

DISCOVER YOUR ADVENTURE
MONTGOMERY
C O U N T Y



Tourism Financial Assistance APPLICATION

Applications must be submitted by:

Monday, March 22, 2021 for events occurring during the May to December months. Grants will be awarded after Tuesday, April 13th, 2021.

Name of Event/Project: _____

Date(s) of Event/Project: _____

Location of Event/Project: _____

Address of Event/Project Venue *(if applicable)*: _____

Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ E-mail: _____

Amount Requested (No greater than \$1,000): \$ _____

List Event/Project website, Facebook, Instagram page(s): _____

I, _____, hereby agree to reimburse the County Tourism Account the full amount of the grant awarded if the event is cancelled for any reason other than weather or emergency.

Signature: _____

FOR EDC COMMITTEE USE ONLY

Date Received: _____

Date Approved/Denied: _____

Amt. Approved: _____

Date Paid: _____

Date Final Report Due: _____
Date Final Report Received: _____

1. Describe the event/project in detail. (5pts)

Include the reason for your event (community fundraiser, community involvement, attract people to area, etc.)

2. Do you think this event will generate overnight stays in Montgomery County? How many overnight stays do you predict? (2pts)

3. What is your expected attendance for the event? If this event has been held in the prior year(s), what steps have you taken to improve attendance? (2pts)

4. What is your marketing plan? (5 points)

Describe the strategies your organization will use to promote the event/project, i.e. advertising, public relations, marketing, print collateral, distribution of promotional pieces, etc.

5. How do you plan to collect data to measure the results of your event/project? (5 points)
Event attendance, # of overnight stays, profile of attendees, etc.

6. Does your organization hold fundraisers to create operating capital for this event OR do they solicit sponsorships? (1pt for a Yes)

Yes No

7. Attach an itemized budget showing what expenditures this grant assistance will cover. (5pts)
Please include any pertinent vendor information

The Montgomery County Economic Development Committee and Montgomery County Board reserve the right to require additional information to show compliance with the standards described within these guidelines.
Please initial: _____

If awarded financial assistance, a Final Report to Montgomery County Economic Development Committee must be received 90 days after your event date/project (or final event date if the event spans/project multiple dates). This includes copies of receipts for all items/services purchased as part of the grant awarded. If this report is not submitted on time, your organization may not be eligible for event funding assistance through the County.
Please initial: _____

Total available points: 25

- ❖ Score of 20 to 25 will be eligible for full funding request upon board approval and available funds.
- ❖ Score of 15 to 19 will be eligible for funding up to 75% of the requested amount upon board approval and available funds.
- ❖ Score of 10 to 15 will be eligible for funding up to 50% of the requested amount upon board approval and available funds.
- ❖ Scores of 9 and below will be ineligible for funding.

The Montgomery County Economic Development Committee will review all applications and the total points will be averaged for the final score. The score will then be used to determine funding decision and amount, which will be based on the guidelines set above. Note: The Montgomery County Economic Development Committee and Montgomery County Board reserve the right to fund projects/events at an amount less than the amount requested.

Please return this application to:

Montgomery County Economic Development Committee

Attn: EDC Chair – Tourism Grant Application

#1 Courthouse Square - *Room 302*

Hillsboro, IL 62049-0595

OR
Email: cbadmins@montgomeryco.com