



Dixon Tourism Grant 2018

Application

The mission of Dixon Chamber of Commerce and Main Street is:

“For the betterment and growth of Dixon, The Dixon Chamber of Commerce and Main Street advocates for our businesses, community, and visitors by promoting economic development, cultural programs, civic engagement, and historic preservation.” And in that spirit, we are pleased to offer the Dixon Tourism Grant in partnership with the City of Dixon for 2018. This grant is intended to support tourism-related activities and organizations in Dixon.

Applications are due by 5:00 p.m. on December 29, 2017. The applications will be reviewed by a committee and funding will be awarded based on availability and the scoring criteria set out below. Not all applications may be granted funding. Grant recipients will be announced at the Dixon Chamber of Commerce and Main Street awards ceremony in February 2018. Complete the entire application. Incomplete applications will be ineligible for review or funding. Contact Stacey Colledge with questions: 815.284.3361, stacey.colledge@dixoncc.com

Program Overview

The Dixon Tourism Grant (DTG) program funds tourism-related activities including but not limited to marketing initiatives, meetings, and events. The DTG can be utilized for administrative costs to implement tourism activities. Applications are available once a year.

Eligibility

Only applicants that are club, group, or business members in good standing with the Dixon Chamber of Commerce and Main Street may apply. Applicants must be a tourism-related entity either based in Dixon, IL or conducting business in Dixon, IL. This includes nonprofits, for-profits, clubs, organizations and groups. Applicants may only submit one application per funding cycle.

Funding

Minimum Grant Request: \$500

Maximum Grant Request: \$10,000

Application Supplemental Documentation

A budget table, documentation of project expenses, a written documentation establishing the amount and the source of the required 25% cash match, are required. Documentation must reflect the grant request is no more than 25% of the applicant's annual operating budget and/or is consistent with implementing the project, which includes vendor quotes, bids, advertising rate sheets, and invoices. Documentation must reflect the grant request + the cash match. The applicant's W-9 is also required.

Eligible Expenses

All project expenses (grant request + cash match) must directly relate to the implementation of a tourism-related activity such as a marketing initiative, meeting, project or event and be incurred within the calendar year for which grant funding is being requested (January – December 2018). Examples of eligible expenses include but are not limited to:

- The costs associated with executing marketing tactics and strategies including planning, design, and production of advertising, print materials, digital tools, and exhibits for tourist-focused shows.
- Payments to speakers or entertainers, supply vendors, venue rental, and equipment rental for tourism-related activities.
- No more than 25% of the applicant's annual operating budget for requests for operational funding of a tourism related entity.

An expense that does not directly relate to the project is ineligible for grant funding. Examples of ineligible expenses include:

- Vertical infrastructure
- Land acquisition
- Brick and mortar improvements
- Equipment and software
- All travel, meal, and lodging costs of staff and contractors
- Alcoholic beverages
- Solicitation efforts
- Lobbying fees
- Prizes given to participants or attendees

Scoring Criteria

Eligible applications receive a score between zero and 100 points:

- Project Information - 20 points
- Economic Impact & Ability to Promote Tourism Industry Growth - 20 points
- Innovation - 20 points
- Financial Need - 15 points
- Sustainability - 10 points
- Budget - 10 points
- Collaboration - 5 points

Describe how your project either markets tourism in Dixon or is a tourism-related event. Tourism is defined as a site/event that attracts people from beyond a 20-mile radius or people who spend the night away from home. No more than 150 words.

Describe the timeline for your project. No more than 150 words.

Explain how you will use grant funds. No more than 150 words.

How will you acknowledge the City of Dixon and Dixon Chamber of Commerce and Main Street for its investment in your project? No more than 150 words.

Briefly outline your organization's marketing strategy, including targets and distribution plans. How does this project fit your strategy? No more than 200 words.

What will be the economic impact of your project locally? No more than 200 words.

How you will measure the impact of your project? No more than 200 words.

Is this a new event or marketing initiative?

Yes No

Describe the innovative qualities of your project. No more than 175 words.

Will your project go forward without this grant?

Yes No

What other funding sources have you pursued to fund this project?

What plans are in place to ensure your future sustainability? No more than 150 words.

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If this is a collaborative project, list each partner and explain their role.

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Your attached budget table should list all eligible expenses that are part of the grant request. Identify expenses that will be paid with grant funds and the cash match. WHOLE DOLLAR AMOUNTS ONLY.

Examples of Documentation of Project Expenses:

Bids, quotes, invoices, etc. for each expense listed in the budget table above.

Cash Match Letter Upload documentation establishing the amount and source of the required 25% cash match. PDF Only.

Minority Impact Statement

Applicant Organization's W-9