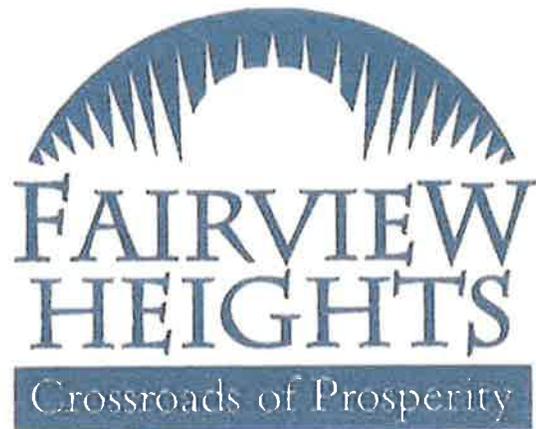


**CITY OF FAIRVIEW HEIGHTS  
HOTEL/MOTEL TAX GRANT FUNDING PROGRAM SUBCOMMITTEE  
MONDAY, SEPTEMBER 12, 2016 – 9:00 A.M.  
MAYOR'S CONFERENCE ROOM  
FAIRVIEW HEIGHTS CITY HALL  
10025 BUNKUM ROAD**

**AGENDA**

1. CALL TO ORDER
  
2. CITIZENS' COMMENTS
  
3. DISCUSSION OF PROPOSED REVISIONS TO HOTEL/MOTEL APPLICATION PROCESS AND EVALUATION FORM
  
4. CONSIDER RECOMMENDING REVISIONS TO ADMINISTRATION COMMITTEE SCHEDULED TO MEET ON WEDNESDAY, SEPTEMBER 14, 2016 AT 7:00 P.M.
  
5. ADJOURN



# **HOTEL / MOTEL TAX GRANT FUNDING PROGRAM**

## **Applicant Packet**

*Adopted: January 20<sup>th</sup>, 2015,*

*Updated & Recommended for Acceptance: February 9<sup>th</sup>, 2016,*

*Approved by City Council:*

February, 2016

Dear Potential Hotel / Motel Grant Applicants,

The City of Fairview Heights Business Alliance Commission (BAC) appreciates your interest in the Hotel/Motel Grant Funding Program. The funding for this program is generated from a local tax applied to overnight stays at hotels in Fairview Heights. The purpose of the program is to promote overnight stays in local hotels by providing funding assistance to events that bring people to our community. Therefore, projects that encourage overnight stays are preferred in accordance with State statutes.

This packet is designed to provide you with all the documents needed from beginning to end of the funding cycle. Please refer to the checklist provided on the following page to assist you throughout the process. Funding will cover expenses in Fiscal Year 2017, which runs from May 1, 2016 to April 30, 2017. Expenses can occur only during this time period. Please try to be as complete as possible within the application. For those questions which do not apply to your application, simply insert "n/a" or "not applicable". You may also attach additional documentation, as you feel necessary.

One hard copy and one electronic copy of your application must be received at the Fairview Heights Municipal Complex, 10025 Bunkum Road, Fairview Heights, Illinois 62208 by 5:00 p.m. on Monday, February 29, 2016 – no exceptions. The applications should be marked to the attention of Staff Liaison. Electronic versions can be sent to [mayor@cofh.org](mailto:mayor@cofh.org).

All applications will be submitted to the Staff Liaison, and referred to the Director of Economic Development. Based on guidelines of the attached policy, the Director and Review Committee\* shall make funding recommendations to the City's Aldermanic Finance Committee. Following a review by the Finance Committee, the awarding of funds concludes via adoption of a Resolution by the City Council.

If you have any questions regarding the process and/or City requirements, please refer to the "City Contacts" list provided within the packet. Thanks again for your interest in this program. We look forward to receiving your application.

Respectfully,

Chuck Daily,  
Chairman, Business Alliance Commission Subcommittee

\*Mayor, City Administrator, Director of Economic Development, Finance Director, Land Use and Development Director, and City Attorney

## CHECKLIST

APPLICANT: \_\_\_\_\_

- \_\_\_\_\_ Grant Application (Exhibit "A" or "E" – see procedures) is completed and signed.
- \_\_\_\_\_ One paper copy and one electronic copy is submitted to the City's Staff Liaison.

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*\*For Committee / City Use Only\**

- \_\_\_\_\_ Considered by Review Committee
- \_\_\_\_\_ Recommendation to Finance Committee
- \_\_\_\_\_ Finance Committee Recommendation

**City Council Review:**

\_\_\_\_\_ Funding Denied      \_\_\_\_\_ Funding Approved      \$\_\_\_\_\_ Funding Amount

**Post Award Requirements**

- \_\_\_\_\_ Exhibit "B" (Hotel/Motel Tax Funding Agreement) has been completed by both parties.
- \_\_\_\_\_ Exhibit "C" (Waiver and Release) has been completed and signed by organization.
- \_\_\_\_\_ All applicable permits / licenses have been acquired by the Organization.
  - \_\_\_\_\_ Not Applicable
  - \_\_\_\_\_ Reviewed by Director of Land Use & Development
  - \_\_\_\_\_ Reviewed by Director of Parks and Recreation
  - \_\_\_\_\_ Reviewed by Liquor Commissioner
- \_\_\_\_\_ All Insurance requirements/forms have been submitted.
  - \_\_\_\_\_ Not Applicable
  - \_\_\_\_\_ Staff Review / Initials
- \_\_\_\_\_ Funds Distributed
- \_\_\_\_\_ Exhibit "D" (Post-Event Report) has been completed and returned to the City for 2015 (if applicable)

## CITY CONTACTS

NAME	TITLE	PHONE #	EMAIL
<b>Becky Short</b>	Staff Liaison	618-489-2010	<a href="mailto:mayor@cofh.org">mayor@cofh.org</a>
<i>For assistance with: application submission, meeting announcements, liquor license.</i>			
<b>Angie Beaston</b>	Director of Parks & Recreation	618-489-2040	<a href="mailto:beaston@cofh.org">beaston@cofh.org</a>
<i>For assistance with: park reservations, scheduling of events on park grounds, etc.</i>			
<b>Tim Tolliver</b>	Director of Land Use & Development	618-489-2060	<a href="mailto:tolliver@cofh.org">tolliver@cofh.org</a>
<i>For assistance with: permits and code enforcement.</i>			
<b>Gina Rader</b>	Interim Director of Finance	618-489-2050	<a href="mailto:rader@cofh.org">rader@cofh.org</a>
<i>For assistance with: disbursement of funds, reimbursements, post-event reporting.</i>			
<b>Mike Malloy</b>	Director of Economic Development	618-489-2010	<a href="mailto:malloy@cofh.org">malloy@cofh.org</a>
<i>For assistance with: marketing efforts or application questions</i>			
<b>Cathy Bryant</b>	Deputy City Clerk	618-489-2000	<a href="mailto:bryanca@cofh.org">bryanca@cofh.org</a>
<i>For assistance with: insurance requirements.</i>			

## HOTEL / MOTEL TAX GRANT FUNDING POLICY

### Background:

Per City Code 36-2-7, proceeds resulting from the imposition of the Hotel/Motel Tax shall be appropriated into a special fund to be used and applied for the promotion and development of tourism and conventions in the City of Fairview Heights. The primary responsibility of the "City of Fairview Heights Hotel / Motel Sub-Committee" is to convene and make recommendations to the City Council as to the orderly disbursements of funds collected. As a "Home Rule Municipality", the City Council reserves the right to utilize Hotel/Motel tax funds towards general operations.

### Policy:

It is the express intent of the City Council and the "Hotel/Motel Grant Funding Program" that residue taxes collected and available from the Hotel/Motel Tax Fund are to be used for the following purposes:

1. Community Cultural Events
  - a. Continuing event heritage.
  - b. Nurture new events.

Further, it is the intent of the City Council that an event receiving a grant may have funds split among the following expense categories that will then be apportioned to the above purposes:

1. Direct event programming costs.
2. City services needed to protect public safety and property.
3. Promotional and marketing costs.
4. Permanent beautification or public improvement costs.

### Procedural Guidelines:

1. Grant application requests shall be in writing using a common format/form.
  - a. For requests in excess of \$2,500 use "Exhibit A"
  - b. For requests equal to or below \$2,500 use "Exhibit E – Short Form"
2. Requests shall be submitted by February 29<sup>th</sup>, 2016.
3. The City's staff liaison shall assemble the grant request packets and forward the completed requests to the City Review Committee.
4. The Director of Economic Development shall collect all grant application submissions and distribute to the Review Committee\* for a future meeting.
5. The Review Committee shall grade each application using the Evaluation Worksheet (Exhibit "F").
6. The Review Committee shall report via memo and display the requested amount vs. the recommended grant decisions to the Aldermanic Finance Committee.
7. The Finance Committee shall review the committee's recommendation and forward a funding resolution to the City Council.
8. The City Council shall approve the grant awards by resolution upon review of committee recommendation and with regard to budget restrictions and conformance with policy and procedure guidelines established herein.

9. The "Hotel/Motel Tax Funding Agreement" (Exhibit "B") shall be executed by the Mayor of the City of Fairview Heights and the receiving organization.
10. The "Grant Waiver and Release" (Exhibit "C") shall be executed by the receiving organization.
11. Funds shall be disbursed in a lump sum or another manner that clearly accounts for all funds used and as requested. Reimbursements of expenses shall be paid quickly to preserve vendor discounts or avoid late payment penalties.
12. Reimbursements may be submitted as expenses are incurred. However, in the event an applicant who receives a reimbursement fails to fully execute the event due to negligent activity that results in citation or permit being revoked, the organization may be required to return the reimbursement and not be eligible for future grant awards until the amount is repaid.
13. Changes in the use of grant funds (as stated in the application) after funds have been awarded must be requested to the Committee in writing. The Committee shall review the request and make a recommendation to the City Council for approval or denial.
14. Event data shall be summarized and reported to the Committee within 90 days of the end of the event of program. A complete financial accounting will be included on a form provided by the Committee (Exhibit "D").

Examples of eligible expense category are as follows:

a. *Community Cultural Events*

i. Art Fairs /  
Exhibits/Festivals

ii. Art Education

**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 and increasing the appeal for new businesses and quality of life for the residents of Fairview Heights. The overall goal is to increase the number of hotel stays in our community and to extend the stays of travelers and thereby increasing taxes for funds available to the city.

\*Mayor, City Administrator, Director of Economic Development, Finance Director, Land Use & Development Director, and City Attorney

**EXHIBT "A"**

**HOTEL/MOTEL FUND GRANT APPLICATION**

*(For Requests in excess of \$2,500)*

*Organization Information*

**1) Name and Address of Applicant (Organization):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2) Website Address:** \_\_\_\_\_

**3) Contact Person:**

a) Name: \_\_\_\_\_

b) Phone: \_\_\_\_\_

c) Fax: \_\_\_\_\_

d) Email: \_\_\_\_\_

**4) Is this a Non-Profit Organization? Yes\_\_\_\_\_ No\_\_\_\_\_**

**5) Status of Organization (i.e. Foundation, Corporation, etc):** \_\_\_\_\_

**6) Agency Tax ID #** \_\_\_\_\_

*Event Information*

**7) Fiscal Year of the Event: 2016-2017**

**8) Name of the Event:** \_\_\_\_\_

**9) Date(s) of the Event:** \_\_\_\_\_

**10) Location of the Event:** \_\_\_\_\_

**11) Description of the Event:**

12) Funding Request Amount: \$ \_\_\_\_\_

13) Projected Attendance for the Event: \_\_\_\_\_

14) Expected Overnight Stays for the Event: \_\_\_\_\_

15) Description / Purpose of Funding Request:

16) Other Sources of Project Funding:

Individual Donations: \$ \_\_\_\_\_

Grants: \$ \_\_\_\_\_

Private Businesses: \$ \_\_\_\_\_

17) Do you anticipate the need for "in-kind" services from City resources or staff? If so, please describe the nature of your request along with an estimated number of hours needed.

18) Continuing / New Activity:

- |   |           |                  |
|---|-----------|------------------|
| a) Is this event...   | New _____ | Continuing _____ |
| b) Do you expect it to be an Annual Event?                    | Yes _____ | No _____         |
| c) Do you anticipate requiring regular and continued funding? | Yes _____ | No _____         |
| d) Did you receive funding last year?                         | Yes _____ | No _____         |
| e) If "d" = yes,  |           |                  |
| i) What amount did you receive? \$ _____                      |           |                  |
| ii) Did you meet the Post-Event Reporting Requirements?       | Yes _____ | No _____         |

**19) Sponsors**

If applicable, please list key sponsors that donate funds or provide "in-kind" services, along with the pledged amount anticipated for the event.

	SPONSOR	AMOUNT OF SPONSORSHIP
1		
2		
3		
4		
5		

**20) Benefits to City Tourism:**

Describe how this activity attracts and/or contributes to tourism and overnight stays in the City of Fairview Heights.

**21) Additional Information:**

Provide any additional information which will assist the City in evaluating your project and its benefit to the City of Fairview Heights (attachments are welcomed).

**22) Event / Project Budget**

Please list all revenues and expenses, on a separate sheet (similar format) if necessary. Complete project expense information must be provided on this document. Quoted estimates must be provided when possible and when not possible, describe in an attachment how the expense was estimated.

**Revenues:**

Hotel / Motel Tax Grant	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

**Total Revenues:** \$ \_\_\_\_\_

**Expenses:**

Expenditure Types	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

**TOTAL EXPENSES:** \$ \_\_\_\_\_

23) If you are a previous recipient of Hotel/Motel Funds, attach Exhibit "D". If previously provided, please disregard.

24) Attach Event Plan and Budget; Timeline for upcoming event; Marketing efforts

25) Can event occur without city financial assistance: \_\_\_Yes \_\_\_ No

26) Has event previously been held in Fairview Heights: \_\_\_Yes \_\_\_No If yes, how many years in existence?

27) Projected sales tax generation: Event \_\_\_\_\_ Indirect\_\_\_\_\_

28) Number of volunteers associated with event? \_\_\_\_\_

29) Nonprofit or for profit event? \_\_\_\_\_

30) Address security, traffic control for event, and Health Department and Fire Department approval in Event Plan? \_\_\_ Yes \_\_\_ No

31) Why should event be funded? Attach narrative.

I certify the information contained in this application is complete, accurate, and fully discloses the scope and intent of my request for funding from the Hotel/Motel Tax Grant Program. I agree to comply with the City's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

By signing this application, I accept and agree to be bound by the terms and conditions of the Hotel/Motel Tax Grant Program as administered by the City of Fairview Heights in compliance with current federal, state and local laws.

\_\_\_\_\_  
Applicant

\_\_\_\_\_  
Signature of Representative / Officer

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

## EXHIBIT "B"

### Hotel / Motel Tax Funding Agreement

This sets forth the agreement ("Agreement") between the City of Fairview Heights ("City") and

\_\_\_\_\_ (the "Organization"), with its principal place of business at \_\_\_\_\_, relating to the use of Hotel/Motel Tax Funds.

#### 1) Use of Funds

The Organization agrees to use the Funds for the Event/Project described in the Hotel/Motel Tax Funding Application. The application is attached as Exhibit "A" to this Agreement and incorporated herein by reference. The Organization agrees that any Hotel/Motel Tax funds received can only be used to directly promote tourism and the convention and hotel industry, in accordance with State Statutes

#### 2) General Terms

- a) **Location:** The Organization agrees the Event must be located in the City of Fairview Heights corporate limits, extra-territorial jurisdiction or in sufficiently close proximity as to reasonably attract tourists to the City of Fairview Heights.
- b) **Status of Organization:** The Organization must be an organization or corporation governed by a board of directors. Applicant must also be in good financial standing and financial safeguards in place to protect public funds.
- c) **Promotional Materials and Sponsorship:** The Organization agrees that any promotional material must contain the City of Fairview Heights "Crossroads of Prosperity" logo, which can be supplied by the City upon request. The Organization also agrees the City must be listed as a sponsor/partner of the event or project. The Organization agrees to provide a copy of all advertisements for the Event/Project.
- d) **Audit:** The Organization agrees the City has the right to audit the books or financial records of Organization if it receives Hotel/Motel Occupancy Tax revenues.
- e) **Notification Requirements:** The Organization agrees to notify overnight lodging establishments in writing of the upcoming Event and provide the City with proof of that notification.

#### 3) Permits & Licenses

If applicable, the Organization agrees to comply with all permits and license requirements of the event, and acknowledges the receipt of the Hotel/Motel Tax Grant is contingent upon a review of such by the Director of Land Use & Development, Director of Parks & Recreation, and Liquor Commissioner.

#### 4) Insurance

Any organization receiving Hotel/Motel Tax Grant Funds shall be required to meet the current conditions set forth within the City's Revised Code of Ordinances section 29-2-1 (Group Activities). Those requirements include the following:

- **Original Certificate of Insurance (Public Liability Insurance - \$1,000,000 per occurrence)** must be submitted to the City Clerk's Office ten (10) working days prior to the event.

- In the event liquor/beer is sold at the event, an Original Certificate of Insurance must be directed to the Liquor Commissioner (Liquor Liability - \$1,000,000 per occurrence) ten (10) working days prior to the event.
- Carnival Ride Companies will be required to provide an Original Certificate of Insurance (Liability Coverage - \$1,000,000 per occurrence) ten (10) working days prior to the event.

**5) Reporting and Reimbursement**

The Organization is responsible for completing the Post Event Report Form (Exhibit "D") with the finalized information explaining the Hotel Occupancy Tax Revenues within 90 days of the Event. The Organization must provide receipts for review to affirm that the expenses comply with the stated purposes during the application process. The report will be reviewed by City staff and the Tourism Committee. Failure to submit the report may result in future funding disqualification.

**6) Termination**

Either party may terminate this Agreement if the other commits a material breach of this Agreement; provided, however, that the terminating party has given the other written notice and the other party has failed to remedy or cure the breach within ten (10) days of such notice.

**7) Remedies**

If the City terminates this Agreement as a result of the Organization's breach, then in addition to any other remedies to which the City may be entitled by reason of such breach, the City shall have the right to the recovery of all Hotel Occupancy Tax Revenues distributed to the Organization upon request. In addition, the City shall have the right to any attorney's fees incurred in the recovery of Hotel Occupancy Tax funds given to the Organization.

**8) Venue**

Venue for any dispute arising out of this Agreement shall be in St. Clair County, Illinois.

**City of Fairview Heights**

**Applicant / Recipient**

**By:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** Mayor

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**EXHIBIT "C"**

**HOTEL / MOTEL GRANT WAIVER AND RELEASE OF ALL CLAIMS**

Whereas, \_\_\_\_\_ ("Organization") has applied for and been approved by the City of Fairview Heights ("City") for a grant of Hotel / Motel Tax funds for \_\_\_\_\_.

**NOW, THEREFORE, in consideration of the grant of Hotel / Motel Tax funds from the City, Grantee hereby agrees that in the event that, or as a result of the program or event sponsored by the Grantee, the City is made a party defendant in any litigation or any claim or demand is made against the City, the Grantee shall defend, indemnify, and hold harmless the City, its officers, agent, commissioners, and employee, individually and collectively, from and against any and all suits, claims, demands, set offs, or other actions, including but not limited to judgments arising therefrom. The obligation of the Grantee shall include and extend to payment of reasonable attorneys' fees for the representation of the City and its said officers, agents, commissioners, or employees in any litigation or investigation and includes expenses, court costs, and all other fees associated with any litigation, claim, or demand, or appeal.**

**ORGANIZATION / GRANTEE:** \_\_\_\_\_

**SIGNER:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_



**What issues, if any, could be better addressed in the future?**

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**What method did you use to determine the number of room nights generated?**

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**What marketing initiatives did you utilize to promote hotel and activity for this event?**

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**Please Submit completed form to:**

**City of Fairview Heights  
Attn: Becky Short, Executive Secretary  
10025 Bunkum Road  
Fairview Heights, IL 62208**

**EXHIBT "E"**

**HOTEL/MOTEL FUND GRANT APPLICATION – SHORT FORM**

*(For Requests Equal to or Less than \$2,500)*

**Name and Address of Applicant (Organization):**

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**Contact Person:**

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Event Information**

**1. Name of the Event:** \_\_\_\_\_

**2. Date(s) of the Event:** \_\_\_\_\_

**3. Location of the Event:** \_\_\_\_\_

**4. Description of the Event & Purpose of Funding Request:**

**5. Funding Request Amount:**                      \$ \_\_\_\_\_

**6. Projected Attendance for the Event:**                      \_\_\_\_\_

**7. Expected Overnight Stays for the Event:**                      \_\_\_\_\_

# HOTEL-MOTEL TAX GRANT APPLICATION SCREENING EVALUATION WORKSHEET

Existing

CRITERIA			
<b>1 EVENT FEASIBILITY (PRE-SCREENING)</b>			
Feasibility -Yes ( ) No ( ) (IF NO, application denied.)	Evaluation notes:		
-Adequate time to produce event			
- Are there contingencies or back-up plans for weather or other causes for cancellation / rescheduling?			
-Business Plan Strength and Reasonableness			
- Proposed Budget Adequate for Proposed Venues			
-Adequate Marketing Plan/TV, print/internet			
- If City's contribution is over 50% of total cost, application is automatically denied			
If (No) then no further action			
<b>if any of the above criteria are not met, the application is denied.</b>			
<b>2. IS GRANT AMOUNT NEEDED FOR EVENT PRODUCTION? - YES( ) NO ( )</b>	Evaluation notes:		
If (No) then no further action			
<b>3 IS EVENT VENUE IN FAIRVIEW HEIGHTS? - YES( ) NO ( )</b>	Evaluation notes:		
If (No) then no further action-(Refer to Economic Dev. Dept for possible discretionary funding)			
<b>CRITERIA</b>	<b>SCORE</b>	<b>CRITERIA WEIGHT FACTOR</b>	<b>CRITERIA TOTAL SCORE</b>

# HOTEL-MOTEL TAX GRANT APPLICATION SCREENING EVALUATION WORKSHEET

	Score	0 = Very Weak; 25 = Weak; 50 = Fair; 75 = Good; 100 =		
<b>4 YEARS OF EXISTENCE OF EVENT IN FAIRVIEW HEIGHTS</b>				
<p>Enter the number of years event has been in existence (4 points awarded (with a maximum of 100 points) for each year this event has been in existence in Fairview Heights)</p>	Years	0	1	100
		0	0	
		Evaluation notes:		
<b>5 PROJECTED ATTENDANCE / EVENT DURATION</b>				
<p>Attendance from local market</p> <p>20,000+ = Strong; 5000 - 19,999 = Good; 1000- 4999 = Fair; 250 - 999 = Weak; Less than 250 - Very Weak</p> <p>Attendance from outside market</p> <p>10,000+ = Strong; 5000 - 9,999 = Good; 1000- 4999 = Fair; 250 - 999 = Weak; Less than 250 - Very Weak</p>		0	1	100
		0	0	
		Evaluation notes:		
<b>6 EVENT / VENUE SALES TAX GENERATION</b>				
		0	2	200
		0	0	
		Evaluation notes:		
				200

# HOTEL-MOTEL TAX GRANT APPLICATION SCREENING EVALUATION WORKSHEET

<p>Consider overnight attendees; Dining in restaurants and bars; Local shopping during attendance; Motor fuel; Attendees traveling to the event</p> <p>Score 0 = Very Weak; 25 = Weak; 50 = Fair; 75 = Good; 100 = Strong</p> <p>Direct sales from event</p> <p>Motor Fuel sales</p> <p>Sales from non-event local shopping</p> <p>Dining and Entertainment (non-event) sales</p> <p>Evaluation notes:</p>	<p>0</p> <p>0</p> <p>0</p> <p>0</p>	<p>0.6</p> <p>0.6</p> <p>0.6</p> <p>0.2</p>	<p>0</p> <p>0</p> <p>0</p> <p>0</p>	
<b>7 HOTEL / MOTEL ROOM NIGHTS GENERATED</b>				
<p><b>Seasonal Factor</b></p> <p>January thru March = 4; April, May, September, October = 3; June, July, November, December = 2; August = 1</p> <p><b>Hotel / Motel Room Nights</b></p> <p>50+ Room nights = Strong; 30 - 49 room nights = Good; 10 - 29 nights = Fair; 5 - 9 room nights = Weak; Less than 5 room nights = Very Weak</p> <p>Special consideration for holiday season events that attract additional shoppers to City during peak shopping seasons?</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>Evaluation notes:</p>
400				
<b>8 NUMBER OF VOLUNTEERS AND HOURS OF VOLUNTEER PARTICIPATION</b>				
200				



# HOTEL-MOTEL TAX GRANT APPLICATION SCREENING EVALUATION WORKSHEET

<p>.5% or less of total = Strong; up to 10% of total = Good; up to 20% of total = Fair; up to 30% of total = Weak; up to 50% = Very Weak; over 50% = disqualified, request denied</p>	<p>Evaluation notes:</p>			
<b>11: PHYSICAL COMMUNITY / CITY IMPACT</b>				
<p>Security analysis completed (P.D. security, parking, traffic control); Clean-up arrangements complete for City and private property; both Health Department and Fire Department Assessments completed</p> <p>All 3 categories complete = Strong; 2 categories complete, 1 pending = good; 1 category complete others pending = Fair; none complete = Very Weak</p>	0	1	0	
<p>Evaluation notes:</p>				
<b>12: CITY IMAGE</b>				
<p>Event presents Quality Cultural / Educational / Entertainment Value</p>	0	0.4	0	

# HOTEL-MOTEL TAX GRANT APPLICATION SCREENING EVALUATION WORKSHEET

<p>Event enhances Pride, Excitement, Attendance and Participation from Residents</p> <p>Event supports or enhances image City wants to promote / advertise / invest</p> <p>Event Showcases City's assets such as Parks, Recreation, Shopping, Metrolink, Great Location, ability to handle premier events, accessibility, tourism destination</p> <p>Event that stimulates participation by organizations, businesses, schools, churches</p>	<p>0</p> <p>0</p> <p>0</p> <p>0</p>	<p>0.4</p> <p>0.4</p> <p>0.4</p> <p>0.4</p>	<p>0</p> <p>0</p> <p>0</p> <p>0</p>	
Evaluation notes:				
200				
<p><b>13 EVENT GRANT HISTORY</b></p> <p>If Event previously received grants-Is City's % of total cost is trending down</p> <p>Consider trend over several years and compared to projections stated in previous grant applications</p> <p>Trending down at great rate than projected = Strong, trending down or projected rate = Fair; no change in funding % = Weak; increase in funding % = Very Weak</p>	<p>0</p>	<p>2</p>	<p>0</p>	
Evaluation notes:				
100				
<p><b>14: EVENT TIME OF YEAR</b></p> <p>January thru March = Strong; April, May, September, October = Good; June, July, November, December = Fair; August = Weak</p>	<p>0</p>	<p>1</p>	<p>0</p>	
100				





Applicant \_\_\_\_\_

Date \_\_\_\_\_

Reviewer \_\_\_\_\_

**Proposed**

## 2016 Hotel/Motel Evaluation Sheet

### Event Feasibility (20 Points Possible)

(Bad – Good)

(0-5 Points) 1. Is City's requested contribution less than 50% of Total Event Cost?  
If no, automatically denied!

Points

(0-5 Points) 2. Is sufficient time remaining to produce event?

(0-5 Points) 3. Are backup plans/contingencies in place for event?

(0-5 Points) 4. Is adequate marketing proposed?

Subtotal Event Feasibility Points \_\_\_\_\_

### Event ( 55 Points Possible)

(Bad – Good)

(0-5 Points) 5. How many years has the event been held?

Points

(0-5 Points) 6. Were any events unsuccessful?

(0-5 Points) 7. Is projected out of town attendance beneficial to the City?

(0-5 Points) 8. Is event multiple days?

(0-5 Points) 9. Is event scheduled for off season (November-March)?

(0-5 Points) 10. Are sufficient volunteers available for the event?

(0-5 Points) 11. Is leadership in place?

(0-5 Points) 12. Have leadership previously worked well with the City?

(0-5 Points) 13. Would event occur without a financial contribution from the City?

(0-5 Points) 14. Does the event properly portray the City image?

(0-5 Points) 15. Is City's financial investment trending downward?

Subtotal Event Points \_\_\_\_\_

Total Points \_\_\_\_\_

### 75 Points Possible

75-60 Fund at 100%

59-50 Fund at 75%

49-40 Fund at 50%

39-30 Fund at 25%

29-0 No Funding

## Hotel/Motel Grant Application Screening Sheet

Criteria	Score
The following criteria are baseline considerations for the screening of each Hotel/Motel Grant Application	The following score system is a 0 - 5 scale, with "1" being the weakest and "5" being the strongest. A total number, based on the sum of the 1 to 5 scores of the event, is required at the bottom.
<u>Requirement of Grant Funding</u> - Will the event take place without hotel/motel funding? Note: A "NO" response results in an automatic denial of the application.	YES / NO
<u>Venue Location</u> - Will the event take place within the City of Fairview Heights? Note: A "NO" response defers to the Economic Director for determination of discretionary funding	YES / NO
<u>Event Report</u> - Previous year event report submitted in full.	YES/NO/NA
<u>Event Feasibility</u> - Whether the event organizers have adequate time to produce the event, have contingencies for weather, have a business plan.	[Low Feasibility] 0- 1 - 2 - 3 - 4 - 5 [High Feasibility]
<u>Marketing</u> - Does marketing program provide details and timeline	[Low Feasibility] 0- 1 - 2 - 3 - 4 - 5 [High Feasibility]
<u>Percentage of City Contribution</u> - What percentage of the total event cost will the City contribute? Note: More than 50% results in an automatic denial of the application.	0- 1(50-41) - 2(40-31) - 3(30-21) - 4(20-11) - 5(10-0%) [50% or less in 10% increments]
<u>Event Longevity</u> - How long has this event been taking place in Fairview Heights?	[First Time Event] 0-1 - 2 - 3 - 4 - 5 [Recurring Event]
<u>Projected Attendance</u> - How many people are projected to attend the event?	[100 or Fewer] 0-1 - 2 - 3 - 4 - 5 [10,000 or more]
<u>Event Duration</u> - How many days will this event require, including set-up and tear-down?	[One day] 0-1 - 2 - 3 - 4 - 5 [Three or more days]
<u>Anticipated Hotel/Motel Rooms Occupied</u> - How many overnight stays are anticipated in conjunction with this event?	[No overnight stays] 0-1(1-20) - 2(21-35) - 3(36-50) - 4(51-75) - 5(76+)[More than three overnight stays]
<u>Experience of Event Organization</u> - How experienced are the event organizers, including their overall preparation, history of holding events in and outside the City, and prior experience hosting or organizing events?	[No experience] 0- 1 - 2 - 3 - 4 - 5 [Very experienced]

**Return to Agenda**

<p>Community Impact of Event - Will this event benefit the community of Fairview Heights?</p>	<p>[Minimal benefit] 0- 1 - 2 - 3 - 4 - 5 [Strong benefit]</p>
<p>Event's Grant Receipt History - Has this event received grant money in the past? Note: Consider whether this event is asking for more money each year or demonstrating increasing independence each year.</p>	<p>[Requesting same funding] 0- 1 - 2 - 3 - 4 - 5 [Requesting less funding]</p>
<p>Event Time of Year - Is this event being held at a time of the year when crowds are likely to attend? Note: Consider other holiday celebrations, weather conditions, <i>et cetera</i></p>	<p>[Prime time] 0- 1 - 2 - 3 - 4 - 5 [Low activity month]</p>
<p>Cooperation with City Staff - Are the organizers cooperating with City staff and services, including police, fire, parks &amp; recreation, and public works?</p>	<p>[Non-cooperative] 0- 1 - 2 - 3 - 4 - 5 [Very cooperative]</p>
<p><b>Total</b></p>	

# Proposed

Hotel/Motel Grant Application Screening Sheet		Score
Criteria		
The following criteria are baseline considerations for the screening of each Hotel/Motel Grant Application	The following score system is a 0 - 5 scale, with "1" being the weakest and "5" being the strongest. A total number, based on the sum of the 1 to 5 scores of the event, is required at the bottom.	
<u>Requirement of Grant Funding</u> - Will the event take place without hotel/motel funding? Note: A "NO" response results in an automatic denial of the application.		YES / NO
<u>Venue Location</u> - Will the event take place within the City of Fairview Heights? Note: A "NO" response defers to the Economic Director for determination of discretionary funding		YES / NO
<u>Event Report</u> - Previous year event report submitted in full.		YES/NO/NA
<u>Event Feasibility</u> - Whether the event organizers have adequate time to produce the event, have contingencies for weather, have a business plan.	[Low Feasibility] 0- 1 - 2 - 3 - 4 - 5 [High Feasibility]	
<u>Marketing</u> - Does marketing program provide details and timeline	[Low Feasibility] 0- 1 - 2 - 3 - 4 - 5 [High Feasibility]	
<u>Percentage of City Contribution</u> - What percentage of the total event cost will the City contribute? Note: More than 50% results in an automatic denial of the application.	0 - 1(50-41) - 2(40-31) - 3(30-21) - 4(20-11) - 5(10-0%) [50% or less in 10% increments]	
<u>Event Longevity</u> - How long has this event been taking place in Fairview Heights?	[First Time Event] 0-1 - 2 - 3 - 4 - 5 [Recurring Event]	
<u>Projected Attendance</u> - How many people are projected to attend the event?	[100 or Fewer] 0-1 - 2 - 3 - 4 - 5 [10,000 or more]	
<u>Event Duration</u> - How many days will this event require, including set-up and tear-down?	[One day] 0-1 - 2 - 3 - 4 - 5 [Three or more days]	
<u>Anticipated Hotel/Motel Rooms Occupied</u> - How many overnight stays are anticipated in conjunction with this event?	[No overnight stays] 0-1(1-20) - 2(21-35) - 3(36-50) - 4(51-75) - 5(76+) [More than three overnight stays]	
<u>Experience of Event Organization</u> - How experienced are the event organizers, including their overall preparation, history of holding events in and outside the City, and prior experience hosting or organizing events?	[No experience] 0- 1 - 2 - 3 - 4 - 5 [Very experienced]	

<p><u>Community Impact of Event</u> - Will this event benefit the community of Fairview Heights?</p>	<p>[Minimal benefit] 0- 1 - 2 - 3 - 4 - 5 [Strong benefit]</p>
<p><u>Event's Grant Receipt History</u> - Has this event received grant money in the past? Note: Consider whether this event is asking for more money each year or demonstrating increasing independence each year.</p>	<p>[Requesting same funding] 0- 1 - 2 - 3 - 4 - 5 [Requesting less funding]</p>
<p><u>Event Time of Year</u> - Is this event being held at a time of the year when crowds are likely to attend? Note: Consider other holiday celebrations, weather conditions, <i>et cetera</i></p>	<p>[Prime time] 0- 1 - 2 - 3 - 4 - 5 [Low activity month]</p>
<p><u>Cooperation with City Staff</u> - Are the organizers cooperating with City staff and services, including police, fire, parks &amp; recreation, and public works?</p>	<p>[Non-cooperative] 0- 1 - 2 - 3 - 4 - 5 [Very cooperative]</p>
<p><u>Total</u></p>	