



Village of Morton

Tourism Grant Guidelines for Established Events

PURPOSE

The Village of Morton offers a grant program to fund up to \$10,000 for events which promote overnight visitors and additional traffic in local businesses. This grant program is made possible through the use of Hotel/Motel Tax funds received from overnight stays in Morton.

APPLICATIONS

- Applications must be complete.
- If additional space is needed, please attach a separate sheet.
- Do not use “See attached” for any section, all sections must be completed on the form.
- Applicants must submit a signed, original copy of the application to the Village of Morton’s Tourism Office at 200 S. First, Morton prior to 90 days before the scheduled event.
- Applications must be signed by an authorized individual of the submitting organization.
- Faxed applications will not be accepted.

ADVERTISING & PROMOTIONAL MATERIALS

All promotional materials and advertising must contain the tagline, “*Event sponsored in part by the Village of Morton Tourism Fund.*”

ELIGIBLE EVENT DETERMINATION PROCESS

The Village acknowledges the worth of events which are held in Morton for multiple years. In order to assist event organizers in maintaining and improving their events, the Village offers this grant program. This application will be reviewed by the Director of Tourism for its applicability to the program and then forwarded to the Board of Trustees for final approval. You will be notified (preferably by email, if possible) when the application will be presented to the Board. If you wish to make a presentation or to be available for questions, that will facilitate the approval of your application.

Applicants must show written permission from public or private property owners that the applicant can utilize their property for the event.

LOCAL PURCHASING

Applicants must utilize Morton businesses for purchases to the extent possible. Additional consideration will be given to those applicants who do so.

LOCAL EVENTS

This grant program is established to assist events which are held in Morton. If your event has locations in areas outside of Morton, your grant will be reviewed for the expenses of the portion located within the Village limits only.

FOLLOW-UP REPORTING

Applicants will be required to submit reports which indicate the event’s income and expenses within six months of the date held or completed. The report will require proof that all grant funds were expended on the event. If, for any reason, the grant funds were not expended then any remaining funds will be required to be reimbursed to the Village of Morton.

CONTACT INFORMATION

Questions should be directed to the Director of Tourism at 200 S. First St., Morton; or 309-266-5135.

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1. Name of Event: _____ Date of Event: _____

2. Name of Organization Sponsoring Event: _____ Time of Event: _____

3. Name of Contact Person: _____

4. Address: _____

5. Telephone: _____

6. E-Mail Address: _____

7. Amount of Funds Requested: (Maximum per event \$10,000/ Maximum per organization per year \$20,000)

8. Describe the Organization and Its Purpose:

9. Describe the Event:

10. Provide the number of nonresident overnight visitors and/or hotel/motel room nights that the event created when held previously (by year if applicable)? How did you arrive at that number?

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11. What meals do your concessions serve? How many meals were served in your concession stand at the previous event? Please explain why participants to your event would visit other restaurants in town. Is it logical for participants at your event to leave your event and eat at other restaurants?

12. FINANCIAL REQUIREMENTS:

a) Please list your expected revenue sources, including sponsorships and grants received from other municipalities:

SOURCE	AMOUNT
Tourism Grant – Morton	\$
Tourism Grant – Other Municipalities	\$
Entry/Participation Fees	\$
Sales of Items During Event	\$
Fundraising	\$
Sponsorships - Corporate	\$
Sponsorships – Not-for-Profit	\$
Other	\$
Total	\$

b) Describe how the grant funds will be used for the upcoming event. Include costs of Morton locations only, if event is held in multiple municipalities. Please be specific:

ITEM	COST	FROM WHOM PURCHASED
Advertisement	\$	
Postage	\$	
Printing	\$	
Trophies, Awards	\$	
Other	\$	
	\$	
Total	\$	

c) You must also attach a report of the prior year's income (including sponsorships) and expenses, in detail. Please also include a list of all partners and sponsors and their contributions.

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d) Did the proceeds from this event previously impact Morton in a tangible way that benefited a large portion of our community, such as building or improving facilities for the citizens or that will bring more people to visit the community? Please describe how the proceeds were utilized.

13. Other Comments: _____

This application must be signed by an authorized representative of the Organization listed on Page 1.

Name (Print or Type)

Date

Organizational Title

Signature

REQUIRED DOCUMENTATION FOR SUBMITTAL:

1. Signed, complete application form.
2. Additional pages, if required.
3. Written approval from entity owning property where event will be held.
4. Detailed report of prior year's event income and expenses.