



## Tourism Grant Application

## General Information Sheet

### Tourism Funds

On September 17, 1991, the Mattoon City Council established a Tourism Committee to make recommendations to the City Council relative to the disposition and allocations of tourism funds generated by a Hotel-Motel Tax. Funds generated by this tax are to be **expended by the municipality for the promotion of tourism and conventions within the City of Mattoon or otherwise attract overnight non-residents.** The Committee consists of seven members appointed by the Mayor with the advice and consent of the City Council. A City Council member serves as an ex-officio member.

### How To Apply

1. Obtain an application online at [www.mattoon.illinois.gov](http://www.mattoon.illinois.gov) on the Tourism Department Page.
2. Fully complete the application and submit online, carefully reading the grant criteria. Questions or concerns should call the Tourism and Arts Office at 217-258-6286.
3. Grantees must contact the Tourism and Arts Office to arrange a meeting with the Tourism Director at least 60 days before requesting funds. This can be an in person meeting or by phone. Applicants can expect this to be a 10-15 minute meeting.
4. Additionally grantees must submit their grant application 30 days prior to meeting with the Tourism Committee to request funds.
5. Application **MUST** be submitted online. Any handwritten applications will not be reviewed.
6. A representative from the sponsoring group applying for the funds **MUST** make every effort to attend the application review process by the Mattoon Tourism Committee to answer questions from the committee.
7. Submit evidence seeking additional funding sources, such as foundations, matching grant programs, Department of Commerce and Community Affairs, Illinois Office of Tourism, etc.

**Evaluation Criteria** Grant application for Mattoon Tourism Fund shall be evaluated primarily on the following terms:

1. Overnight hotel stays give events a greater weight vs. day visitors.
2. The event compliments the best interest of the Mattoon Community.
3. The event or some portion of the event must occur within the city limits of Mattoon or otherwise attract overnight non-residents.
4. Provides economic impact for the Mattoon Community.
5. Be proposed by an organization (or an individual) that has/have an established history of successful accomplishments.
6. Be innovative in the promotion of the Greater Mattoon Community.
7. Enhances the visual environment that results in lasting positive impressions of the community.
8. One or more of the following is included:
  - a. A repeat of an event that has been successful in past years. This should not be interpreted however, as an ongoing means of funding an event. The



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ideal scenario is lending more funds to “new” or “young” events and gradually decreasing the amount as the event moves toward becoming self-supporting and profit making.

- b. An event that meets a need for greater attention, in the total spectrum of Mattoon attractions.

- 9. Note: Lower funding priority will be given to the application that enhances the reputation of an individual or business over the reputation of the community.

10. Eligible Uses for Mattoon Tourism Funds

- a. Advertising
- b. Entry Fees/Entertainment
- c. Hotel Rooms
- d. Transportation Expense
- e. Insurance
- f. Capital Improvements/City Facilities that encourage/enhance tourism
- g. Officials

11. Ineligible uses

- a. Concessions
- b. Souvenirs
- c. Equipment/Balls
- d. City Labor Costs

**Crediting City/Tourism Board for Funding Project**

The following statement will be incorporated on all printed material and/or television/radio marketing: **“Funding provided in part by Mattoon, Illinois Tourism”. The official logo of Mattoon Tourism shall also be used on printed materials.** Failure to include statement or logo will result in a total cost disallowance for the portion of the grant project.

**A follow-up report of any monies from the Mattoon Tourism Committee MUST be received within thirty (30) days after the event.** The follow-up summary is attached. Said report will consist of actual financial statements, samples of promotional materials, event statistics and/or the usage of Tourism money to promote tourism in the Mattoon Community. We invite you also tell us a story about your event, including quotes from visitors when possible. If a summary report is not received it may have impact on future funding.



## Tourism Grant Application

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Name of Event: \_\_\_\_\_

### How Event Promotes Tourism in Mattoon

How does your event promote tourism, conventions, and other events within the city?

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How does your event attract non-residents? Where will those non-residents travel from?

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If your application were accepted, how would the tourism funds granted be used?

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If there is revenue over expenses, how will those funds be used?

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## Tourism Grant Application

## Detailed Budget

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Sponsor: \_\_\_\_\_

	Actual Last Year 20__ OR First Annual Budget	Estimated Present Year 20__
<b>Income (Estimated)</b>		
Rental of Booths	\$	\$
Entry Fees/ Gate Receipts		
Donations/ Sponsorships		
T-Shirts and Souvenirs		
Food and Drinks, Etc.		
Mattoon Tourism Grant		
Other: (Explain)		
_____		
_____		
<b>Total Income</b>	\$	\$
<b>Expenses (Itemized)</b>		
Advertising		
T-Shirts and Souvenirs		
Food, Drinks, Etc.		
Labor Costs		
Entertainment		
Supplies		
Postage		
Rentals		
Insurance		
Other (Explain)		
_____		
_____		
<b>Total Expenditures</b>	\$	\$
Estimate Value of In-Kind Services (Explain)	\$	\$
_____		



**Financial Statement** (See Attached)

**Statement of Assurances**

Any funds received under this grant will be used for the purposes described in this application.

The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Title or Office Held: \_\_\_\_\_



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