



# Village of Morton

## Tourism Grant Guidelines for

# OVERNIGHT EVENTS

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**SUBMITTAL DEADLINE – November 15, 2020 - one fully-completed, signed application (no additional copies needed)**

**Due to the uncertainty of events during the current pandemic we are asking all organizations to notify our office one month prior to the event's date so that we can issue the check for the amount awarded.**

### **PURPOSE**

The Village of Morton has established a grant program which is entirely funded by the use of the Hotel/Motel Tax funds received from overnight stays in Morton. Grants up to \$10,000 are available based upon the impact an event has on our community and its businesses. The mission of this program is to provide extra funding assistance to those events which create overnight stays; attract visitors; utilize local businesses; and enhance the quality of life in the Village.

### **APPLICATIONS**

- The ultimate size of the grant is made based upon the impact of various criteria of the event being proposed. It is VERY IMPORTANT that all applications are complete. Incomplete applications will not be considered.
- 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, 120 N. Main, Morton prior to the deadline.
- 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. The evaluation of the Grant Applications is accomplished by the Tourism Grant Committee, an Ad-Hoc Committee appointed by the Mayor. The Committee reviews the request and submits their evaluation to the Village Board for final approval. 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 the event was cancelled, please contact the Tourism Coordinator about plans to reschedule.

**CONTACT INFORMATION** Questions should be directed to the Village of Morton at 309-266-5361.

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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: Is this event important and valuable to the community? How many years has the event been held?
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	\$
<b>Total</b>	<b>\$</b>

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 (Copy must be attached)	\$	
Postage	\$	
Printing	\$	
Trophies, Awards	\$	
Security	\$	
Location Rental	\$	
Equipment Rental	\$	
Other	\$	
<b>Total</b>	<b>\$</b>	

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.