



*This document sets forth guidelines and criteria for
Requests for Proposals
from the City of Columbia's
Convention & Visitors Bureau Tourism Development Program*

Events must commence after October 1, 2011 and
be completed by September 30, 2012.

MISSION STATEMENT

The purpose of the Tourism Development Festivals & Events Fund (TDFE) is to enhance or develop festivals and events which have potential to generate overnight visitation in Columbia hotels and motels.

FUND HISTORY

In November 1999, Columbia voters approved a 2% increase in the gross receipts tax on hotels and motels. One half of the increase is designated exclusively for marketing Columbia's tourism product. The second 1% is designated exclusively for the enhancement or development of festivals, events and attractions. In December, 1999, the City Council passed an ordinance providing for the expansion of the Convention and Visitors Bureau Advisory Board from seven members to twelve. The expanded Advisory Board was given authority to solicit proposals for the use of tax funds designated for festivals, sporting events and attractions and to make recommendations on the use of the funds to the City Council. The City Council retains final approval authority for all Tourism Development Program contracts.

**THIS IS A TOURISM FUND MADE POSSIBLE BY THE
COLUMBIA LODGING TAX.**

**EVENTS AND FESTIVALS APPLYING FOR THESE FUNDS,
MUST MEET & FOLLOW THE GUIDELINES AND CRITERIA**

Applications to the Tourism Development Festivals and Event Fund may be submitted on or before the deadline for each of the following quarterly review periods: **October 1, 2011, January 1, 2012, April 1, 2012 and July 1, 2012.**

Applications will be reviewed during the next scheduled Advisory Board meeting following each review period deadline. These meetings are held on the last Monday of the month, unless otherwise posted. **NOTE: Applications MUST be received at least TWO WEEKS before the scheduled Board meeting and at least 120 days prior to the first day of the event.**

After the Board has reviewed and voted on funding recommendations, CVB staff will send the information to the City Manager's office for placement on the next City Council meeting agenda. The City Council will have the final vote on funding recommendations. Council meetings are held on the first and third Mondays of each month.

Applications may be mailed, hand delivered, or emailed to: Julie Ausmus, Tourism Development Program Manager, Columbia Convention and Visitors Bureau, 300 South Providence Road, Columbia, Missouri 65203 or JAAusmus@gocolumbiamo.com

Once the final funding decision has been made, applicants will be notified. Successful applicants will receive contracts with instructions on exact items that were approved for funding, as well as information on invoicing and payments.

All materials submitted with proposals will become a matter of public record, open to inspection by any citizen, under RSMo Chapter 610.

This document can be downloaded from the Convention and Visitors Bureau's web site: www.visitcolumbiamo.com

Questions? Contact Julie Ausmus at 875-1231, or JAAusmus@gocolumbiamo.com

TDFE FUNDS MAY BE USED FOR:

1. Entertainment fees, e.g. musicians/singers compensation, meals & lodging. *NOTE: (Columbia "lodging tax" should be paid on any 'comp rooms' received by event organizer.)*
2. Exhibits or materials for special activities as a part of an event or festival.
3. Postage, purchase of mailing lists and the printing of event brochures.
4. Transportation for larger venues, i.e., carriages, wagons, shuttles, particularly if additional transportation options are needed to increase attendance.
5. Site fees, particularly if a larger site is required to accommodate event growth.
6. New web site development and/or enhancement. (Include specific plan with any bids/quotes received.)
7. Money for prizes to increase significantly the growth of the event.

The Advisory Board may recommend funding all or only part of requested items. **This list is not exclusive.** Proposals might include items that are not listed as eligible expenditures. All requests will be assessed and scored according to how well they meet the evaluation criteria and serve the mission of the TDFE Fund.

TDFE FUNDS MAY NOT BE USED FOR:

1. Any event expenses not approved for funding.
2. Salaries or other monetary compensation to event organization staff.
3. Real property or capital improvements unless, in the judgment of the board, the improvement is critical to the success of the project and the improvement's inclusion would significantly impact the event's ability to generate substantial overnight visitation. It is likely that applicants making such requests would be referred to the Tourism Development Program-Attraction Development Fund.¹ However, the Advisory Board will evaluate all requests and make recommendations to the City Council, based upon the application's overall merit and the events ability to increase overnight visitation.
4. Food and beverage.
5. Any entertainment that is not for the general audience of the event.
6. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application.
7. Interest or reduction of deficits or loans.
8. Operating expenses of the event such as field or facility rental unless the rental of a larger facility is required in order for the event to expand its attendance and exhibits or other event offerings. In such cases, the contract would be for the difference between the rental fee for the current facility and the rental fee for the new facility or site.

¹ Attraction Development Fund guidelines are available at the Convention and Visitors Bureau.

GUIDELINES

1. The maximum funding level for any single application is \$15,000.
2. An organization may submit more than one event application. Each application will be evaluated independently, based on the TDFE criteria.
3. All events must be held within ten (10) miles of the Columbia city limits.
4. Each application will be evaluated and assessed based on the TDFE criteria.
5. All events must show (or have shown) potential to generate overnight hotel stays. Your application will be assessed by considering the following:
 - a) Ability to attract overnight visitors during previous years.
 - b) Ability to draw visitors from outside Boone County
 - c) Ability of event to grow, with funding support, over two or more years.
 - d) Timing of event. More consideration will be given to those events which have potential to generate overnight stays when history shows that occupancy in area hotels would be 65% or less.
 - e) Food, beverage & retail expenditures by out of market visitors.
6. All events must be open to the general public. Event must not be exclusive in regard to attendance.
7. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
8. No event-related print, radio or television advertising may promote lodging facilities located outside the City of Columbia.
9. Conventions and exhibitions as a component of a convention, or business meetings are not eligible for funding. Convention services and support will be funded out of the CVB operating budget.
10. All event activities must comply with all ADA requirements.
11. The CVB will contract annually for a professional survey and assessment. Event organizers should contact the CVB at least 30 days prior to their scheduled event to arrange for survey times and locations. CVB surveys will deal only with questions related to event growth, overnight stays and food, beverage & retail expenditures from out of market. Organizations will be responsible for surveying other aspects related to their event.
12. Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect funding of future applications. Include copies of invoices and checks for TDFE related items ONLY in the final report. Please do not include invoices or copies of checks for items not funded by TDFE. (see next page for complete list of required post-event items.)
13. If, for reasons beyond your control, you are not able to complete the project for which the original application was submitted, you may submit a request to the CVB Advisory Board to replace the original project with another that is comparable in quality and scope. The request will be reviewed by the Board and submitted to the City Council for a vote.
14. If you can not complete the project for which TDFE funds have been allocated, you must notify the CVB as soon as possible. Failure to complete a project as submitted in the TDFE application may have an impact on future funding decisions and allocations. If you have spent a portion of the funds, you are still required to submit copies of invoices and checks with a final report. All unused monies must be returned to the CVB along with an explanation letter.

Convention and Visitors Bureau Tourism Development Program

CHECKLIST AND GENERAL INSTRUCTIONS

Please review your proposal and assure that all required documents are included and you have complied with all requirements. **Any omission could disqualify your proposal.**

- _____ Complete each item of each applicable section of the proposal.
DO NOT SKIP ANY INFORMATION WHICH APPLIES TO YOUR EVENT!
- _____ Have the Chief Official of your organization sign the proposal in **BLUE INK.**
- _____ Submit an **original and fifteen (15) copies of your completed proposal** and **one** copy of all supporting documentation listed below.

Proposals from Not For Profit Organizations:

- _____ Charter, Articles of Incorporation, By-laws.
- _____ IRS Determination Letter of non-profit status.
- _____ List of current Officers and Board members and terms.
- _____ Copy of financial statement of your most recent fiscal year.
- _____ Copy of most recent year's budget or *proposed budget* if this is a new event.
- _____ Letters of commitment from co-sponsors.

Proposals from For Profit Organizations:

(Any event initiated by a FOR-PROFIT organization must have a separate committee or board for governing and organizing the event). All of the following requirements apply to the event organization NOT to the for-profit organization:

- _____ Letter from financial institution confirming that a separate account has been established to receive and disburse funds only for the event for which the proposal is submitted.
- _____ Letters of commitment from co-sponsors, if applicable.
- _____ Copy of Financial Statement from most recent year event was held.
- _____ Detailed budget from prior year event was held and proposed budget for upcoming event, (both income and expenses).

APPLICATION FORM
TOURISM DEVELOPMENT FESTIVALS & EVENTS FUND
FY 2012

Event Name:

Event Dates:

Event Location:

Organization Name:

New Event

Repeat Event List previous TDFE funding amounts, if any:

1. Amount of TDFE you are requesting at this time?

2. Describe the specific project the funds will be used for?

3. Will your event be held with or without TDFE funding? Yes_____ No_____, why?

4. How will your project increase event attendance?

5. Who is your target audience?

6. How will your project draw more people from outside the local market or attract a new visitor audience?

7. How will your project increase overnight stays?

8. Have you contacted area hotels? Yes _____ No _____
If yes, which ones?

9. How do you plan to track overnight stays?

10. How will your project generate non-local press coverage for the event?

11. How will your project increase retail, food & beverage expenditures by out of market visitors and increase tourism overall?

12. If the event is held on a date when city occupancy is already high, describe how the event will extend visitor stays. Explain efforts made to move the event to a lower occupancy date and/or detail why such a move is not feasible.

13. Have sponsors been secured for this event? Yes _____ No _____

If Yes, explain:

Sponsorships: Cash: _____ Who? _____

Sponsorships: In-kind: _____ Who? _____

If no, Attach your sponsorship solicitation packet and describe what steps you have taken to secure additional sponsors for your event?

PROJECT BUDGET

(This should be a list of only the specific items that will be paid for by TDFE funds.)

1. Exhibits

a.		\$	
b.		\$	
c.		\$	
Total:		\$	

2. Entertainment

a.		\$	
b.		\$	
c.		\$	
Total:		\$	

3. Brochure, printed material & postage

a.		\$	
b.		\$	
c.		\$	
Total:		\$	

4. Transportation Costs

a.		\$	
b.		\$	
Total:		\$	

5. Materials for activities

a.		\$	
b.		\$	
c.		\$	
d.		\$	
Total:		\$	

6. Prize Money

a.		\$	
Total:		\$	

7. Other (Please be very specific in your description)

a.		\$	
b.		\$	
Total:		\$	

TOTAL PROJECT BUDGET: \$ _____

Total event budget: \$ _____

% of total budget represented by TDFE funds: _____

PROJECT DETAIL

“Project” is the specific portion of your event that you are requesting TDFE funds. If the project includes any of the following, please provide the requested information.

Exhibits

Briefly describe the exhibit. Include documentation of other exhibit costs, e.g. set-up, staging, labor, shipping, etc. Indicate: a) target audience, b) time frame of exhibit, c) any examples of successes with this exhibit in other venues.

Entertainment

Briefly describe the entertainment. Include documentation on other fees included in the cost of entertainment, e.g. set-up, staging, labor, shipping, etc. Indicate: a) target audience, b) proposed schedule, c) any examples of successes with this entertainment in other venues.

Brochure or Other Printed Material

If costs exceed \$2,000, include three (3) written estimates. Provide a brief description of the material and contents. Indicate: a) number of copies to be printed, b) size, c) number of pages, d) whether the material will be black & white or color, e) where and how material is to be distributed.

Transportation for Large Venues

Indicate how cost is assessed, i.e.; hourly, daily. Describe how the funding of transportation will increase attendance or expand the event venue.

Materials for Activities

List all materials and cost for each. If cost exceeds \$2,000, provide three (3) written estimates. Describe the target audience for each activity. Indicate when and where activity will take place.

Web Site Development & Enhancement

Describe the purpose of the proposed website or website enhancements. Please provide copies of your proposal if the project exceeds \$2,000.

Prize Money

Describe the criteria for winning such prize and copies of any advertisements for the prize.

Other

If you have requested funding for anything not covered under the Eligible Expenditures section, please provide a detailed description of the item/s, cost, target audience and any other information the Advisory Board might require to adequately assess the merits of your request.

POST EVENT SUMMARY REPORT
Documentation Procedures for TDFE Expenditures

1. All expenditures for items funded by TDFE must be documented.
2. All financial documentation must be received by the Convention and Visitors Bureau no later than 90 days following the last day of the funded event. Failure to do so will result in no future funding.
3. Documentation must include:
 - a) Copies of checks issued for payment of services or items
 - b) Copies of corresponding invoices
 - c) Copies of any required contracts
4. If approved TDFE funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the City.
5. If approved TDFE funds are less than the actual cost of the service or item purchased, the applicant is responsible for paying any amount exceeding the TDFE allocation.
6. If, for any reason, you are unable to purchase an item or service as approved in your TDFE contract, you must notify the Convention and Visitors Bureau. You may complete a request to substitute another item or service for that which you were unable to purchase.
7. A summary of the event must be submitted with the financial documentation. In addition, the summary must include:
 - a) Estimated attendance. Describe method used to estimate attendance.
 - b) Summary of advertising placed to promote the event. Include all placed, trade and in-kind.
 - c) General assessment of the event which addresses the event's success and any concerns or recommendations for changes.
8. If TDFE funds are used for website development or enhancement, provide a detailed summary of what was done.
9. TDFE funds may **ONLY** be used for items specifically approved in your TDFE contract.

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding TDFE expenditures as required.

Applicant Authorized Signature

Date

Print Name:

Title:

Email:

Name of Primary Contact & Email: (if different than above):

Legal name of Organization:

Name of Organization President/or Chair of Board:

Address:

Phone:

Email:

Web Site:

Federal ID Number (required):

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