



Rolla Area Chamber of Commerce & Visitor Center Tourism Partnership Grant Program

Statement of Purpose:

The Tourism Partnership Grant (TPG) is a reimbursement grant. Its mission is to advance the tourism economic benefit to Rolla by providing financial assistance to qualified partners for tourism initiatives that attract visitors from outside a 50-mile radius and encourage overnight stays at Rolla hotels. Funding for the Tourism Partnership Grant is made possible through the collection of a 3% Motel Tax dollars.

Grant Criteria and Guidelines:

Three types of grants are available at this time; applicant must apply for the grant module for which they qualify to request funding.

- *Level 1 - Up to \$500 for 1 day events that attract visitors outside a 50 mile radius with projections of booking 10 or less motel rooms.*
- *Level 2 – Up to \$1500 for 1 day events that attract visitors outside a 50 mile radius with projections of booking 11-25 rooms; or events that bring in tour buses.*
- *Level 3 - Up to \$3000 for events that held over a period of 2 or more days and result in 26 or more motel rooms booked.*

Organizations seeking TPG funds for their tourism related event may apply at any time during the year; however applications should be received at least 90 days prior to the event. Applications will be evaluated by the Tourism Partnership Grant Taskforce using a point system. Awards are granted pending approval by the Rolla Area Chamber of Commerce Board of Directors upon the recommendation of the Tourism Partnership Grant Taskforce. The grant is administered by the Rolla Area Chamber of Commerce and Visitor Center (RACC). TPG criteria and guidelines are as follows:

- *Event must be held within ten (10) miles of the Rolla city limits.*
- *Event must be open to the general public and cannot promote any political party or platform.*
- *Marketing/promotional materials that can include event sponsor logos/website links must reference Rolla's Tourism website (www.visitRolla.com) and/or include the official Rolla Chamber logo. **See logo requirements.***
- *A completed application and questionnaire with required documents (sponsorship solicitation information and event budget) must be submitted to the Rolla Area Chamber of Commerce.*
- *Applications must demonstrate efforts to market the event via the most economical methods to include electronic formats such as email and social media.*
- *The RACC authorizes the Tourism Partnership Grant Taskforce to review applications and recommend awards for action by the RACC Board of Directors. The Board shall vote and have sole authority in granting funds.*
- *A grant may be awarded for less than the amount requested, depending on the number of applications received and other factors affecting grant funding. The annual budget for the TPG is determined by the RACC Board of Directors.*



- *The applicant may be asked to appear before the Taskforce and make a presentation about the event.*
- *The organization must provide proof of liability insurance.*
- *It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant funds be considered part of the applicant's annual budget.*
- *An applicant/organization may only apply for grant funding once in a calendar year (January to December).*
- *If at any time projects are not being performed within the scope of the approved application and terms of this program, the subject grant will be cancelled and NO funds will be issued by RACC.*
- *Within 60 days following the event, applicant must provide a final report to the Rolla Area Chamber of Commerce and include the following:*
 - *Itemized list of expenses with copies of paid invoices*
 - *A summary of the event along with photo(s)*
 - *Estimated attendance, motel rooms booked and any other traceable information*
- *Grant funding is awarded on a reimbursement basis. Funds will be disbursed after the event, once the final report has been submitted and reviewed by RACC staff. Reimbursement requests must be for actual event expenditures only and are not to exceed award amount. Some expenditures may be eligible for disbursement prior to event at the discretion of the TPG Taskforce (up to 50% of the award); certain guidelines apply.*

Logo Requirements:

Event Website must contain the following logo and hyperlink:



Hyperlink:

www.VisitRolla.com

All printed materials must include the following logo:



Logo files can be obtained through the Rolla Area Chamber of Commerce.

Completed applications may be mailed or personally delivered to the Rolla Area Chamber of Commerce & Visitor Center. **Fax transmittals or e-mails will not be accepted.**

Rolla Area Chamber of Commerce & Visitor Center
1311 Kingshighway
Rolla, MO 65401

For questions regarding the application or grant process, contact the Rolla Area Chamber of Commerce at 573-364-3577.



**Rolla Area Chamber of Commerce & Visitor Center
Tourism Partnership Grant Application**

Name of Organization: _____

Contact Name: _____ Phone #: _____

Address: _____

E-Mail: _____

Name of Event: _____

Date of Event: _____ Event Location: _____

Is this a new event: YES NO If no, has the event previously been held in Rolla: YES NO

If no, please give the number of years this event has been held _____

Funding Level: _____ Funds Requested: _____

Please answer the following questions about the event (attach additional pages if needed):

1.) *Demonstrate how the event will generate overnight stays and document with projected hotel room reservations (10 points).*

2.) *Please describe the event. Description must be clear and concise and include: location, target audience, and market origin of attendees (5 points).*

3.) *Describe your marketing strategy for the event and include your efforts to market the event via electronic media (10 points).*

4.) *If the event is held on a date when lodging occupancy is already high (i.e. a holiday weekend), 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 (5 points).*

5.) *Describe efforts to draw people from outside the local market and/or attract a new visitor audience (10 points).*

6.) *Attach your sponsorship solicitation information and describe what steps you have taken to secure sponsors for your event (5 points).*

7.) *Describe how you will generate non-local press coverage for the event (5points).*

8.) *Please attach an outline of your event budget and note the expenditures for which grant funds have been requested (10).*

If the event is in its second year and beyond please complete the following questions:

9.) *Describe the event's previous economic impact on the Rolla area. Points will be assessed for increases in overnight stays, increased attendance, expenditures and other positive impacts on area tourism (10 points).*

10.) Describe your efforts to increase this year's event attendance and generate additional overnight stays (5 points).

Funding will be made according to evaluation of above questions and requested documentation using the following point system. Therefore, it is highly recommended you answer each question and provide all necessary documentation – sponsorship solicitation information (question 6) and event budget (question 8).

Point System for New Event

Total Points possible = 60

0-20points = Zero Funding

21-40 points = Possibility of partial funding by committee

41-60 points = Committee will make funding recommendation according to budget

Point System for Event in its 2nd year and beyond

Total Points possible = 75

0-25 points = Zero Funding

26-50 points = Possibility of partial funding by committee

51-75 points = Committee will make funding recommendation according to budget

Submitted by (please print): _____

Signature: _____ Date: _____

I verify that I have liability insurance for this event

Deliver or mail completed applications to:

*Rolla Area Chamber of Commerce and Visitor Center
Attn: Aimee Campbell
1311 Kingshighway
Rolla, MO 65401*