

**CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
Hotel/Motel Fund Grant Subcommittee Meeting
THURSDAY, FEBRUARY 4, 2016 – 2:00 P.M.
MAYOR'S CONFERENCE ROOM
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM ROAD**

AGENDA

1. CALL TO ORDER
2. CITIZENS' COMMENTS
3. DISCUSSION OF HOTEL/MOTEL GRANT FUNDS AND ALLOCATION CRITERIA
4. DISCUSSION ON RECOMMENDING ALLOCATION CRITERIA TO BUSINESS ALLIANCE COMMISSION (BAC) AT A SPECIAL CALLED MEETING ON FEBRUARY 9, 2016
5. ADJOURN

How do you bleed in Signature, Annual, Community events + automatic fund;

Criteria	Organization Name and Category					Total	Weight %	Weighted Total
	Very Weak (0)	Weak (25)	Fair (50)	Good (75)	Strong (100)			
Suitability - Yes () No () If (No) then no further analysis							100	
Is Grant Amount Needed "But For" - Yes () No () If (No) then no further analysis							100	
Years event has been in existence							100	
Size of attendance - multiple day							100	
Attendance from outside market							200	
Event/Venue Retail Sales Generation							200	
Number of Hotel/motel night stays							400	
Number and hours of volunteers							200	
Experience and Quality of Organization Structure and Leadership - Business/Event Plan							100	
Percentage of Grant proposal to - in kind							300	
Total Budgeted Cost of Event								
If previously received grants - Is FVH							200	
Support trending down/Organization Investment % trending up								
Local vs Regional Event Image and Quality of Life Benefits							200	
Total								

put in when detination - Avg. tough month

Remove or revise application forward

② grant details -

③ Need Detintors for all of above

Hotel / Motel Application Requirements (as a supplement to existing application details)

Included / required in packet for "Exhibit A" if request over \$5,000:

Business plan specifically indicating all expenses and how grant funds will be applied to specific categories of expenses

List of weather / event contingencies

Listing of planned vendors which will provide direct physical support and support services to event (e.g. security, tents, food vendors, beverage vendors, etc.) that have been reserved / secured and those planned.

Timetable / time line of activities leading up to event including activities already completed

Timetable and activity list of tasks that will follow event

If fundraising is involved,

How will profits be generated?

What is the anticipated amount of profits?

How will the profits be used?

What percentage or amount, if any, will be retained?

Who will manage the retained funds?

How will the profits directly benefit Fairview Heights residents?

Community participation? How many volunteers will be actively supporting the event? How will this help bring together the residents of Fairview Heights / community?

What is the "Return on Investment" the City will realize?

12. Within 90 days of the completion of an event for which Hotel / Motel funds have been granted, An Event Data Report and Summary will be submitted to the Director of Finance. A complete, detailed financial accounting will be included on a form provided by the Business Alliance Committee (Exhibit "D"). The report will include copies of all expense receipts covered by the city, actual number of volunteers from the city and event attendance. Failure to provide the report in 90 days will result in no eligibility for one year following the submission of the report. If no report is filed, the organization and persons responsible for submitting the report will not qualify for future grants.
13. Examples of eligible expense categories are as follows:
 - a. Community cultural events
 - i. Art Fairs / Exhibits
 - ii. Art Education
 - b. Tourism / Marketing
 - i. City Maps / Brochures
 - ii. Website Operations
 - iii. Partner with local events and / or hotels to support their occupancy
 - c. Community Capital Improvements
 - i. Buildings & Structures
 - ii. Signage
 - iii. Planters
 - iv. Public Benches

Conclusion:

The Hotel / Motel Tax funds should be used to develop the culture and heritage of the community that helps define the community and make it attractive to visits by non-residents, and in all other respects nurtures our community as a point of destination for the traveling public. The overall goal is to increase the number of stays in our community and to extend the stays of travelers and visitors.

HOTEL/MOTEL EVENT ANALYSIS WORKSHEET

ORGANIZATION NAME _____

1. FEASIBILITY (out of 100 points possible)

- Adequate time to produce event (20)
- Business Plan strength (20)
- Proposed Budget is Adequate for proposed venues (20)
- Adequate Marketing Plan/TV,print/radio/internet
For event of its' size (20)

Points _____

2. IS GRANT NEEDED FOR EVENT PRODUCTION ___YES ___NO

If NO, then no further analysis

3. YEARS OF EXISTENCE FOR EVENT (out of 100 points possible)

- 20+ years (100)
- 10+ years (75)
- 3 + years (50)
- start up (25)

Points _____

Would event be considered for multi-year approval? ___Yes ___No

4. DURATION / ATTENDANCE AT EVENT (Out of 100 points possible including both sections)

- 2+ day event (40)
- Single Day Event (30) choose 2
- Outside of Local Market Attendance (20)
(ie: regional, multi county, multi-state)

- 20,000+ attendance (40)
- 5000+ attendance (30) choose 1
- 1000 + event (20)
- 250 + event (10)

Total Points of both _____

5. RETAIL SALES GENERATION (out of 100 points possible)

Consider overnight attendees

- Motor Fuel – attendees driving in, or driving during multi day event (35)
- Possibility of attendees dining in restaurants, bars (35)
- Shopping during attendance (30)

Points _____

STAFF GRANTS ALLOCATION SCENARIO

2016

A. COMMUNITY CULTURAL EVENTS – RECOMMEND NO COMPETITION AFTER BEING CERTIFIED BY COUNCIL AS A CIVIC EVENT

- **2015 – 3 APPLICATIONS**
 - SALUTE TO THE ARTS - \$45,000
 - MIDWEST WINGFEST - \$40,000
 - HOMECOMING - \$3,000

B. TOURISM & MARKETING – RECOMMEND APPLICATIONS BE RUN THROUGH REVIEW COMMITTEE OF BAP¹ (BUSINESS ASSISTANCE PROGRAMS); TOURISM BUREAU APPLICATION MADE A PART OF CITY BUDGET

- **2015 – 2 APPLICATIONS**
 - TOURSIM BUREAU - \$25,000 *funded at 10,000*
 - METROEAST CHAMBER OF COMMERCE - \$14,400

C. COMMUNITY CAPITAL IMPROVEMENTS – RECOMMEND APPLICATIONS BE RUN THROUGH REVIEW COMMITTEE OF BAP¹ (BUSINESS ASSISTANCE PROGRAM)

- **2015 – 0 APPLICATIONS**

D. OTHER – RECOMMEND APPLICATIONS BE RUN THROUGH REVIEW COMMITTEE BAP¹ (BUSINESS ASSISTANCE PROGRAM)

- **2015 – 1 APPLICATION**
 - VIOLENCE PREVENTION CENTER - \$2,500

TOTAL FUNDS AVAILABLE FOR 1, 2, 3, & 4 = \$200,000

¹AFTER CRITERIA FOR FUNDING DEVELOPED

GRANT APPLICATION PROCESS NOTES

1. Define Hotel/Motel Type of Applicants

Is it only Community and Cultural Events? (Salute, Wingfest, Homecoming, Sports?)

2. Do We Include or Separate Tourism Bureau and Chamber?

a) Tourism Bureau goes into Economic Development Budget, and leaves H/M ?

-- Advantages: EDC Director can work on specific needs and control production
More accountability from Tourism Bureau
Eliminates Contention for funding

-- Disadvantages: Who decides on \$\$ amount to be allotted each year
Is it still Council approval for allocation, or a budget item
Issue of it still generating Hotel stays that benefit H/M annual
Available funds
Crossover – Funded in City Budget, but generating for H/M

b) Chamber goes into Economic Development Budget, and leaves H/M?

-- How do we separate Chamber Membership Cost from the portion allotted to
Their online marketing scenario (2015), or other endeavor?
(2015 membership AND online advertising program \$14,400)

-- Advantages: BND marketing is controllable and more targeted by our Director
More accountability of usage
Cohesive marketing with other venues (Tourism, etc.)

-- Disadvantages: What if Chamber does NOT continue current scenario of online ads?
(Does Membership Cost go solely back into Hotel/Motel?)
Who decides on the amount given annually for the marketing part
Covered by ED Director's budget?

3. Violence Prevention Center is in Police Dept or Hotel/Motel ?

With cuts in State Reimbursements, can P.D. still handle V. P.C. ?

4. Dollar Amount Categories or Specific Amounts Requested ?

5. Multi-Year Grants to Established Venues?

Mayor in favor of 2 or 3 year commitment to Salute, to give them ability to jump-start the next year's contracts and budgeting.

6. Physical Application and Required Attachments

Include in App: Policy Statement
Contract
Additional Sponsors and Funding
Grant Waiver and Release of Claims

Required Attachments: Business Plan
Detailed Budget with Categories and Total Projected Expenses

Requirement For Post-Event Report
Attendance Report and method of documentation
Financials – General Categorized Report or
Copy of ledger ?

7. Additional 100 Weighted Point System

See attached suggestions

8. Payout Process

Eliminate Organizations coming up against 30 or 45 day payments due, risking losing their contracts or paying penalties. Some vendors give discounts for early payment of Invoices.

Do not require Finance Dept. to place payments on Bill List, or receive additional Approval. Once granted, funds go into an account, for immediate availability to be Issued to organizations.

Option 1: Three equal checks issued in April, May and July. (How to handle June events?)

Option 2: Issue checks as invoices/receipts are presented.

Option 3: Issue checks as invoices/receipts are presented in \$5,000 amounts
Total Grants of less than \$5,000 can be issued in one check.

9. Clarify Complete Application, Approval, and Fund Issuing Process

1. Application
2. Review by Staff and H/M Sub Committee for qualifications
3. Determine Dollar Amount Eligible For
4. Forward to Business Alliance Committee for Approval
5. Forward to Finance Committee
6. Forward to Council
7. Establish Finance Department Accounts
8. Checks issued

COMMUNITY CULTURAL EVENTS

Community Event
2 events

Signature Event - 1 event

45,000
Up to \$40,000 with following conditions:

1. Total project cost exceeds \$90,000
 2. No less than 50 volunteers are used
 3. Business (Event) Plan
 4. No less than 50 attendees book rooms in Fairview Heights
 5. At least a 2 day event
 6. Attendance in excess of 20,000
- Past success -
Fund multiple years

Annual Event - 1 event

Up to \$40,000 with following conditions:

1. Total project cost exceeds \$60,000
 2. No less than 30 volunteers are used
 3. Business (Event) Plan
 4. No less than 30 attendees book rooms in Fairview Heights
 5. At least a 2 day event
 6. Attendance in excess of 5,000
- Past success -
Fund multiple years

Up to \$10,000 with following conditions:

1. Total project cost exceeds \$20,000
 2. No less than 10 volunteers used
 3. Business (Event) Plan
 4. No less than 10 attendees book rooms in Fairview Heights
 5. At least a 2 day event
 6. Attendance in excess of 1,000
- Past success -
Fund Multiple years

Tourism/Marketing (Run through Review Committee)

- | | |
|--|----------------------|
| 1. Total project cost exceeds \$10,000 | 10% of grant request |
| 2. Scope of work | 20% of grant request |
| 3. Security, clean up, insurance, issues addressed | 10% of grant request |
| 4. What is project benefit to City? | 25% of grant request |
| 5. Individuals (employer) involved in activity? | 25% of grant request |

Past success - add 10%

Community Capital Improvements (Run through Review Committee)

- | | |
|--|----------------------|
| 1. Total project costs exceeds \$20,000 | 10% of grant request |
| 2. Construction drawings complete | 20% of grant request |
| 3. All contractors affiliated with SW IL Buildings & Trade | 40% of grant request |
| 4. Contractor is based in Fairview Heights | 10% of grant request |
| 5. Project benefit to City | 20% of grant request |

Past success - add 10%

Other

- | | |
|---|----------------------|
| 1. Total project cost exceeds \$5,000 \$2,500 | 20% of grant request |
| 2. No less than 5 volunteers | 10% of grant request |
| 3. Business (Event) Plan | 10% of grant request |
| 4. No less than 5 attendees book rooms | 40% of grant request |
| 5. Attendance in excess of 100 | 20% of grant request |

Under \$2,500

- | | |
|--|-------|
| 1. TPC less than \$2500 | - 20% |
| 2. No less than 3 volunteers | - 10% |
| 3. Business (Event) Plan | - 10% |
| 4. No less than 3 attendees book rooms | - 40% |
| 5. Attendance in excess of 250 | - 20% |