



City of Flora Tourism Grant Application Information

The City of Flora Tourism Committee, established in 2013 by the Flora City Council, offers grant money to events that promote tourism in the City of Flora. Please read below to learn more about the application process.

How to Apply

1. Fully complete the application attached, along with any other requested or pertinent documents and return to the City of Flora Tourism Committee, C/O Flora Chamber of Commerce office located at 223 West Railroad Street, Flora, Illinois 62839.
2. Carefully read and address each evaluation criteria.
3. Submit the application at least **Sixty (60) Days prior-to** the planned event date. Any application received later than 60 days prior to event date may be tabled. It is mutually advantageous to submit the application as soon as possible for events planned to occur within the calendar year.
4. The entire Grant Application must be **typed**. The only exception from this requirement is the Statement of Assurances. Any handwritten applications will not be reviewed by the Committee.
5. A representative from the sponsoring group applying for funding must attend the Tourism Committee meeting in which the application will be considered and reviewed.
6. Provide evidence seeking additional funding sources, such as foundations, matching grant programs, Department of Commerce and Economic Opportunity, Illinois Bureau of Tourism, etc.
7. Applicants must make an appointment with the Tourism Committee Chairman prior to submitting the application for evaluation. Applicants can expect this to be a short 10-15 meeting about the request for funding.

Evaluation Criteria

Grant applications for City of Flora Tourism Funds shall be evaluated primarily on the following terms:

1. Overnight hotel stay expectations. These offer greater weight given to the application.
2. The event compliments the best interest in the Flora Community.

3. The event or some portion of the event must occur within the city limits of the City of Flora, or otherwise attract overnight non-residents.
4. Provides economic opportunities for City of Flora Businesses.
5. The Application is proposed by an organization, or individual, that has an established history of successful accomplishments.
6. The event is innovative in the promotion of Flora and/or the surrounding area.
7. The event is likely to enhance the visual environment of the City that results in lasting positive impressions of the Community as a whole.
8. One or both of the following is included:
 - a. A repeat event that has been successful in the past, but now in need of additional support. Flora Tourism funds should not be utilized as an ongoing means of funding for an annual event, events should work towards self-sufficiency.
 - b. An event that meets a need for greater attention in the total spectrum of City attractions.

Note: Lower funding priority will be given to applications that enhance individual/business reputation over the community as a whole.

1. Eligible Uses of Funding

- a. Advertising
- b. Entry Fees/Entertainment
- c. Hotel Rooms
- d. Transportation Expense
- e. Insurance
- f. Capital Improvements that encourage/enhance City tourism

2. Ineligible Uses of Funding

- a. Concessions
- b. Souvenirs
- c. Equipment
- d. Staff
- e. Labor Costs

City of Flora Tourism Grant Application

Basic Information (Please Type and Answer on Separate Sheet)

Name of Organization: _____

Contact Person: _____

Address: _____

Telephone Number: _____ Email: _____

Name of Event: _____ Date of Event: _____

Event Location: _____

Grant Amount Requested: _____ Estimated Total Event Costs: _____

I, _____, hereby agree to reimburse the City of Flora Tourism Committee the full amount of the grant award if the event is cancelled for any reason.

Signature: _____

How the Event Promotes Flora Tourism (Please Type and Answer on Separate Sheet)

1. Please describe the proposed event/project in detail.
2. How will this event/project generate overnight stays in the City of Flora? How many overnight stays do you project?
3. What is your expected attendance for the event/project?
4. How does your event/project attract non-residents of the City of Flora?
5. Will there be an admission charge for the event?
6. Do you have a Marketing Plan? If so please describe the strategies being utilized to promote the event/project (i.e. advertising, public relations, promotional items, print, news, etc.).
7. Are you or your organization relying on another source of grant funding? If yes, where are you/your organization applying for funding?
8. Please attach a complete itemized budget illustrating all expected costs associated with the event. Show both expected revenue and expected expenditures.

NOTE: If awarded, following the proposed event's completion, the individual or organization that received City of Flora Tourism Grant funds will be required to provide the Flora Tourism Committee with a Summary of the Event. The format for this post-event form is shown on the last page of this application document.

Statement of Assurances

Any funds received under this grant title will be used for purposes described in this application. The figures, facts, and representations made in this application are true and correct to the best of my knowledge. I also understand that the City of Flora/Flora Tourism Committee may require receipts verifying expenditures made in connection with the event.

Name (Please Print): _____

Signature: _____

Date: _____ Title or Office Held: _____

Deliver or Mail this form alongside the completed application to:

City of Flora Tourism Committee
C/O Flora Chamber of Commerce
223 West Railroad Street
Flora, Illinois 62839

FOR OFFICE USE ONLY

FILE NO.:

DATE RECEIVED:

DATE APPROVED/DENIED:

AMOUNT APPROVED:

DATE PAID:

DATE FINAL REPORT RECEIVED:

Summary of the Event (Please Type and Answer on Separate Sheet)

Event Attendance: _____ Flora Hotel/Motel Rooms Used: _____

Average Stay (# of nights): _____

If Flora Hotel/Motel rooms are sold out, list other accommodations that attracted overnight visitors:

1. Describe the general impact this event had on the City of Flora
2. Describe the Successes of the Event
3. Will you continue to do this Event in the future?
4. Are there items that the City of Flora Tourism Committee can help with in the future?

Note: Failure to complete this Summary of Event form within 60 days following the event may result in the denial of funds for future events. Deliver or Mail this form to:

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C/O Flora Chamber of Commerce
223 West Railroad Street
Flora, Illinois 62839