


2016 Community Connect Program



Application Highlights:

- **Designed for small events with award amounts up to \$500:** This simplified program is designed to support marketing and advertising for events and programs with smaller budgets. Unlike other programs, it does not require matching funds. Total event budget must exceed \$500. Special consideration will be given to events taking place outside of the City of Findlay.

Application Timeline:

- **Submit Application & Meet with CVB Staff** – At least 30 days prior to the start of the activity
- **Notice of Approval** – Within 15 days after receipt of the Application
- **Submit Request for Reimbursement** – Within 60 days after the completion of the activity
- **Reimbursement processed** – Within 30 days after receipt of the Request for Reimbursement

Application Checklist:

- Fill out application & budget worksheet** – Complete all sections of the application. Attach extra sheets, if necessary. *We understand this is your projected budget, and may change during the course of event planning. Just give us your best estimate.*
- Call the CVB and set up a meeting** – We can go over any questions you may have about the grant application, and can outline additional support the CVB can offer you.
- Submit application** – Submit at least 30 days before the start of your event. You will be notified within 15 days if your program has been approved.
- Keep copies of receipts and promotional pieces for items covered by grant funding** – They must be attached to the Reimbursement Request for payment.
- Submit reimbursement request** – Submit no more than 60 days after the conclusion of the event or program. Must include your actual financial outcome, and copies of receipts and promotional materials.
- Watch the mail** – After review, your check will be processed within 30 days.

2016 Community Connect Program Application

Name of Event:			
2016 Event Date (s):		Year Event Began:	
Name of Organization:			Address:
Contact Name:			
Phone:		Email:	
Amount Requested:			
Event Goals – <i>What would you like the impact of this event or program to be?:</i>			
Target Audience – <i>Who will be enjoying or attending this event or program?:</i>			
Marketing Plan – <i>How do you plan to advertise/market your event or program?</i>			
Partnerships – <i>What organizations and /or individuals are working together to make this event or program a success?</i>			
Role of the CVB – <i>How would the involvement of the CVB positively impact this event or program?</i>			

2016 Community Connect Program Budget Worksheet

Projected Revenue

This section is to provide information about what funding has been secured for the event, and projected revenues, if the event is created to make money. We understand that this will be an educated guess, and will be finalized after the event has taken place.

(R1) **Projected event income from Sales** \$ _____
Any income expected from ticket, advertising spots or exhibitor spots, etc.

Projected income from Sponsorships and Donations:
Any income expected from organizations or individuals in the form of sponsorships or donations – not including this CVB request.

Name of sponsor or donor	Amount of Donation
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
(R2) Total sponsorships and Donations:	\$ _____

(R3) **Total Expected Income before CVB Grant** *(Add R1 and R2)* \$ _____

+

(R4) **Amount Requested from CVB** \$ _____

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(R5) **Total Projected Revenue** *(Add R3 and R4)* \$ _____

Projected Expenses

This section is to provide information about how project funds will be spent.

General Expenses:

May include facility costs, contracts/professional fees, equipment, etc. Expenses NOT COVERED by Community Connect funds.

Item:	Cost:
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
(E1) Total General Expense Cost:	\$ _____

Advertising and Marketing Expenses:

Signage, advertising and media buys, creative development, postage, website, printed materials, etc. Expenses that ARE COVERED by Community Connect funds. The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials.

Item:	Cost:
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
(E2) Total Advertising and Marketing Cost:	\$ _____

(E3) Total Projected Expenses <i>(Add E1 and E2)</i>	\$ _____
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Projected Net Revenue

(B1) Total Projected Revenue <i>(R5)</i>	\$ _____
	-
(B2) Total Projected Expenses <i>(E3)</i>	\$ _____
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Projected Net Revenue <i>(Subtract B1 from B2)</i>	\$ _____
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Application Guidelines

Who May Apply: Any organization seeking to produce or promote an existing event or program that has the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Special consideration will be given to events taking place outside of the City of Findlay.

Amount Requested and Use: This program is for Marketing and Advertising funds only (See list of eligible expenses below), and requests up to \$500. Award amounts will be based on need and marketing plans outlined in the application. Payment is processed after Reimbursement Request and copies of receipts are submitted.

Marketing and advertising expenditures covered by this grant may include:

- Radio spots
- Print ads (Newspaper, magazine, newsletter, etc.)
- Television
- Website and Social Media advertising
- Billboards
- Event brochures, flyers and posters
- Postage and mailing fees
- Awards and promotional items (trophies, t-shirts, pens, etc.)
- Other expenses as approved by the CVB

Application: The application, including the budget worksheet, must be completed at least 30 days before the start of the event or program. Applicants are also required to meet or hold a teleconference with CVB staff to clarify any questions about the grant program, and to increase understanding of other support offered by the CVB. Incomplete or late applications will not be considered for approval.

Documentation and Payment: A Reimbursement Request form will be provided to you along with approval notification, and is available at VisitFindlay.com. Within 60 days of the end of the event, please fill out this form with information about its outcome and success, along with invoices for grant expenses and examples of marketing materials, including proof of promotional items and submit to the CVB. Payment will be issued once this document is received and processed.

CVB Logo: The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use the correct CVB logo in event promotions may disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB.

Special Circumstances: If the program or event is cancelled for any reason, all unused funds must be returned to the CVB. In the event your organization has special requests outside of the realm of the program guidelines, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau.

Disbursement of funds is dependent on budgetary limitations year-to-year

Signature:

Title:

Date:

An electronic signature above signifies that this document is complete, and all information within is accurate.

Return Completed Application to: Hancock County Convention & Visitors Bureau, Attn: Community Connect Program
123 East Main Cross, Findlay, Ohio 45840, **FAX:** 419.422.9508 or **EMAIL:** info@visitfindlay.com.

Note: Completed application must be submitted no later than 30 days prior to the start of the event.

A complete application consists of: Completed original application form, completed Budget Worksheet, and supporting documents or other pertinent information for consideration, if applicable. **Questions?** Contact the CVB at 419.422.3315, or email info@VisitFindlay.com.