



APPLICATION FOR SPECIAL EVENTS GRANT FISCAL YEAR 2023 – 24

About the Program

The City of Edwardsville Special Events Grant Program is established to enhance the economic impact of special events held in our community. The grant is a reimbursement grant and not designed to cover the entire cost of an event. The program is designed to assist an organization in their event by reimbursing marketing and municipal fees incurred. Priority will be given to distinctive and creative projects or events that support the goals and mission of the City of Edwardsville. Organizations are limited to one grant per year. The program year is 5/1/2023 to 4/30/2024.

Policies and Procedures

Any organization marketing a project/event to attract visitors to Edwardsville may apply for Special Event Grant. Each event must be approved by the Recreation, Arts, and Special Events Board.

Qualifying events must meet the following criteria:

- a. Grant applications are due March 1, 2023.
- b. Maximum grant award shall not exceed \$8,000.
- c. Organizations are limited to one grant per program year.
- d. Event must be free to the public.
- e. Applicant will be notified of grant award via letter or email.
- f. Entities with tax leveling authority are not eligible to apply.

Requirements

1. The applicant must be a registered non-profit organization with the Illinois Secretary of State at the time of application.
2. All materials and advertisements should identify, where possible, the City of Edwardsville as a sponsor of the event.
3. Applicant must submit evidence of all required payments. The following are acceptable forms of proof: vendor invoices, copies of credit card receipts, copies of canceled checks, on-line bill pay transaction registers, original tear sheets of print ads, screenshots of online ads, samples of printed materials, or statements of other acceptable evidence of payments. No advance payments are authorized.
4. All receipts, project budget recap, and ancillary supporting documentation must be submitted within 90 days from last day of event.
5. All invoices for charges for services must be paid prior to grant reimbursement. City charges may include, but are not limited to, public safety, public works, parks personnel and equipment.
6. This grant is 100% reimbursement post-event completion.

Authorized Uses of Funding

Special Events Grant funding is available for the following types of uses:

1. Advertising and promotional campaigns supporting events in media such as broadcast, web, regional print, and distribution.
2. Printing and distribution of promotional pieces, creative design, printing, copying, ad placement cost, and distribution of direct mail.
3. Creating an Internet website promoting the event linked to the City of Edwardsville website to increase participation, attendance, and awareness of the event.
4. Municipal charges for services related to the project or event, including City of Edwardsville provided public safety, public works, and parks services.



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Unauthorized Uses of Funding

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses related to any traveling exhibit, contest judges, or staff travel.
3. Projects restricted to private or exclusive participation.
4. Private entertainment, food, beverages, and lodging.
5. Legal, medical, engineering, accounting, auditing, planning, feasibility studies, consulting services, or fees.
6. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly related to the project or event.
7. Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections, or individual pieces of art.
8. Interest or reduction of deficits and loans.
9. Expenses incurred or obligated prior to or after the project period.
10. Advertising and other promotional materials promoting future events.
11. Payments for services or goods purchased for previous or future events.
12. Capital or infrastructure projects.
13. Deposits on exhibits.
14. Other items may be deemed ineligible by the Finance Committee and/or City Council.

Event Guidelines

Major Events:

- o Staged in the City of Edwardsville that will attract large numbers of visitors to the City. Examples are multiple day sporting, art, food, and entertainment festivals.

Marketing Assistance:

- o Increasing the effectiveness of funded organization's outreach via TV, radio, and print publication. Examples would be production of brochures, maps, documentaries, special package promotions, and marketing programs.

Instructions for Special Events Grant

1. Please submit your completed application in .pdf format and supporting documents in a separate pdf document via email to jarnold@cityofedwardsville.com for consideration by the ACS Committee.
2. Complete each item of each applicable section. Do not skip any information that applies to your organization. Call 618-692-7533 with any questions.
3. Be sure to have authorized persons sign the application.
4. One copy of each of the following items is required and must be attached to the original application:
 - () Charter, Articles of Incorporation, by-laws or minutes of meeting authorizing officers or other proof of authority to apply for these funds
 - () IRS Determination letter of non-profit status and registration with Secretary of State
 - () List of current officers and board members with terms
 - () Copy of financial statement of your organization's most recent fiscal year
 - () Proof of liability insurance naming the City of Edwardsville as an additional insured that will be in effect during the event



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General Information

To assist us in evaluating the impact your event may have on the City and to better understand what support you are requesting, the following questions must be answered in full.

1. Name of Organization: _____

2a. Name of Event: _____

2b. Date of Event: _____ 2c. Location of Event: _____

3. Contact person's name: _____

Telephone: _____ Cell: _____

Email: _____

4. Complete address of organization: _____

Telephone: _____ Fax: _____

Website: _____

5. Chief Official's name: _____

Title: _____

Telephone: _____ Fax: _____

Email: _____

6. Grant amount requested: \$ _____

7. Funding Request: (check all that apply)

() Promotional materials: (brochures, flyers, website)

() Marketing program: (advertising, promotion, printing and distribution, public relations, digital, or social media) _____

() City Charges for Services: _____

8. If the entire request cannot be funded, may the event be restructured with less funding?

() Yes () No



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9. Event description: (Describe in detail)

10. Applicant's grant history: Have you received previous assistance from the City of Edwardsville? () No () Yes If Yes, please fill in the blanks below.

Year _____ Event name _____

Previous amount granted \$ _____

Visitors attracted _____ Merchandise sales _____

Sales Special Event Coupon from IDOR _____

Attach previous year final status report including attendance, participants, and media coverage to help the City evaluate your prior experience.

11. Other funding sources: List the sources and amounts of confirmed/anticipated funds and planned revenue sources to support the amount of the grant. Grant dollars cannot be the sole source of funding.

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Project Expenses Special Events Grant

Please refer to authorized and unauthorized uses on page 2. Provide an itemized summary indicating the intended use of Grant dollars. Please be as specific as possible, including cities where promotions will occur. Indicate the total amount you plan to spend in each category.

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
Total Planned Grant Dollars Usage	\$	_____



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Event Expenses Outside Special Events Grant

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Anticipated Expenses	\$ _____

Certification

I have reviewed this Application for Special Events Grant Funding from the City of Edwardsville for FY 2023 - 24. I am in full agreement with the information contained herein and have the authority to request this funding on behalf of the organization. To the best of my knowledge, the information contained in this application and attachments is accurate and complete.

Organization's chief official (or designee)

Signature

Printed Name and Title

Date