



2019 Dixon Tourism Grant Guidelines and 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 2019. This grant is intended to support tourism-generating activities and organizations in Dixon.

Applications are due by 5:00 p.m. on December 28, 2018. 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 DCCMS Best of Dixon awards ceremony in February 2019. Complete the entire application. Incomplete applications will be ineligible for review or funding. Contact Stacey Colledge or Matthew Lenox with questions at the Dixon Chamber of Commerce & Main Street; 815.284.3361.

Program Overview

The Dixon Tourism Grant (DTG) program funds tourism-generating activities including but not limited to marketing initiatives, meetings, and events. The DTG is a reimbursement or vendor-direct-payment grant, in which funds are paid upon proof of expenses associated with the proposed project. The DTG may be utilized for administrative costs to implement tourism activities. Applications are available once a year.

Eligibility

- 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 must be club, group, or business members in good standing with the Dixon Chamber of Commerce and Main Street or will become members should they be awarded grant money. If you are not currently a member of Dixon Chamber of Commerce and Main Street, please inquire about our membership fee structure by contacting Jonna Russell at jonna.russell@dixonnow.com or call 815.284.3361.
- 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-generating 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 2019). 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.

Expenses that do not directly relate to a tourism-generating activity are 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
- Merchandise for resale

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

If you have any further questions, please contact the Dixon Chamber of Commerce & Main Street office at 815.284.3361 or email Stacey.colledge@dixonnow.com or Matthew.Lenox@dixonnow.com.

2019 Dixon Tourism Grant Application

Completed applications are due by 5:00pm on December 28th, 2018. Incomplete applications will be ineligible for review or funding. Please attach additional sheets as needed and return the entire application to:

Dixon Chamber of Commerce & Main Street, Inc

87 South Hennepin Ave,

Dixon, IL 61021

Or email it to stacey.colledge@dixonnow.com

Applicant Organization *	
Contact Person *	
Address *	
Phone Number*	
Email *	
Project Completion Date (Between 1/2019 and 12/2019)	
Grant Amount Requested	
Total Cash Match (Must be at least 25%)	
Total Project Cost	

Describe your project. Include in your description an explanation of how you will use the grant funds, any innovative qualities of your project, or how it might impact minorities. Please limit to 800 words or less. Attach an additional sheet if needed.

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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. Please limit to 150 words or less.

Describe the timeline for your project. Please limit to 150 words or less.

How will you acknowledge the City of Dixon and Dixon Chamber of Commerce and Main Street for its investment in your project? Please limit to 150 words or less.

Briefly outline your organization's marketing strategy, including targets and distribution plans. How does this project fit your strategy? Please limit to 300 words or less.

What will be the economic impact of your project and how will you evaluate the impact of your project? Please limit to 300 words or less

Will your project go forward without this grant?

Yes No

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

Is this a new event or marketing initiative?

Yes No

If this is a recurring project, what plans are in place to ensure your future sustainability? Please limit to 150 words or less.

If this is a collaborative project, list each partner and explain their role. Attach an additional sheet if needed.

Please include the following with your application:

1. A budget table listing all eligible expenses that are part of the project. Identify expenses that will be paid with grant funds and the cash match. WHOLE DOLLAR AMOUNTS ONLY.
2. Include any available examples of documentation for project expenses including bids, quotes, invoices, etc. for each expense listed in the budget table above. If not available, please note it on the budget table.
3. Cash match letter establishing the amount and source of the required 25% cash match.
4. Applicant organization's W-9