Columbia Convention and Visitors Bureau
Sports Development Fund
FY2012
Policies and Procedures

The Tourism Development Program (TDP) was started in 2000, when Columbia voted to increase the gross receipts tax on lodging by 2%, to a total of 4%. One-half of the increase (1%) was reserved for this program to fund festivals, sports and attractions that have the potential to generate overnight stays in local hotels. Since then, over $2.1 million has been awarded.

The Sports Development Fund (SDF) was started in 2006 when separate guidelines were developed to address the special requirements of sports related applications. The following guidelines set forth the criteria to apply for SDF. The primary purpose of the TDP is economic development; and all SDF applications must detail how the proposed event will do just that.

To ensure the success of your application, please note the following:

♦ Applicants must use the attached Application Form.
(You may attach additional information to your application, if necessary.)

♦ You may apply at any time during the year, but applications must be received at least 120 days prior to your event. However, your application will not be reviewed until the next scheduled Convention and Visitors Bureau Advisory Board meeting following the receipt of your application. Advisory Board meetings are held on the last Monday of every month. Once the application is reviewed, and if funding is granted, a recommendation will be forwarded to the City Council. The Council will review the recommendation and vote on funding. Please note that this process may take up to 45 days depending upon the date you submit your application and the date on which the Advisory Board reviews and votes on your funding request. City Council meetings are held on the first and third Mondays of each month but may be held on a Tuesday if the preceding Monday is a holiday.

♦ If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.

Applications will be reviewed by the Convention and Visitors Bureau Advisory Board and their funding recommendation will primarily be based on the following: Does the event generate overnight stays? Does the event occur during a lower occupancy period? Does the event have potential for growth? Does the proposed event budget seem reasonable (income vs. expenses) Are there other sponsors and proper promotions?

The City Council has final approval authority and has the option to override the Advisory Board's recommendations.

Application Assessment Process

Applications will be reviewed by the Convention and Visitors Bureau Advisory Board based upon a point system. Points will be awarded for: overnight stays, new event or repeat event, media coverage, retail expenditures, marketing & sponsorship plans, event time (season vs. off-season), organizational and budget plans.

The Advisory Board will make all funding recommendations based on the number of points awarded. If an application does not receive the **minimum points (25)** necessary for funding, it will be sent to the City Council with a "no funding" recommendation. The Council, however, has final approval authority and has the option to override the Advisory Board's recommendations.

Points for Overnight Stays: *(total points possible = 7)*

Confirmed Room Nights	**Awarded Points**
(For new Event: estimate room nights or provide supporting documentation from a similar event.)	
(For existing Event with expansion: provide supporting documentation for expansion portion only.)	
< 299	1
300 - 499	3
500 - 999	5
>1000	7

Points for Event Status:

NEW: *(range of total possible points 6-11)*

New Event	6
New Event to Columbia w/Solid History (additional points)	5

EXISTING: (total points possible = 5)

Existing Event w/Expansion & projected room nights >1000	5
Existing Event w/Expansion & projected room nights >500	4
Existing Event w/Expansion & projected room nights >250	3
Existing Event w/Expansion & projected room nights < 249 but greater than 100	2
Existing Event w/Expansion & projected room night of less than 100 but greater than 50	1

Points for Media Coverage: *(total possible points = 10)*
(Points awarded for highest level only)

Local	1
Regional	4
ESPN or other major national coverage	10

Points for Retail Expenditures: *(total possible points = 5)*

< $20,000	1
> $20,000 but <75,000	2
> $75,000 but < $150,000	3
> $150,000 but < $500,000	4
> $500,000	5

Points for Marketing Plan: *(total possible points = 4)*

* Well organized plan	1
* Reasonable for event and budget	1
* Implementation schedule	1
* Includes out-of-market reach	1

Points for Sponsorship Plan: *(total possible points = 9)*

* Has aggressively pursued sponsors	2
* Has well defined sponsorship plan	2
* Has developed sponsorship materials	2
* Has secured at least one major sponsor	3

Points for Repeating Events: *(total possible points = 3)*

* One time event with no renewal potential	1
* One time event with renewal potential	2
* Contract for two or more years	3

Points for Event Timing: *(total possible points = 3)*

* Event held during peak occupancy	0
* Event held during shoulder period	2
* Event held during low occupancy	3

Points for Organizational Plan & Budget: *(total possible points = 5)*

* Plan is well thought-out and organized	1
* Staffing and volunteer needs are addressed	1
* Well planned budget is reasonable for event	2
* Event logistics and set-up are addressed	1

Funding Guidelines & Percentage Allowed: The amount of funding you request should be within the following ranges: (100 room nights minimum.)

> 5000 room nights	Funding percentage and amount at board discretion.
>1000 room nights	Up to 70% of total budget Not to exceed $25,000
>500 room nights but <1000	Up to 60% of total budget Not to exceed $15,000
>250 room nights but <500	Up to 50% of the total budget Not to exceed $10,000
> 100 room nights but <250	Up to 50% of the total budget Not to exceed $7,500
Bid Fees	No set percentage. Funding and amount at board discretion.

Allowable Expenditures

◦ Site fees and other related costs
(Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up.)

◦ Trophies, medals and monetary awards

◦ Rights fees and Sanction fees
(Fees charged to host location to hold the event and fees paid to have the event officially recognized by the related national association.)

◦ Promotional materials, applications, registration forms – including postage.

◦ Bid Fees

Disallowed Expenditures

◦ General operating or administrative expenses

◦ Building, renovating or remodeling a facility

◦ Purchase of permanent equipment

◦ Hospitality or social functions

◦ Salaries other than those noted above

Multiple Submissions:

♦ No more than three (3) separate events may be funded by any one organization each year within the 12 months starting from the date the original application was submitted.

Repeat Submissions:

♦ New events may be funded for up to three (3) years. The amount of funding allowable *will be reduced by 25% each year* unless a new component is added to the event which makes it eligible as an expansion. Simply increasing advertising or marketing does not qualify as expansion.

Post-Event Summary Report:

All expenditures for items funded by SDF must be documented and a report must be received by the Convention and Visitors Bureau no later than 90 days following the last day of the funded event. The report should include a brief summary outlining estimated attendance, advertising placed to promote the event and a general assessment of the event which addresses its success and any concerns or recommendations for changes. Your report must also include:

a) Copies of checks issued for payment of services or items
b) Copies of corresponding invoices
c) Copies of any required contracts

If approved SDF funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the City. If approved SDF funds are less than the actual cost of the service or item purchased, the applicant is responsible for paying any amount in excess of the approved expenditure.

If, for any reason, you are unable to purchase an item or service as outlined in your application and approved in your SDF contract, you must notify the Convention and Visitors Bureau. You may request to substitute another item or service for that which you were unable to purchase.

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect funding of future applications.

COLUMBIA CONVENTION AND VISITORS BUREAU
SPORTS DEVELOPMENT FUND APPLICATION
FY2012

1. EVENT INFORMATION

Title:

Date(s):

Director:

Phone: **Fax:** **E-Mail:**

Address:

Event Contact person (if different than Director):

2. Brief description of Event & Sports involved:

3. Is this Event: Local □ State □ Regional □ National □ International □ Qualifier □
Youth □ Adult □

4. Was this Event secured through a bid process? Yes □ No □
(If yes, attached bid documents & award letter)

5. Proposed facility (ies):

6. Locations:

7. Has facility been secured? Contract signed □ Still Negotiating □

8. Amount of SDF funds requested:

Will this event be held regardless of SDF funding? Yes □ No □

9. Describe what SDF funds would be used for:

10. Total Estimated Room Nights:
(if estimating based on previous or similar events, attach any supporting documentation)

11. Total expected event participants: Local Out of County

Total expected family, friends, fans, etc.: Local Out of County

12. What is the overall event plan? (Include schedules, competition specifics, special events, etc.):

13. Summarize the marketing plan for the event. (Include all media and timelines and examples of out-of county marketing.):

14. Is there television coverage? No □ Yes □ Local □ National □
List stations (i.e., ESPN, NBC, etc):
Are you paying television production costs?
If not, who is?

15. Describe your sponsorship plan and efforts to secure sponsors. Attach sponsorship materials. (e.g. advertising in programs, website access, signage, etc.):

16. Will you require local community assistance? (i.e., volunteers, permits, etc):

17. Have you contacted area hotels? Yes □ No □

If Yes, which hotels?
(ONLY COLUMBIA HOTELS MAY BE USED IF FUNDING IS PROVIDED, UNLESS USAGE EXCEEDS LOCAL CAPACITY).

If No, can we assist you in securing hotels? Yes □ No □

18. Event History: (Must be completed even if event was held in Boone County)

Previous Location (city/state):
Previous Date(s):
Out of Town Event Participants: # Room Nights:
Host Hotel:
Economic Impact: $ (*Leave blank - CVB will calculate.)*

19. Total Event Budget (Income vs. Expenses):

Allowable Expenses:
1. Site fees and other related costs. (Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up.)

2. Trophies, medals & monetary awards

3. Rights and Sanction fees. (Fees charged to host location to hold the event and fees paid to have the event officially recognized by the related national association.)

4. Promotional materials, applications, registration forms – including postage.

5. Bid Fees

Disallowable Expenses:
1. General operating or administrative expenses.

2. Building, renovating or remodeling a facility.

3. Purchase of permanent equipment.

4. Hospitality or social functions.

INCOME:	Past Event		Expansion/New Event	
	Cash	In-Kind	Cash	In-Kind
Admissions:				
Sponsorships:				
Sales:				
Room Rebates:				
SDF:				
Other:				
TOTALS:				
GRAND TOTAL:				

EXPENSES:	Past Event			Expansion/New Event		
	Cash	*In-Kind*	*SDF*	*Cash*	*In-Kind*	*SDF*
Travel:						
Housing:						
Food:						
Sanction Fees:						
Site Fees:						
Rights Fees:						
Officials:						
Awards:						
Equipment:						
Rentals:						
Insurance:						
Postage:						
Security:						
Labor:						
Marketing/Promotions: (in county)						
Marketing/Promotions: (out-of-county)						
Transportation:						
Other:						
TOTALS :						
GRAND TOTAL:						

Please list those items you will fund with SDF monies in the "SDF Column". Total should equal amount requested.

BUDGET SUMMARY: Income - Expenses =

Total Expenses:

Amount of SDF Requested:

Percentage of Total Expenses by SDF:

Total Projected Economic Impact: $ _____(CVB will calculate)

21. Please list any other important factors or issues about his event that you feel we should know about:

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the SDF Policies and Procedures and, that all information included with our application is true and correct.

_____
Authorized Signature, Applicant

_____
Title

_____
Date

Federal ID Number (required): _____

Legal name of organization: _____

Address: _____

Phone: _____ Fax: _____ Web Site: _____

This organization is: Independently chartered □ Private □ Non-Profit □
Other (please describe) □ _____