



Convention and Visitors Bureau Tourism Marketing Grant

The tourism marketing grant is available for not-for-profit organizations based in Bowling Green, OH that are hosting tourism-related and community friendly events in Bowling Green. The highest priority for funding is events that generate over-night stays, create media exposure, increase area economic impact and generate awareness that Bowling Green is a wonderful destination. Please review the enclosed packet of information detailing who can apply and the application process.

Application Guidelines

The applicant agency must be a non-for-profit organization based in Bowling Green, OH. Funding may be requested for marketing, promotion and advertising expenses--not for administrative, equipment, capital improvements, or other costs. The total for an organization's grant is not to exceed \$500 per calendar year. Applicants must include the organization's total budget for the event or project and what other sources of funding they have or hope to secure besides the BG CVB support. Applicants may include relevant support materials with the application. Organizations that receive a grant must submit a final report and include invoices for expenses immediately after the event or project. This is a reimbursable grant where funds are released after receiving the final report and receipts showing qualified expenses.

Grant Process

The tourism marketing grant funds are available yearly as the CVB budget allows. A press release seeking applications begins the grant process in January each year. You can find the application packet on-line at www.visitbgohio.org. All completed application forms and support materials submitted to the bureau will be considered first come first serve basis as funds allow. You can submit via email to info@visitbgohio.org or by mail to: The Bowling Green Convention & Visitors Bureau, 119 E. Court St., Bowling Green, OH 43402. Phone Wendy Chambers at 419-353-9445 for more information. An ad-hoc committee of the BGCVB Board will review the grants and meet as needed. Their decision is final and funding is limited to the amount approved by the Board. Grant winners will be notified by the BGCVB Executive Director or their designee. Please remember that this is a reimbursable grant, so no funds will be released prior to receiving the paid receipts and final report.

Acknowledgement

If funded, your event or program must acknowledge the BGCVB as a sponsor on advertising materials.

**Bowling Green Convention and Visitors Bureau
Tourism Marketing Grant Application Form**

To ensure the success of your application, please ensure that your organization is a not-for-profit based in Bowling Green, OH and that the event will be held within the city limits of Bowling Green. Applications may be submitted anytime during a calendar year. Decisions will be made in 30 days. Applications will be reviewed with the following items in mind:

- Projected increase in tourism traffic in the city
- Total room nights estimated
- Overnight packages with Bowling Green hotels
- Projected impact on the local economy
- Media coverage likely

Basic Event Information

Name of Organization:

Is this organization based in Bowling Green?

Is this organization ___not-for-profit ___for profit

Organization mission and date it was formed:

Name of Event:

Proposed Dates:

Event Contact Person Phone Email:

Address:

City State Zip Code:

Website address:

Description of Event (attach a past brochure or flyer if available)

Proposed Venue:

Number of Participants Expected % In-State % Out of State:

Estimated number of total room nights:

Percentage of total room nights in Bowling Green:

Have you contacted BG hotels? (If yes, please list them) If not, can we help in securing hotel rooms?:

Event History

Please describe the growth and development of the event:

Previous location and dates:

Previous attendance and how determined:

Previous organizer Phone Email:

Total Room Nights and Hotels Used:

Event Budget

Please attach a detailed budget for the overall event including expenses and projected income. Please identify what portions of the budget you wish the BGCVB to cover. Note the \$500/grant limit.

Event Grant Funded Marketing Plan

Publication/Broadcast Outlet:

Issue or Air Date:

Distribution Location/ Circulation:

Estimated Cost of Advertising:

Final Information

What are the promotional benefits to the City of Bowling Green?

What are the economic impacts to the City of Bowling Green?

Are you seeking or currently have other sponsors? If so, please name:

Will this event be held without the funding and support of the BGCVB?

**Bowling Green Convention and Visitors Bureau
Tourism Marketing Grant
FINAL REPORT**

The final report is to document your grant activity for the BGCVB. It must be submitted to the BGCVB office within 30 days following the successful completion of the special event, project or program. Copies of invoices, printed materials, advertising tear sheets and media coverage must be included. You will not be reimbursed via the grant until this final step is completed and reviewed.

Please include the following in your final report:

- Organization Name and address
- Name of Event/Program
- Event Date(s)
- Event Contact including phone and email
- Website address

Please recap your event/program and include the following information:

- Number of participants including % instate and % out-of-state
- Total number of hotel room nights
- Percentage of room nights within the City of Bowling Green
- Outline successful and any unexpected results
- Provide a final event budget including income, expenses and net income
- Include marketing, advertising and promotion materials (invoice and tear sheet of each print ad showing publication name/date, invoice and script used for radio ads, invoice and screen shot of television ads and invoice and photo of the billboard for outdoor advertising)
- Outline any media coverage the event/program received
- Describe how the BGCVB received credit for assisting in the funding of this event/program
- List other grantors/sponsors of the event.
- An authorized official of the organization must sign and date the final report with this statement: *We certify that the facts documented in this report are true, and that the funds granted by the Bowling Green Convention and Visitors Bureau were spent as stipulated in the Grant Agreement.*

**Bowling Green Convention and Visitors Bureau
Tourism Marketing Grant Agreement**

This agreement, with the objective of promoting tourism in Bowling Green, OH, entered into on this date _____ by and between the Bowling Green Convention and Visitors Bureau, hereafter referred to as the "BGCVB", and the "Participant" who is listed as follows: _____ Whereas the Participant has requested financial assistance for the special event, project or program titled _____ and has furnished a true and acceptable budget for said project to the BGCVB, and Whereas the Participant's application is on file at the BGCVB offices, and Whereas, between the following dates of _____ the Participant shall successfully complete the above mentioned special event, project or program, Now Therefore, the BGCVB shall reimburse the Participant and amount not to exceed the sum of \$ _____ subject to the following conditions:

1. The Agreement is conditioned upon the availability of funds appropriate to the BGCVB or available to it from other sources.
2. In order to provide for the accountability of funds, the BGCVB shall reserve the right to conduct program evaluations and financial audits.
3. The Participant will submit the final report to the BGCVB offices within thirty (30) days after the completion of the special event, project or program. The Participant will provide documentation of the activities funded by the grant including but not limited to: copies of invoices, marketing materials, printed materials, a full budget of income and expenses and such other information as the BGCVB may reasonably require. Failure to comply with requests under this paragraph will result in the BGCVB cancelling the grant reimbursement. Organizations that do not comply with the term of the grant agreement will be exempt from future grant awards.
4. The Participant acknowledges that their organization will not be receiving any grant funds from the BGCVB unless and until the items in section 3 are submitted and properly reviewed by the BGCVB.
5. The BGCVB shall not be liable or responsible for any deficit arising from the special event, project or program. The Participant shall notify all person with whom the contract that the Participant shall be solely responsible for payment and shall not represent that the operation constitutes a joint financial venture with the

BGCVB. The Participant hereby agrees to and does assume all risk of claims heretofore or hereafter arising from any matters relating to this Agreement.

6. The Participant agrees to acknowledge the BGCVB as a sponsor or supporter of the Participant's event, project or program. This acknowledgement should appear on all promotional materials, advertisements, and on the Participant's website if applicable.

7. The Participant agrees to indemnify and hold harmless the BGCVB from any claims of any kind for injuries or damages which result from the making of any arrangement for said special event, program or project or in the performance of said activity.

8. No person shall be excluded from participating in, be denied the benefits of, otherwise be subjected to discrimination under any program, employment, activity, service regarding this Agreement on the basis of race, color, religion, sex, national origin, handicap, ancestry or age.

9. The Participant shall not assign the Agreement or any part thereof without the written consent of the BGCVB.

The acceptance of the terms of this agreement has been authorized by the governing body of the Participant and the undersigned representative has been authorized to act for the Participant in the administration of this special event, project or program.

Participant Representative Signature

CVB Representative signature

Name: Name:

Title: Title:

Date: Date:

Organization Federal Tax ID