APPLICATION INFORMATION

AMES COMMUNITY GRANT PROGRAM 2012

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 create excitement in the community. By investing in our community, we can offer residents and visitors the opportunity to experience all the area has to offer.

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. Grants are awarded annually on the basis of merit as determined by the Grant Committee.

Projects considered for funding could include:

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

Projects not eligible for funding include:

- Operating expenditures
- Permanent infrastructure
- Capital building projects
- Professional services including, legal, medical, engineering, accounting or auditing
- General fundraising or donations
- Salaries, wages or administrative fees
- Debt retirement or associated fees
- Anything contrary to federal, state or local law or ordinance
- Private events

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

APPLICATIONS

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

Applications for the 2012 Ames Community Grant Program are available online at www.visitames.com or can be picked up at the Ames Convention & Visitors Bureau. Applications must be submitted by noon on October 17, 2011.

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.

Applications due by noon, October 17, 2011

APPLICATION INFORMATION

APPLICATIONS (continued)

AMES COMMUNITY GRANT PROGRAM 2012

The Grant Committee will meet during the fourth 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.

Applicants will be notified by December 31, 2011, if they will be receiving the grant funds. Funding will be available for distribution beginning January 2012.

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 and 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
- Potential for economic impact

OBLIGATIONS

Ames community grant funds cannot exceed 50% of project costs.

Projects and all marketing materials should include the Bureau logo, and are encouraged to include telephone number, website and “Supported by the Ames Community Grant Program” as appropriate.

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.

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.

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)