



## APPLICATION INFORMATION

### VISION FOR THE PROGRAM

The Grant Program was established by the Ames Convention & Visitors Bureau (Bureau) to support a wide range of local projects to enhance and excite the community. Investing in community groups offers residents and visitors the opportunity to experience all our community has to offer.

# AMES COMMUNITY GRANT PROGRAM 2010

Funds are available to local organizations to develop projects, special events and activities that have the potential to attract visitors to the Ames area or to enhance a visitor's experience while improving the quality of life for Ames residents. Programs should be cultural, educational, environmental, athletic, or artistic.

The Ames Community Grant Program is funded by 5% of the hotel/motel tax income of the Bureau. Awards are granted annually on the basis of merit as determined by the Grant Committee.

Projects considered for funding could include, but are not limited to the following:

- Attraction/Event advertising, marketing or promotion
- Printing and design expenses
- Web site design and development
- Travel Shows (include booth space and registration fees)
- Enhancements or new activities designed to grow current events or activities
- Travel expenses related to development or marketing opportunities
- Hospitality services provided to events
- Purchase and rental of equipment needed for event operations

\*Nonfundable projects include annual operating expenditures, permanent infrastructure, capitol building projects, professional, legal, medical, engineering, account or auditing services, general fundraising or donations, salaries, wages or administrative fees, debt retirement or associated fees, anything contrary to federal, state or local law or ordinance, and private events.

Applications are accepted from public and private organizations with the demonstrated ability to complete proposed project(s). Eligibility of sponsors and projects is designed to encourage wide participation and innovative proposals.

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## APPLICATIONS

Potential Grant recipients are required to complete a Grant Application Form.

Applications for the 2010 Ames Community Grant Program are available online at [www.visitames.com](http://www.visitames.com) or can be picked up at the Ames Convention & Visitors Bureau. Applications must be submitted by **October 16, 2009**.

Applications should include a full description of the organization making the request and the proposed project including dates, cost estimates and how the funds will be utilized. Please be prepared to provide additional information during the screening process upon request.



## APPLICATION INFORMATION

### APPLICATIONS (continued)

The Grant Committee will meet during the third quarter of each year to review applications for the upcoming year. The Grant Committee will review the submitted application forms and make their recommendation to the Bureau Board of Directors for final approval.

# AMES COMMUNITY GRANT PROGRAM 2010

Applicants will be notified by December 31, 2009, if they will be receiving the grant funds for their project. Grant funds will be available for distribution by the Bureau beginning January 2010.

The review committee will rate applications based on the following:

- Diversity and uniqueness of the event, program or project
- Ability to create a positive perception of Ames to visitors as well as community members
- Demonstrated enthusiasm and commitment for the success of the project
- Time of year during which the project takes place
- Appeal of the project to a broad-based audience
- Public access to the project

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## OBLIGATIONS

Grant monies cannot exceed 50% of total project costs.

Projects and all marketing materials must contain the Bureau logo, telephone number, Web site and "Supported by the Ames Community Grant Program."

Grant recipients are required to become a member of the Bureau so that the program can be marketed through the Bureau Web site and additional materials. The membership fee (\$125.00) will be deducted from the grant if the organization is not a current member.

To receive disbursement of funds, a Final Report Form must be completed within two months of completion of the project.

Grant awards are paid on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project.

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## DEFINITIONS

- Event:** Activity with potential to attract visitors to the Ames area
- Project:** A specific item within the event budget for which the Ames Community Grant is requested (see Fundable items under Criteria)