



EVENT GRANT RULES – FISCAL YEAR 2021

Part of the City of Waterloo Hotel-Motel Tax Grant process

Experience Waterloo, on behalf of the City of Waterloo, is accepting grant requests for event-related projects that will have a positive impact on the tourism industry in Waterloo during Fiscal Year 2021 (July 1, 2020 – June 30, 2021).

The hotel-motel tax grants have been established to reach the following goals:

1. Recognize and support events that have a significant economic impact on Waterloo (35%).
2. Support organizations and activities that strengthen the perception of Waterloo (35%).
3. Make impactful projects possible with financial support from this process (25%).

Overall scores may be increased when an application demonstrates the following:

- Support applications that are clear, complete and well-thought-out.
*** Grants meeting either of the above criteria will have scores increased by 10 for each ***

Applications should specifically show how the event brings visitors to Waterloo, both for this event, and in the long-term. Grants aren't intended to provide long-term or operational support but are intended to support marketing and event efforts that help advance the above goals.

APPLICATION STANDARDS

- Visitor Event Grants may apply for no more than \$20,000.
 - Visitor Event Grants are defined as events that draw **greater than 50%** of its attendance from outside of Black Hawk County.
 - The top scoring grant each year MAY be fully-funded, based on Experience Waterloo board discretion, available funds, total applications and scores.
 - If first-time event, applicant must outline intent to track/measure out-of-county attendance.
 - If reoccurring or previously held event, applicant must outline method and result of tracking/measurement of out-of-county attendance.
- Community Events may only apply for a maximum of \$6,000 in funding through this grant.
 - Community Events are defined as events that are based in Waterloo, drawing **less than 50%** of its attendance from outside of Black Hawk County.
 - Events are allowed to apply in the Community Event category for only three years. After that time, the event must apply under the Visitor Event category or MAY only receive funding after Visitor Event and compliant Community Event grants receive funding. not receive funding.
- The Experience Waterloo Board reserves the right to assign funding levels in any particular grant cycle based on the total number of applications, total funds requested and total funds available.
- Applications must score a minimum of 70% to be eligible for funding.

APPLICATION REQUIREMENTS

- Applicants must have a Federal Employer Identification Number (FEIN) in order to apply.

- For-profit applicants should provide specific information demonstrating how grant funds will increase economic activity for the City of Waterloo.
- All project printed materials, signage or advertising must contain a logo provided by Experience Waterloo.
- In the event that the event(s) included in an application “materially change” from the original application, said application will be re-scored by the Experience Waterloo Board and funding will be adjusted appropriately based on the revised scoring percentage and how similarly scored applications were funded during the initial annual funding distribution.
 - A material change will be defined as a change to the economic impact of more than 25%. However, if the economic impact is greater than 25% but less than \$50,000, no adjustment will be made to the award.
- Applicants must show matching funds of 50% or more for the project. The grant will fund no more than 50% of the total project cost. Only funds directly involved with the project may be used as matching dollars. Organization’s operational funds may not be used to match the grant funds.
 - If the total project cost is less than what is provided in this application, the approved grant payment will be reduced and would fund no more than 50% of total project cost.
- Applicants must provide available sponsorship solicitation if available.
- Events must provide PDF version of existing budget if available. If PDF budget is not available, applicants should complete the budget section of the online application.

POST-EVENT RULES

- Grant funds will be paid only after the project has occurred and reimbursable expenses are confirmed with Experience Waterloo staff. Copies of invoices and proof of payment must be provided.
- Funds may be used solely for fundable items defined within this document. Any use of grant money for non-fundable items, as listed below, will result in total funding being reduced by the amount spent on non-fundable items.
- Funding must be used for the project designated on this application or funding may be forfeited. Any changes in the project must be approved prior to the project occurring.
- Funding is for events that occur between July 1, 2020 and June 30, 2021 only.

FUNDABLE ITEMS

- Advertising and marketing (Print/Electronic/Billboard).
- Direct mail campaign expenses related to the event/project. Includes materials, design and postage.
- Entertainment related to the event/project.
- Honorariums for speakers, officials, etc.
 - Travel expenses (including hotel rooms and mileage) may be included as allowable honorarium payments with prior approval from Experience Waterloo. Food and beverage costs are not allowed.
- Printed materials that promote visits to the event/project prior to the event occurring.
- Prize funds and/or purses
 - Prize money paid in cash must be acknowledged in writing by recipient(s) in order to qualify for reimbursement. No exceptions will be allowed.
- Travel shows
 - Funding for booth space and registration fees.
- Bid money for events, tournaments, conventions, etc.
- Basic facility rental costs
 - Costs such as food/beverage and staff time are not fundable.
- Event-related security and safety services.
- Marketing and design services.

- Transportation to and around Waterloo for the event.

NON-FUNDABLE ITEMS

- New construction, renovation, restoration, installation of new fixtures and other capital projects that are not event-specific.
- Annual operating expenditures.
- Professional services
 - Includes legal, engineering, accounting, auditing, consulting or other services not expressly listed as fundable.
- Salaries, wages or administrative fees.
- Travel expenses of staff and guests not expressly listed as fundable.
- Tangible personal property, including but not limited to, copy/fax machines, computer equipment, other office equipment or furniture, light fixtures, musical instruments, permanent collections and exhibits.
- Program books, trophies, medals, plaques, bumper stickers, table tents, shirts, hats, banners, flags, stationary, etc.
- Toll-free phone numbers, in-house postage, or material inventory.
- Membership solicitation materials and donations/contributions to sponsors.
- Reprinting of current brochures.
- Prizes for fundraisers, raffles, or events (including electronics, gift certificates, etc.).
- Interest or reduction of deficits or loans.
- Anything contrary to state or federal law or local ordinance.
- All food and beverage.

*** Project-related expenses that are non-fundable may be shown as matching funds ***

GENERAL INSTRUCTIONS

Grant applications are online at experiencewaterloo.com. The online application must be used or the application will not be considered. The application should be completed and submitted based on the deadlines listed below.

TIMELINE

February 11, 2020	Applications available on experiencewaterloo.com
March 11, 2020	Applications due to Experience Waterloo
April 2020	Board meets and makes recommendations to City Council
April/May 2020	Partners notified of funding results
July 1, 2020	Funds available after completion of project
30 Days Post Project	One hard copy AND one electronic copy of evaluation form/final report due to Experience Waterloo

Note: Awarded grant money will be distributed in full from the City of Waterloo approximately one month following the recipient's submission of one hard copy and one electronic copy of the completed project evaluation form for the funded project. Evaluations are to be returned within 60 days of the completion of the event or project. Failure to provide this final report will result in the delay or loss of grant funds. Failure to utilize grant funds for the use(s) provided in this grant application may result in funding being disallowed, reduced or delayed. Use of approved funds for non-fundable items will result in funding being disallowed or reduced.