongoing basis.

Review Criteria
All events must show the potential to generate overnight hotel stays and should include City hotel logos in their promotion. Applications will be assessed based upon criteria including, but not limited to the following:

1. Completeness of application
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Columbia businesses.
4. Ability of the event to project a positive image of the City of Columbia and to increase the visibility of Columbia tourism, attractions, and events.
5. Ability or potential of the event to attract overnight visitors.
6. Consistency of the funding request as related to the potential impact of the project.
7. The organization’s compliance with post-event reporting, if organization has previously been awarded Local Tourism Grant Funds.

How to Apply
Guidelines for the Local Tourism Grant Program and an application for the 2020 grant cycle can be found on the City of Columbia website at www.columbiaillinois.com/localtourismgrantprogram.

For more information on the Local Tourism Grant Program, or to receive additional assistance with completion of your application, please contact Sue Spargo, Assistant to the City Administrator, at sspargo@columbiaillinois.com or 618-281-7144, ext. 134.

This grant is funded by the transient guest tax paid by visitors who spend the night in hotels in the City of Columbia. It is collected by the hotels, and administered by the City of Columbia.
CITY OF COLUMBIA
LOCAL TOURISM GRANT PROGRAM APPLICATION “FORM A”
For Non-Profit Organizations Making Requests Equal To or Less Than $2,500

Name and Address of Applicant (Organization):

Organization Name: _____________________________________________

Applicant Name: ______________________________________________

Address: ______________________________________________________

________________________________________________________________

Contact Person:

Name: _________________________________________________________

Phone: _________________________________________________________

Email: _________________________________________________________

Event Information

1. Name of the Event: ___________________________________________

2. Date(s) of the Event: _________________________________________

3. Location of the Event: _________________________________________

4. Description of the Event and Purpose of Funding Request:

5. Funding Request Amount: ____________________________________

6. Projected Attendance for the Event: _____________________________

7. Expected Overnight Stays for the Event: _________________________
SUBMISSION INSTRUCTIONS

Please email completed form and associated application documents on or before **May 1, 2020** (first round) or **September 1, 2020** (second round) to sspargo@columbiaillinois.com and deliver a hard copy to:

City of Columbia
Sue Spargo
Assistant to the City Administrator
208 S. Rapp Ave.
Columbia, Illinois
CITY OF COLUMBIA
LOCAL TOURISM GRANT PROGRAM APPLICATION “FORM B”
For Hotel Properties and Venues Making Requests Equal To or Less Than $2,500

Name and Address of Applicant (Organization):

Event/Meeting Name: _____________________________________________

Hotel/Venue Name: _____________________________________________

Applicant Name: _______________________________________________

Address:

Contact Person:

Name: _________________________________________________________

Phone: _________________________________________________________

Email: _________________________________________________________

Event Information

1. Name of the Event: ___________________________________________

2. Date(s) of the Event: _________________________________________

3. Location of the Event: _________________________________________

4. Description of the Event and Purpose of Funding Request:

5. Funding Request Amount: _____________________________________

6. Projected Attendance for the Event: _____________________________

7. Expected Overnight Stays for the Event: _________________________
Grant Evaluation Criteria

The following criteria will be used to establish a priority for the awarding of grants. In the space provided, please provide your answer to each question. Be as brief as possible.

1. Why is this piece of business important to your hotel or venue? Provide any other reasons why you are seeking grant funding for this business. (Slow season, good peak, and possible return in rotation cycle for future business, etc.)

2. How many overnight stays will be generated from this meeting, event or tour?

3. What other area(s) and/or hotel(s) are competing for this business?

4. Identify the amount of room revenue, as well as any other revenues generated. (Food and beverage, free dining night out, free entertainment, etc.)

5. How will the money be used to win the business?

6. What concessions, discount assistance have you already offered? Specify in-kind or dollar amount.

Please attach supporting documentation including a Request for Proposal (RFP), area proposals, competition, etc. All applications will be evaluated on a point system.

Reporting

Reports from hotel(s) and venues must be submitted to the City of Columbia no later than 30 days after the event. These reports are subject to audit. Your final report must include economic impact, actual hotel rooms consumed, photo(s) of the event
(with attendees) for proof of performance, estimated hotel tax collected, likelihood of return and any other pertinent information.

**SUBMISSION INSTRUCTIONS**

Please email completed form and associated application documents on or before **May 1, 2020** (first round) or **September 1, 2020** (second round) to [ssargo@columbiaillinois.com](mailto:ssargo@columbiaillinois.com) or deliver to:

City of Columbia  
Sue Spargo  
Assistant to the City Administrator  
208 S. Rapp Ave.  
Columbia, Illinois
Form “C”
Local Tourism Grant Funding Agreement

This sets forth the agreement (“Agreement”) between the City of Columbia (“City”) and ___________________________ (the “Organization”), with its principal place of business at ___________________________, relating to the use of Hotel/Motel Tax Funds (“Funds”).

1.) Use of Funds
   The Organization agrees to use the Funds for the event/project described in the Local Tourism Grant Application. The Organization agrees that any Hotel/Motel Tax funds received can only be used to directly promote tourism and the convention and hotel industry, in accordance with State Statutes.

2.) General Terms
   a.) Location: The Organization agrees the Event must be located within the City of Columbia City limits or in sufficiently close proximity as to reasonably attract tourists to the City of Columbia.
   b.) Status of Organization: The Organization must be an organization or corporation governed by a board of directors. Applicant must also be in good financial standing and financial safeguards in place to protect public funds.
   c.) Promotional Materials and Sponsorship: The Organization agrees that any promotional material must contain City of Columbia hotel logos, which can be supplied by the City upon request. The Organization agrees to provide a copy of all advertisements for the Event/Project.
   d.) Audit: The Organization agrees the City has the right to audit the books or financial records of Organization if it receives Hotel/Motel Occupancy Tax revenues.
   e.) Notification Requirements: The Organization agrees to notify overnight lodging establishments in writing of the upcoming Event and provide the City with proof of that notification.

3.) Permits & Licenses
   If applicable, the Organization agrees to comply with all permits and license requirements of the event, and acknowledges the receipt of the Hotel/Motel Tax Grant is contingent upon a review of such by the Assistant to the City Administrator, Director of Community Development and Liquor Commissioner.
4.) Insurance
Any organization receiving Hotel/ Motel Tax Grant Funds for events being held on City property shall be required to meet the current conditions set forth in the City’s Code of Ordinances section 12.33.050 (Special Events - Insurance Requirements). Those requirements include the following:

- Certificate of Insurance naming the City as additionally insured in the minimum amount of $1,000,000 each occurrence and $2,000,000 general aggregate

In the event liquor/ beer is sold at the event, the Organization shall be required to meet the current conditions set forth in the City’s Code of Ordinances section 5.2.080 (Classification of Licenses- Fees). Those requirements include the following:

- Obtain a Liquor License Class H (Special Use Permit). Applicants must submit satisfactory proof that it will provide dram shop liability insurance to the maximum limits
- Obtain a Liquor License Class I (Special Event License). Applicants must submit satisfactory proof that it will provide dram shop liability insurance to the maximum limits

5.) Reporting and Reimbursement
The Organization is responsible for completing the “Post Event Report Form E” with the finalized information explaining the Hotel Occupancy Tax Revenues within 90 days of the Event. The Organization must provide receipts for review to affirm that the expenses comply with the stated purposes during the application process. The report will be reviewed by the Tourism Committee. Failure to submit the report may result in future funding disqualification.

6.) Termination
Either party may terminate this Agreement if the other commits a material breach of this Agreement; provided, however, that the terminating party has given the other written notice and the other party has failed to remedy or cure the breach within ten (10) days of such notice.

7.) Remedies
If the City terminates this Agreement as a result of the Organization’s breach, then in addition to any other remedies to which the City may be entitled by reason of such breach, the City shall have the right to the recovery of all Hotel Occupancy Tax Revenues distributed to the Organization upon request. In
addition, the City shall have the right to any attorney’s fees incurred in the recovery of Hotel Occupancy Tax funds given to the Organization.

8.) Venue
Venue for any dispute arising out of this Agreement shall be in Columbia, Illinois.

City of Columbia
By: ____________________________ By: ____________________________
Name: __________________________ Name: __________________________
Title: __________________________ Title: __________________________
Date: __________________________ Date: __________________________
Form “D”

Local Tourism Grant Waiver and Release of All Claims

Whereas __________________________________________ , (“Organization”) has applied for and been approved by the City of Columbia (“City”) for a grant of Hotel / Motel Tax funds for __________________________________________.

Now, therefore, in consideration of the grant of Hotel / Motel Tax funds from the City, Grantee hereby agrees that in the event that, or as a result of the program or event sponsored by the Grantee, the City is made a party defendant in any litigation or any claim or demand is made against the City, the Grantee shall defend, indemnify, and hold harmless the City, its officers, agent, commissioners, and employee individually and collectively, from and against any and all suits, claims, demands, set offs, or other actions, including but not limited to judgments arising therefrom. The obligation of the Grantee shall include and extend to payment of reasonable attorneys’ fees for the representation of the City and its said officers, agents, commissioners, or employees in any litigation or investigation and includes expenses, court costs, and all other fees associated with any litigation, claim, or demand, or appeal.

Organization / Grantee: __________________________________________

Signer: __________________________________________

Title: __________________________________________

Date: __________________________________________
Form E
Post-Event Report

Organization Information

Fiscal Year of the Event: 2020-2021

Name of the Event: 

Date(s) of the Event: 

Funding Amount Received: $ 

Contact Name: 

Contact Phone Number: 

Project or Event

The Organization is encouraged to attach copies of receipts, contracts, etc. which display the use of the grant funds received.

How were the funds actually used?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What was the actual percentage of the event’s costs covered by the grant? ____ %

If applicable, what were the estimated hours of “in-kind” services provided by city staff? ______

What was your actual (or estimated if necessary) attendance at the event? ______
Number of volunteers participating in the event? ______

How many room nights were generated at City of Columbia hotels by attendees at this event? ______

What issues, if any, could be better addressed in the future?

________________________________________________________________________

________________________________________________________________________

What method did you use to determine the number of room nights generated?

________________________________________________________________________

________________________________________________________________________

What marketing initiatives did you utilize to promote hotel stays for this event?

________________________________________________________________________

________________________________________________________________________

What marketing initiatives did you utilize to promote attendance at this event?

________________________________________________________________________

________________________________________________________________________

Please submit completed form to:

City of Columbia
Attn: Sue Spargo, Staff Liaison
208 S. Rapp Ave.
Columbia, IL 62236
# Local Tourism Grant Funding Application Evaluation - Grant Scoring Rubric

**Applicant Organization:**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Exemplary – 3 points</th>
<th>Adequate – 2 points</th>
<th>Needs Improvement – 1 point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completeness of Application</td>
<td>The plan is clearly outlined and identifies how the proposed funding would be used to promote tourism. All questions on the application are answered completely.</td>
<td>Either the plan is not clearly outlined, or the proposed use of funding is not identified.</td>
<td>The application is not completed in full, and key information is missing.</td>
</tr>
<tr>
<td>Growth</td>
<td>Proof is provided of the expertise to support the project. Project can be replicated. Evidence is provided of forward planning if project is reoccurring.</td>
<td>Proposal is convincing of success in future years. The project has potential of being an example to other organizations.</td>
<td>Expertise seems to be lacking, and the proposed project would be difficult to continue in the future, if stated as a recurring event.</td>
</tr>
<tr>
<td>Economic Opportunities</td>
<td>Proof is provided of the potential for out of market visitors to provide increased business opportunities at Columbia businesses</td>
<td>Proposal is convincing that out of market visitors will visit retail businesses in the City.</td>
<td>Proposal shows no evidence or potential of retail expenditures at Columbia businesses by out of market visitors.</td>
</tr>
<tr>
<td>Impact on Tourism</td>
<td>The proposal outlines how the project will reflect positively on the City of Columbia and its tourism efforts.</td>
<td>The proposal may reflect positively on the City of Columbia and its tourism efforts, but evidence is not provided.</td>
<td>There is no evidence that the project will reflect positively on the City of Columbia and its tourism efforts and the project could be considered controversial.</td>
</tr>
<tr>
<td>Overnight Visitors</td>
<td>Proof is provided that the project will attract overnight visitors and 10 or more hotel rooms will be booked at Columbia hotels.</td>
<td>Proof is provided that the project will attract overnight visitors and 5-9 hotel rooms will be booked at Columbia hotels.</td>
<td>No proof is evident that the project will attract overnight visitors and/or less than 5 rooms will be booked at Columbia hotels.</td>
</tr>
<tr>
<td>Financial Information</td>
<td>The funding request amount is consistent with the criteria provided for evaluation of funding.</td>
<td>The funding request amount higher than what is necessary according to the criteria provided.</td>
<td>The funding request amount is inconsistent with the parameters of the grant.</td>
</tr>
<tr>
<td>Post-event Reporting</td>
<td>Applicant has been awarded Local Tourism Grant Funds in the past and has completed all post-event reporting according to the Local Tourism Grant Funding Agreement, “Form C,” or applicant has not previously been awarded Local Tourism Grant Funds.</td>
<td>Applicant has been awarded Local Tourism Grant Funds in the past, but did not complete all post-event reporting according to the Local Tourism Grant Funding Agreement, “Form C.”</td>
<td></td>
</tr>
</tbody>
</table>

**Total points scored:** _____ / 21  
**TC Member:** __________________________