



Village of Morton

Tourism Grant Guidelines for OVERNIGHT EVENTS

SUBMITTAL DEADLINE – November 15, 2021- one fully-completed, signed application (no additional copies needed). Applications may be dropped off at Village Hall or sent by email to jsmick@morton-il.gov.

GRANT CHECKS WILL BE ISSUED ONE MONTH PRIOR TO THE EVENT. YOU MUST CONTACT THE VILLAGE AT 309-266-5361 OR BY EMAIL TO jsmick@morton-il.gov THAT THE EVENT WILL OCCUR AS ANTICIPATED.

PURPOSE

The Village of Morton has established a grant program which is entirely funded by the Hotel/Motel Tax funds received from overnight stays in Morton. Grants up to \$10,000 are available based upon the number of overnight stays in Morton hotels and 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 are not self-sustaining but create overnight stays; attract visitors who utilize local businesses and enhance the quality of life in the Village.

APPLICATIONS

- The ultimate amount 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 answered 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 Village staff, which submits their recommendation 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.

Village of Morton
Overnight Tourism Grant Application

Name of Event: _____

Date(s) of Event: _____ Time of Event: _____

Organization Sponsoring Event Information:

Organization Name: _____

Name of Contact Person: _____

Contact/Organization Address: _____

Contact Telephone: _____

Contact E-Mail Address: _____

Funds Requested: (Max per event \$10,000/\$20,000 per organization per year) _____

Amount of Grant Received in Prior Year: _____

Describe the Organization and Its Purpose:

Describe the Event: Is this event important and valuable to the community?

How many years has the event been held? _____

Provide the number of nonresident overnight visitors utilizing Morton hotels and the related hotel/motel room nights that the event created when held in the prior year? How did you arrive at that number?

Number: _____

Manner of determination:

Concessions and/or Food Trucks:

What meals do you offer onsite? _____

How many meals were served at the previous event? _____

Do participants to your event visit other restaurants in town? _____

Village of Morton Overnight Tourism Grant Application

FINANCIAL INFORMATION REQUIRED:

Provide a financial overview for the event:

| | | |
|---|--------------|------|
| <i>Sponsor Beginning Available Funds (Cash, Checking, & Savings)</i> | | \$ |
| Projected Revenue from Event: | | |
| Tourism Grant – Morton | | \$ |
| Tourism Grant – Other Municipalities | | \$ |
| Entry/Participation Fees | | \$ |
| Sales of Items During Event | | \$ |
| Fundraising | | \$ |
| Sponsorships - Corporate | | \$ |
| Sponsorships – Not-for-Profit | | \$ |
| Other | | \$ |
| Total | | \$ |
| Projected Expenses from Event: | | |
| ITEM | TO WHOM PAID | COST |
| Advertisement | | \$ |
| Postage | | \$ |
| Printing | | \$ |
| Trophies, Awards | | \$ |
| Security | | \$ |
| Location Rental | | \$ |
| Equipment Rental | | \$ |
| Other Event Expenses (specify) | | \$ |
| Other Event Expenses (specify) | | \$ |
| Other Event Expenses (specify) | | \$ |
| Use of Event Proceeds (specify) | | \$ |
| Use of Event Proceeds (specify) | | \$ |
| Total | | \$ |
| <i>Sponsor Projected Ending Funds (Cash, Checking, & Savings)</i> | | \$ |

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. Be sure to let us know which items were purchased in Morton.

Village of Morton Overnight Tourism Grant Application

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.

Other Comments:

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

Signature

Date

Name (Print or Type)

Organizational Title

REQUIRED DOCUMENTATION FOR SUBMITTAL:

- Signed, complete application form.
- Additional pages, if required.
- Written approval from entity owning property where event will be held.
- Detailed report of prior year's event income and expenses (if not previously provided).