

## **City of Olney**

### **Tourism Grant General Information**

The City of Olney offers a grant program that assists local organizations with projects that increase tourism and attract out of town visitors to economically benefit Olney. Grant funds are generated by a hotel/motel tax. Funds generated by this tax are to be expended by the municipality for the promotion of tourism and conventions within the City of Olney. It is our goal that funding such projects will draw and increase the number of visitors, especially overnight visitors to Olney, thereby providing added economic benefits to the community. Fund requests will be provided to the Olney City Council for review and approval.

#### **How to Apply**

1. Obtain an application from the Olney City Clerk or the city website:  
[www.ci.olney.il.us](http://www.ci.olney.il.us)
2. Fully and legibly complete the application along with any other pertinent documents.
3. Carefully address the evaluation criteria.
4. The Olney City Council should receive the application at least 90 days prior to the planned event.
5. Submit evidence seeking additional funding sources such as foundations, matching grant programs, etc.

#### **Evaluation Criteria**

Grant applications for the Olney Tourism Fund shall be evaluated primarily on the following terms:

1. The event's ability to attract overnight visitors.
2. The event's ability to evaluate the success of its event.
3. The event's ability to attract other sources of funding or matching funding.
2. The event compliments the best interest of the Olney community.
3. The event or some portion of the event must occur within the city limit of Olney or otherwise attract overnight non-residents.
4. Provides economic opportunities for Olney businesses.
5. Be proposed by an organization (or individuals) that has/have an established history of successful accomplishments.
6. Be innovative in the promotion of the Olney community.
7. Enhances the visual environment that results in lasting positive impressions of the community.

8. One or more of the following is included:
  - a. A repeat of an event that has been successful in past years. This should not be interpreted as an ongoing means of funding an event. The ideal scenario is lending more funds to “new” or “young” events and gradually decreasing the amount as the event moves toward becoming self-supporting and profit making.
  - b. An event that meets a need for greater attention, in the total spectrum of Olney attractions.
9. Lower funding priority will be given to the applications that enhance the reputation of an individual or business over the reputation of the community.
10. Eligible uses for Olney Tourism Funds
  - a. Advertising
  - b. Entry Fees/Entertainment
  - c. Hotel Rooms
  - d. Transportation Expense
  - e. Insurance
11. Ineligible uses
  - a. Concessions
  - b. Souvenirs
  - c. Equipment
  - d. Officials

Grants will be paid out as a reimbursement for specific costs when receipts are provided. Reimbursement will generally be made within 7 days of receipt.

### **Crediting City/Tourism for Funding Project**

The following statement will be incorporated on all printed material and/or television/radio marketing: “Funding provided in part by the Olney Tourism Fund”. Failure to include statement will result in a total cost disallowance for that portion of the grant project.

A following-up report of any monies from the Olney Tourism Fund MUST be received within 60 days after the event. The follow-up summary is attached. Said report will consist of actual financial statements, samples of promotional materials, event statistics and/or the usage of tourism money to promote tourism in Olney.

## Tourism Grant Application

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

Not for Profit:    Yes        No        Tax Exempt Number: \_\_\_\_\_

Name of Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_

List your Board of Directors, Committee or Project Members: \_\_\_\_\_

Grant amount being requested: \_\_\_\_\_

### How Event Promotes Tourism in Olney

How will the funding of this request increase tourism or impact other Olney businesses in a positive manner? \_\_\_\_\_

\_\_\_\_\_

How does your event attract non-residents? \_\_\_\_\_

\_\_\_\_\_

If your application is accepted, how would the tourism funds granted be used? \_\_\_\_\_

\_\_\_\_\_

Estimated attendance expected: \_\_\_\_\_

### Statement of Assurances

Any funds received under this grant will be used for the purpose described in this application. The figures, facts and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Title or Office Held: \_\_\_\_\_

**Tourism Grant Application**

**Detailed Budget**

(To be submitted at least 90 days prior to event)

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Sponsor: \_\_\_\_\_

**Income**

**Actual Last Year**

**Estimated Present Year**

Rental of Booths	\$	\$
Entry Fees/Gate Receipts		
Donations/Sponsorships		
T-Shirts and Souvenirs		
Food and Drinks, Etc.		
Olney Tourism Grant		
Other (Explain)		
_____		
_____		
<b>Total Income</b>	\$	\$

**Expense**

Advertising	\$	\$
T-Shirts and Souvenirs		
Food, Drinks, Etc.		
Labor Cost		
Entertainment		
Supplies		
Postage		
Rentals		
Insurance		
Other (Explain)		
_____		
_____		
<b>Total Expenditures</b>	\$	\$

## Tourism Grant Application - Summary of Event

(To be submitted within 60 days after event)

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Amount of Award: \_\_\_\_\_ Date Granted: \_\_\_\_\_

### Summary of Event

Attendance: \_\_\_\_\_ Olney Hotel/Motel Rooms Used: \_\_\_\_\_

Average Stay (# of Nights): \_\_\_\_\_

If Olney motels sold out, list other accommodations that attracted overnight visitors:

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Describe the general impact this event had on the Olney community:

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Describe the success of this event:

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**Profit and Loss Summary of Event**  
**(To be submitted within 60 days after event)**

**Income**

Rental of Booths	\$
Entry Fees/Gate Receipts	
Donations/Sponsorships	
T-Shirts and Souvenirs	
Food and Drinks, Etc.	
Olney Tourism Grant	
Other (Explain)	
_____	
_____	
<b>Total Income</b>	\$

**Expense**

Advertising	\$
T-Shirts and Souvenirs	
Food, Drinks, Etc.	
Labor Cost	
Entertainment	
Supplies	
Postage	
Rentals	
Insurance	
Other (Explain)	
_____	
_____	
<b>Total Expenditures</b>	\$