

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY
Bureau of Tourism Tourism Private Sector Grant Program

I Purpose

Section 5 of the Illinois Promotion Act authorizes the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism to make grants to Illinois not-for-profit organizations, for profit entities, counties, municipalities and local promotion groups who match funds from sources in the private sector for the purpose of attracting and hosting tourism events.

II Intent

The intent of the Tourism Private Sector Grant Program is to assist in attracting and hosting tourism events such as major conventions, trade shows, sporting activities, or new or enhanced festivals with the potential to attract visitors from outside a 50-mile radius and to produce significantly increased economic impact for the State of Illinois through overnight stays.

III Funding

The grant can provide up to 50% of the eligible costs associated with attracting and hosting tourism events when the remaining 50% of the project cost is financed by private sector funds (i.e., non-government entities). Total project costs (grant and match) must be a minimum of \$20,000.

IV Eligible Applicants

The applicant can be an Illinois for-profit entity, county, municipality, not for profit entity, or local promotion group, as long as private sector funds can be demonstrated for the local match.

V Application Procedures

The Department shall supply interested entities with Application guidelines upon request. Applications under this program will be accepted on an ongoing basis beginning May 1, with grants awarded July 1 through the end of each State fiscal year, or until all appropriated funds have been awarded. Applications must be received a minimum of 60 days prior to the project initiation date in order to be considered for funding.

An Application will be considered delivered on the date it is postmarked or hand delivered to: Tourism Private Sector Grant Program, Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism, 620 East Adams Street, Springfield, Illinois 62701. Applications must be typed or computer generated using the current approved format provided by the Department, including **one original and four copies**.

VI Review of Applications

Within 30 business days after the Department receives the Application, the Program Manager shall notify the Applicant whether, after a brief review, the Application and attachments, if any are complete. This notice is not in any way an acknowledgment by the Department as to the adequacy of the substance of the Application.

If the Application and attachments are incomplete, the Applicant will be notified of the deficiencies and will have 20 days to cure any deficiencies. In the event the Applicant fails to cure all deficiencies within 20 business days, the Application will be considered null and void and returned to the Applicant.

Within 90 days from the date an application is determined to be complete, the Program Manager shall notify the applicant that the application has been approved or rejected. If the Application has been rejected, the Program Manager will state the reasons for that determination. A project must not be initiated prior to approval by the Department to remain eligible for Program funding.

VII Disbursement of Grant Funds

The first distribution or payment of grant funds may be an advance of up to 50% of the grant award. Thereafter, the payments are dual purpose in that they will be sufficient to cover the expenditures to date as well as the cash needs of the Grantee to further the project.

VIII Department Recognition

The Grantee must acknowledge the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism as a sponsor of the project/event. Grantees must follow specific instructions for logo usage that are included on the logo slicks that are provided with the Grant Agreement or included on the Web site at <http://www2.illinoisbiz.biz/graphics/index.html> or www.commerce.state.il.us/graphics. Digital files for all logos may be downloaded in both Macintosh and PC compatible formats along with easy to use logos in color and in black and white versions. Radio and television portions must include the designated logo as recognized through the Department of Commerce and Economic Opportunity: “**Illinois. Mile After Magnificent Mile.**” or, “In cooperation with the Department of Commerce and Economic Opportunity /Bureau of Tourism.”

Failure to include the current Department logo or appropriate identification on a portion of a grant project will result in cost disallowance for that portion of the project. Failure to utilize the Department logo correctly (e.g. size, placement etc.) will result in a 10% deduction of the total project cost.

IX Eligible Projects and Activities

Activities eligible for funding include, but are not limited to, the following costs associated with attracting and hosting new events:

- 1) Advertising/Marketing activities directed toward areas outside of 50 miles from the event;
- 2) Transportation and housing;
- 3) Prize/Award money;
- 4) Building or equipment rental;
- 5) Receptions and banquets;
- 6) Registrations
- 7) Entertainment and speakers;
- 8) Programing;
- 9) Photography, postage and printing;
- 10) Audiovisual;
- 11) Telemarketing;
- 12) Promotional items; and
- 13) Temporary staff.

Costs associated with hosting existing or repeat events will not be eligible unless documentation can be provided that the event was secured in direct competition with other states, or significant enhancements will be made to the event to increase the attendance from outside 50 miles.

X Ineligible Projects and Activities

Activities that are ineligible for funding include, but are not limited to, the following:

- 1) Developing or making permanent improvements to facilities;
- 2) Purchase of equipment;
- 3) Normal payroll or operating expenses; and
- 4) Purchase of alcoholic beverages.

XI Matching Funds

The Grantee shall provide matching funds to the total project cost which:

- 1) Are identified in the application budget, and if approved in the budget of the grant agreement;
- 2) In no case shall be less than an amount equal to the grant award or 50% of the total project cost;
- 3) Are not other government funds or funds used to match any other grants; and
- 4) Are necessary and irrevocably obligated to the Project.

Allowable Match includes:

- 1) Private Sector Funds - Grant Funds must be matched with dollar-for-dollar cash funding from the private sector; and
- 2) In-kind contributions from the private sector upon which the value is easily documented (i.e., hotel services, transportation company services, etc.) not to exceed 25% of the match.

Unallowable Match Includes:

- 1) Costs incurred or funds expended prior to the date of the grant award;
- 2) Post project costs;
- 3) Funds from sources other than the private sector (although they may be used to further the project);
- 4) Funds used as match for other grant programs; and
- 5) Normal operational expenses such as payroll costs, office and equipment rental, utilities, etc.

XII Private Sector Match Commitments

Match funds must be available to the project by the date of the grant award. The amount available for matching purposes must be expended during the grant period under the control of the key project officer. To document each private sector match contribution, a written letter of commitment on official company letterhead must be provided from each source.

The signed commitment letter must include:

- language that indicates funds have been committed by a private sector source empowered to commit the matching funds,
- a specific dollar amount,
- any contingencies on the availability of funds, and
- a signature of the authorized official.

XIII Application Evaluation and Selection Process

The Department's internal review committee will conduct an evaluation of the Application. The criteria used in determining whether an Application will be considered for a grant award includes, but is not limited to the following:

- Is the event being held within 30 miles of an area with supporting visitor services?
- Are the costs itemized on the budget reasonable and necessary to hold the event?
- Will the event be marketed to visitors from outside 50 miles?
- Will the event attract more than 5000 visitors from outside a 50-mile radius?
- Will the event generate media coverage outside the local area?
- Will the event increase visitation, length of stay and/or tourism expenditures from outside 50 miles?
- Are there established tracking and evaluation measures for the event?
- Will the event generate a Return on Investment (ROI) of a minimum of \$1:\$1 in state tax revenues?
- Will the event have a significant impact on the area's overall tourism efforts?
- The overall effectiveness of the project.

Each of the above criteria will be rated from 1-10 points, with 100 points possible. Up to 10 points may be deducted from the overall score based upon applicant's most recent grant performance in the areas of accountability, timeliness, and effectiveness. An application must receive a **minimum of 40 points** to be considered eligible for funding. The review committee will forward all eligible applications together with its recommendations to the Director for final determination.

Grant funds will not be used to assist one community in attracting an existing Illinois event from another Illinois community. If multiple Illinois entities apply for costs associated with attracting the same event, no entity will receive grant funds for the attraction of that event. If an Illinois entity is successful in its bid and gets the event, grant funds may be available to that entity for the hosting of the event.

XIV Reports

Grantees must submit on at least a quarterly basis, and more often if requested by the Department, expenditure activity reports showing the financial status of the project, and a final narrative report on outcomes and results of the grant supported event/project.

XV Illinois Promotion Act Program Definitions

The following definitions are applicable to the Illinois Promotion Act Programs, including but not limited to, the Tourism Private Sector Grant Program:

“Act”: means the Illinois Promotion Act [20 ILCS 665]

“Agreement”: means a written document executed between the Grantee and the Department defining the rights and obligations with respect to the Project.

“Applicant”: means an organization, unit of local government or other eligible entity submitting a written request for program funds appropriated to the Tourism Private Sector Grant Program.

“Application”: means a written request for program funds containing the required information and attachments.

“Bureau of Tourism”: means that division of the Department which has the delegated authority to perform all administrative functions relating to the Act.

“Department”: means the Department of Commerce and Economic Opportunity.

“Director”: means the Director of the Department of Commerce and Economic Opportunity.

“Economic Impact”: means the direct financial result of visitor spending at a tourism destination, attraction or event.

“Eligible Project”: means a project that is eligible for funding as defined in the Program’s application guidelines.

“Fiscal Year”: means July 1 through June 30, the fiscal year of the State of Illinois.

“Grant Amount”: means an amount that the Department shall pay to a Grantee for its use on an eligible project.

“Grantee”: means an Illinois county, municipality, not for profit organization, local promotion group or for-profit business that has been awarded a Tourism Private Sector Grant.

“Ineligible Project”: means a project that is ineligible for funding as defined in the Program’s application guidelines.

“Local Promotion Group”: means any nonprofit corporation, organization, association, agency or committee thereof formed for the primary purpose of publicizing, promoting, advertising or otherwise encouraging the development of tourism in any municipality, county or region of Illinois as described in the Act.

“Matching Funds”: means the portion of the Total Project cost that is provided by the Grantee that is not funds from other Department funded grant programs or used to match any other grant, and is necessary and irrevocably obligated to the Project.

“Municipality”: means “municipality” as defined in Section 1-1-2(1) of the Illinois Municipal Code [65 ILCS 5/1-1-2(1)].

“Private Sector”: means any non-governmental entity.

“Program”: means the Tourism Private Sector Grant Program.

“Project”: means the activity or program of activities described by the Applicant in the Application and approved by the Department.

“Total Project Cost”: means all necessary and reasonable costs related to the completion of the Project as identified in the budget of the application, and if approved, the budget of the Grant Agreement.

“Tourism”: means travel 50 miles or more one-way or an overnight trip outside of a person’s normal routine.

“Tourism Attraction”: means fishing and hunting areas, State parks, historical/cultural sites, areas of historic or scenic interest, museums, recreation area, botanical garden, theme/amusement parks, interpretive programs and other facilities or businesses which attract or serve visitors that are open to the public for a minimum of 100 days per year (if the tourism attraction is entirely event driven, then it shall be open a minimum of 200 hours per year), and are marketed and promoted to visitors from more than 50 miles away.

“Tourism Event”: means an event such as major convention, trade show, sporting activity or festival with potential to attract visitors from outside a 50-mile radius and to produce significantly increased economic impact for the State of Illinois through overnight stays.

XVI Application Instructions

Carefully read and review the above program Guidelines and following Application Instructions prior to completing the application. This application has been designed to present your project information in such a manner as to allow the Department to effectively review and evaluate the project to determine grant funding eligibility. Incomplete application information or deviation from the required format will result in delays in the evaluation process.

Application **must not** be submitted in binders or notebooks. An **Application Cover Page** (similar to the example on the following page) containing all of the information requested in numbered **items #1 - #7** and the signature of an Authorized Official must be attached to each copy. The **Required Grant Application Information** in numbered **sections #1 - #10** must each be **addressed on separate sheets of paper** and, along with required attachments, stapled in numerical sequence to the Application Cover Page. **One original and four (4) copies** of the application document must be received at least 60 days prior to the project initiation date.

Applicants are encouraged to contact their local Convention and Visitors Bureau or Regional Tourism Development Office for assistance in completing this application and to gather information that may be included to enhance the proposed project and facilitate evaluation to the potential economic impact of the proposed project to the State.

Send completed applications to:

Manager, Tourism Private Sector Grant Program
Illinois Department of Commerce & Economic Opportunity
Bureau of Tourism
620 East Adams Street
Springfield, Illinois 62701

TOURISM PRIVATE SECTOR GRANT PROGRAM
(APPLICATION COVER PAGE)

1. Name of Applicant : _____
- Authorized Official's Name: _____ Title: _____
- Address: _____
- City: _____ 9-Digit Zip Code: _____ - _____ (Required)
- Telephone #: _____ Telefax #: _____
- E-Mail Address: _____ F.E.I.N.: _____
(Federal Employer I.D. Number)
- Legal Status (Check one): Government Unit _____ Not-for-Profit _____ For Profit _____
- Is your entity required to register with the Illinois Attorney General? Y___N___
If yes, please attach a copy of your Letter of Good Standing.
- Is your entity required to register with the Illinois Secretary of State? Y___N___
If yes, please attach a copy of your Certificate of Good Standing.
- County: _____ U.S. Congressional District #: _____
(Location of Event)
- Illinois Senate Dist. #: _____ Illinois House Dist. #: _____

2. Project Contact Person: _____ Title: _____
- Daytime Telephone: _____ FAX: _____
- Email Address: _____

3. Project/Event Title: _____

4. Date of Event: _____

5. Anticipated Project Initiation and Completion Date:
- From: _____ To: _____
(The project may not be initiated prior to the Department's approval in order to remain eligible for grant funding. A grant period can be up to 24 months).

6. Estimated Total Project Cost: \$ _____

7. Grant Amount Requested: \$ _____ = _____ % of Total Project

To the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body of the applicant organization.

Signature of Authorized Official Title Date

This state agency is requesting disclosure of information necessary to accomplish the statutory purpose outlines under 20 ILCS 605/605-1 et.seq. Disclosure of this information is REQUIRED. Failure to provide any information will result in the application not being processed. This application form has been approved by the State Forms Management Center. IL420-0815 (04/01)

TOURISM PRIVATE SECTOR GRANT PROGRAM APPLICATION

Required Grant Application Information

EACH OF THE FOLLOWING NUMBERED GRANT APPLICATION INFORMATION SECTIONS NUMBERED #1 = #10 MUST BE ADDRESSED ON SEPARATE SHEETS OF PAPER AND INCLUDED IN THE APPLICATION DOCUMENTATION ATTACHED TO THE COVER PAGE.

1. Where will the event be held? Briefly describe the visitor services that are available within 30 miles of the location of this event (such as accommodations, restaurants, and shopping, recreational and cultural activities). If this event has been held before, please state when and where. In addition, please provide a brief history of the applicant organization, how long the organization has been in existence and its experience in conducting similar events that have generated economic impact to the area.
2. Provide the attendance for the event the last time it was held (if applicable). If this is a new event, please provide the anticipated attendance. Please state how much of the attendance at this event will be from a distance greater than 50 miles. In addition, please indicate the number of anticipated overnight stays.
3. Describe in detail the process you had to take to secure this event and who was the competition. If this is a festival that has been held before, provide in detail the significant enhancements you will be making to the event to attract more visitors from a distance greater than 50 miles or overnight.
4. Describe how you will market the event to visitors and participants (if applicable) from outside 50 miles and describe any media coverage that will be generated from outside the local area.
5. Detail how you will track the event attendance and the origin of the event attendees.
6. Please provide an estimate of how many visitors you anticipate will spend the night due to the event and what you estimate will be the average length of stay of most attendees at the event. In addition, please provide the estimated economic (financial) impact of this event overall so that we can better determine the Return of Investment.
7. Using the following Project Budget categories, provide an **itemized budget breakdown** for the project/event showing anticipated Income/Revenue and Expenses: Income/Revenue (*i.e., Corporate Sponsorships, Sales Revenues, Ticket Sales/Gate Receipts, Concession Fees, Grants*); Administration Costs (*i.e., Temporary Staff, Telephone, Postage, Computer Rental, Legal Fees, Accounting, etc.*); Purchase of Services (*i.e. Event Insurance, Entertainment, Security, Receptions/Banquets, Sound/Audiovisual, Transportation, etc.*); Marketing/Promotional Costs (*Newspaper/Magazine/Radio/Television Advertising, Event Programs, Printing, Brochures, Promotional Items, etc.*); Equipment/Facility Rental (*Arena Rent, Banquet Room Rent, Two-way Radio Rent, Bleachers Rent, etc.*), and Other Project Costs (*must specify*). Applicant must identify which cost items listed in the itemized budget will be paid with grand funds and which cost items will be paid with private sector matching funds (*please see example on page 9 and use blank form on page 10 to complete your budget.*)
8. Provide a listing of all sources of private sector match, indicating the type of match committed (*cash or in-kind*), the dollar amount of each commitment, and attach copies of the signed commitment letters.
9. Describe the event in detail, providing a visualization of the necessary activities that the applicant will be required to perform in order to conduct the event. Also provide a project implementation schedule that identifies timelines for major project milestones and/or activities, specifying the anticipated start and end date of each of these activities.

EXAMPLE
BUDGET CATEGORY BREAKDOWN

Anticipated Income Revenue:

Corporate Sponsorships	\$125,000
Advance Ticket Sales	\$50,000
Tourism Private Sector Grant	\$50,000
Total Revenue:	\$225,000

Anticipated Grant/Match Costs:

Administrative Costs:	Grant Cost	Cash Match Cost	In-kind Match
Temporary Staff	\$10,000	\$10,000	\$0
Telephone	\$0	\$500	\$0
Travel	\$0	\$1,000	\$0
Legal/Accounting	\$1,000	\$0	\$500
Total Admin:	\$11,000	\$11,500	\$500

Purchase of Services:			
Sound/Lighting	\$10,000	\$0	\$0
Catering/Hospitality Tent	\$5,000	\$10,000	\$0
Event Insurance	\$0	\$12,500	\$0
Entertainment	\$0	\$15,000	\$0
Total Services:	\$15,000	\$37,500	\$0

Marketing/Promotions:			
Graphics Design/Printing	\$0	\$5,000	\$0
Newspaper Advertising	\$12,000	\$0	\$0
Radio/Television Ads	\$0	\$36,000	\$0
Banners/Signs	\$0	\$0	\$20,000
Total Mktg/Promo:	\$12,000	\$41,000	\$20,000

Leasing/Rental Fees:			
Bleachers/Fencing	\$0	\$18,000	\$0
Total Leasing/Rent:	\$0	\$18,000	\$0

Other (specify)			
Prizes	\$10,000	\$10,000	\$0
Trophies	\$2,000	\$1,500	\$500
Total Other:	\$12,000	\$11,500	\$500

Total Costs:	\$50,000	\$119,500	\$21,000
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TOTAL PROJECT COST:

\$190,500

BLANK BUDGET CATEGORY BREAKDOWNS

Anticipated Income Revenue:

Corporate Sponsorships	
Advance Ticket Sales	
Tourism Private Sector Grant	
Total Revenue:	

Anticipated Grant/Match Costs:

Administrative Costs:	Grant Cost	Cash Match Cost	In-kind Match
Total Admin:			

Purchase of Services:			
Total Services:			

Marketing/Promotions:			
Total Mktg/Promo:			

Leasing/Rental Fees:			
Total Leasing/Rent:			

Other (specify)			
Total Other:			

Total Costs: _____

TOTAL PROJECT COST: