



Greater Burlington Sports Commission FY24 Grant Application

Introduction:

The Iowa Tourism Office, a division of the Iowa Economic Development Authority, offers a sports grant program designed to attract sporting events to the state. The Iowa Tourism Office may award \$50,000 to ten Iowa Sports Commissions. The Greater Burlington Sports Commission is currently accepting applications from tourism sporting event partners to apply for the state grant.

The Greater Burlington Sports Commission will partner with local organizations that coordinate sporting events to submit an application for the grant. If awarded, the Regional Sports Authority District grant would provide \$50,000 of state funds to the events included on the application, while an additional \$25,000 would be matched through a contribution from each selected grant partner.

The Greater Burlington Sports Commission will meet and review all completed applications. The Sports Commission will then select applicants to include in the application to be submitted to the Iowa Tourism Office. If your application is selected as an award winner, then each sporting event partner will enter into a contract for the state grant funds. Announcement of award from the Iowa Economic Development Authority will commence by late September.

Program Requirements:

- Must be a sporting event that attracts tourists from outside an 80-mile radius.
- Sporting events must be non-professional events, such as youth sports, high school athletic activities, and the Special Olympics.
- Funds must be spent between July 1, 2023 – June 30, 2024.
- Each selected partner will be required to contribute to a portion of the \$25,000 cash match. The amount of each partner's contribution is 50% of the amount they are awarded.
- The applicant is required to pay all eligible expenses. All receipts, proof of payment, and documentation must be saved and submitted in order to have the expense reimbursed from the Greater Burlington Convention & Visitors Bureau.

Process:

- **Applications, and all supporting documents, are due by 4 PM Friday, June 9, 2023**
- Email completed application to cgram@greaterburlington.com
- All Applications must be complete and typed

Fundable Expenses:

Only expenses falling under the following categories may be eligible to receive reimbursement funding from the Regional Sports Authority District grant. Examples of eligible expenses include:

- Event Marketing
 - Must be purchased in markets 80+ miles outside Des Moines County
 - May be print, digital, billboard, etc.
- Direct Mail Campaign Expenses
 - Development, printing, and postage
 - Must include Greater Burlington Sports Commission and Iowa Economic Development Authority logos
- Printed Materials
 - Pre-event promotional pieces that encourage participation in the event
 - **Must include Greater Burlington Sports Commission and Iowa Economic Development Authority logos**
- Bid fees, rights fees, or guarantee money for events or tournaments
- Equipment or venue rental
- Fees and cost for officials

Non-Fundable Expenses:

Expenses not directly related to the active promotion of a non-professional sporting event are not eligible for reimbursement. Examples of ineligible expenses would include:

- Travel cost of applicant staff
- Solicitation efforts
- Lobbying fees
- Meals on occasions other than the dates of the event described in the application
- Items that are purchased for resale
- Prizes given to event participants
- Alcoholic beverages

Please direct all questions to:

Chris Gram

Executive Director

Greater Burlington Convention & Visitors Bureau

319-208-0045 or cgram@greaterburlington.com

FY24 Sports Commission Grant Application

A. GENERAL INFORMATION

Name of Organization _____

Check payable to (*if different from above*) _____

Name of Event _____

Date(s) of Event _____

Contact Person _____

Contact Phone _____ Contact Email _____

Mailing Address of organization:

Street _____

City _____ State _____ Zip _____

a. Did you receive a CVB 2023 Community Event Funding or Incentive Funds Grant?

_____ Yes _____ No

b. Total Amount Requested: \$ _____

c. Has this event received Sports Grant funding in the past?

_____ Yes _____ No

Please list years: _____

d. Will this event take place without financial support from the Greater Burlington Sports Commission?

_____ Yes _____ No

B. REQUIRED ATTACHMENTS

- A letter, **on organization letter head**, stating this event is willing and committed to providing the required cash match dollars.
 - Example language for letter:
“(organization) will provide the required (\$ - minimum 50% of requested funds) cash match for (event) as required by the Regional Sports Authority District grant per the FY24 Application.”
 - If grant monies are being requested for a required bid fee, provide documentation noting the requirement, the amount, and a brief description.
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C. APPLICATION QUESTIONS

1. Please provide a detailed description of the event.

2. Does the event include a professional component? _____ Yes _____ No

- a. If yes, please explain how funding for the professional portion is NOT included in this application.

3. Is this a new, existing, or potential event to the State of Iowa and/or Greater Burlington area?

_____ New _____ Existing _____ Potential

- a. If this is an existing event, please indicate what years the community has hosted the event and how you are improving, enhancing, or enlarging the event from the last time it was hosted.

Years previously hosted: _____

b. How is your organization improving, enhancing, or enlarging the event from last time?

c. Was there a host hotel the last time this event was hosted? _____ Yes _____ No

Name and city of host hotel: _____

d. Approximately, how many hotel rooms were booked for this event the last time it was hosted?

Number of rooms: _____

4. Anticipated economic impact:

Estimated Number of Hotel Rooms		Average Number of Nights		TOTAL Lodging Room Nights
	X		=	

Total Lodging Room Nights		Average Daily Rate		Economic Impact
	X	\$ 103.21	=	\$

*ADR (Average Daily Rate) for 2022 in Iowa was \$103.21 (Source: 2022 STR, Inc.)

5. Please indicate the actual number of participants, spectators and officiates that attended the last time the event was held and indicate the projected numbers of attendance for the event in FY24.

	Actual numbers for this event in the last time it was held, prior to FY24	Projected numbers for this event in FY24
Participants		
Spectators		
Officials		
TOTAL		

6. How will the event be marketed?

- a. Where will this event be marketed? (Which geographical areas will be targeted with marketing?)

7. What recognition will the Greater Burlington Sports Commission and Iowa Economic Development Authority receive during your event? (*Use of logo, banners, website link, etc.*)

8. Please list the expenses that will be paid for partially or in full with grant funds. Each expense listed must be an eligible expense, which are outlined in the fundable expense section of the introduction.

(The total column should equal the grant amount being requested.)

Name of Expense	Cost
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$

9. Please list a total of ALL other expenses with the sporting event that will not be supported with state funds. Please include both eligible and non-eligible expenses.

Total of ALL other expenses not supported by State Funding	\$
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10. Please show the total cost to execute your event below.

(State Supported Expenses + All Other Expenses = Total Event Budget)

Total of State Supported Expenses (Question 7)		Total of ALL other expenses NOT supported by State Funding (Question 8)		Total Event Budget
\$	+	\$	=	\$

11. What other information would you like to share with the Greater Burlington Sports Commission about your event?