



**TOURISM RESERVE FUND
LOCAL COMMUNITY EVENTS GRANT CRITERIA
Updated: 2/14**

Objective/Mission

To assist Peoria based organizations with special events funding to enhance the quality of life for the citizens and visitors of the City of Peoria.

Primary Eligibility Criteria (minimum of two)

- a. Events that promote a positive image of Peoria
- b. Events that draw state, regional, or national media exposure
- c. Events that will increase visitors to Peoria
- d. Events that create a direct local economic impact
- e. Events that draw a minimum of 2,500 people
- f. For events held outside of Peoria – need to show Peoria hotels that will be used or marketing efforts driving visitors to Peoria restaurants and/or attractions

Secondary Eligibility Criteria

- a. New or increased business for the City
- b. Attendance
- c. Local sales tax generated

Parameters of Use

- a. Event sponsorships
- b. Transportation (within City only)
- c. Facility costs (only after satisfactory negotiations are exhausted)
- d. Advertising/Marketing (state/local/national)

Funding Determination

Application must show the following:

- 1. Attendance figures for the past two years
- 2. How event will enhance the image of Peoria
- 3. Direct economic impact to community
- 4. Total proposed budget for the event, as well as financial report from prior year (if repeat event)

*Support for any one event may be provided for a maximum of three years. The TRF Committee reserves the right to extend this limit at their discretion.

Administration of Grant

Joint committee made up of 5 voting members: 1 PACVB, 2 City Council, and 1 additional Peoria Mayoral appointment. Appointments shall be made by the respective Boards and Council. Terms shall coincide with the respective term of each Board or City Council member. These criteria will be reviewed annually or as deemed necessary by the respective administrators. Applications are reviewed monthly by the TRF Committee.

**LOCAL COMMUNITY EVENTS MATCHING GRANT
GRANT REQUIREMENTS
(updated 2/14)**

GRANT REQUIREMENTS

- **Current form must be completed.**
- **Within 45 days after event completion, a report on the use of grant funds must be supplied including:**

- 1) actual financial report**
- 2) attendance report**
- 3) proof of performance (expenses, advertising tear sheets, etc.)**

Information should be submitted to:

**CJ Goddard
Vice President of Finance & Operations
Peoria Area Convention and Visitors Bureau
456 Fulton, Suite 300
Peoria, IL 61602
(309) 282-3275**

**PEORIA TOURISM RESERVE FUND GRANT APPLICATION
Local Community Events Grant**

Organization Information:

Name:

Address:

Phone Number:

Email Address:

Type of Organization:

Event Information:

Event Name:

Event Date:

Amount Requested:

Source of Local Match Funds:

NOTE: PROJECT BUDGET MUST BE ATTACHED, SHOWING SOURCE OF LOCAL MATCH

Event Description:

Is this event exempt from Sales Tax? Yes No

Previous grant received for this event:

Previous grant received by this organization:

Please check as many of the items below that apply to your event:

This event will:

- 1. Promote a positive image of Peoria**

Describe how this event will promote a positive image of Peoria:

- 2. Draw state, regional, or national media exposure**

What type of media exposure will this event generate? If advertisements are being placed, what is the reach of that advertising?

- 3. Increase visitors to Peoria**

How will this event increase visitors to Peoria? Are hotel packages being created in conjunction with this event?

- 4. Create a direct local economic impact**

Describe the economic impact from this event. What incentives are being offered to attendees for dining and shopping (i.e. coupon sheets, discounts, etc.)?

- 5. Draw a minimum of 2,500 people**

- 6. Bring future tourism dollars to Peoria**

How will this event bring future tourism dollars to Peoria?

PEORIA TOURISM RESERVE FUND GRANT APPLICATION
Local Community Events Grant

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If available, please fill out the following information which pertains to tax revenue which may be generated by your event:

Number of overnight stays expected

Average hotel rate visitors will pay

Anticipated visitor dollars expected for meal purchase

Admission fee for event

PEORIA TOURISM RESERVE FUND GRANT APPLICATION
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Grant Uses:

Please check the items below that apply to the uses of the funds requested:

The requested funds will be used for:

"X"	REQUEST/AMOUNT	DATE FOR PAYMENT	CHECK ISSUED TO:	DESCRIPTION OF FUND USE
<input type="checkbox"/>	Sponsorship			
<input type="checkbox"/>	Transportation			
<input type="checkbox"/>	State, local or national advertisement or marketing			
<input type="checkbox"/>	Citywide Promotion			
<input type="checkbox"/>	Facility Costs			

Event Attendance

Projected for this Year	Prior Year 1:	Prior Year 2:
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Signature:

Date:

Organization: