CITY OF FAIRVIEW HEIGHTS
HOTEL/MOTEL REVIEW COMMITTEE- 2020 APPLICATIONS
WEDNESDAY, March 11, 2020 – 9:00 A.M.
MAYOR'S CONFERENCE ROOM
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM ROAD

AGENDA

1. CALL TO ORDER

2. PUBLIC PARTICIPATION

3. APPROVAL OF FEBRUARY 28, 2019 MINUTES

4. INFORMATION RELEVANT TO REVIEWING APPLICATIONS
    a. Hotel/Motel Tax Grant Funding Policy

5. DISCUSSION OF THE FOLLOWING APPLICATIONS
    a. Midwest Salute to the Arts - $45,000
    b. Wingfest - $50,000

6. REVIEW COMMITTEE RECOMMENDATIONS TO FINANCE COMMITTEE (April meeting) FOR:
    a. Midwest Salute to the Arts
    b. Wingfest

7. ADJOURN

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.

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THE CITY OF FAIRVIEW HEIGHTS

HOTEL/MOTEL REVIEW COMMITTEE
Thursday, March 28, 2019 – 1:00 pm.
Mayor's Conference Room
10025 Bunkum Road, Fairview Heights, IL

Committee Members in attendance – Director of Economic Development Paul Ellis, City Attorney Garrett Hoerner, Director of Land Use Andrea Riganti, Director of Finance Gina Rader

Committee Members absent – Mayor Mark Kupsky

Other Aldermen and Elected Officials in attendance – Aldermen Pat Baeske

Staff in attendance – None

Recorder – Wendi Gorney

Public - Randy Pierce, Matt Stines, Doug Shoemaker, Jeremy Kocinski, Randy Pellman

DRAFT

Call to Order: by Paul Ellis at 1:04pm

Approval of Minutes:

Motion and second were made by Andrea Riganti/GarrettHoerner to approve the February 22, 2018, minutes. The motion carried by voice vote and was unanimous.

Information relevant to reviewing applications:

Discussion was held in regards to the latest hotel/motel tax collections and disbursement guidelines. It was noted that the hotel/motel tax collections are down from the prior year. There will only be $60,000 available for the grant this year.

Discussion of the following applications:

a. **Midwest Salute to the Arts – $45,000 Request**

Midwest Salute to the Arts is requesting funding for operational expenses**,** updating/replacing/repairing electrical components, replacing items used for administrative purposes and month-to-month operations, and creating an advertising campaign for the event.

Randy Pellman noted it was their 21st year. They will be implementing a new layout because they will be using the new pavilions. The grant cuts will be hard to take, but they will have to make it work. Using the pavilions will help alleviate some of the cost, but they will have to cut more. They are already down to the 'bare bones' but said they will have to work harder to get more funding.

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b. Midwest Wingfest - $50,000 Request

Midwest Wingfest is requesting funding for advertising, infrastructure, equipment rental, security, and other related costs.

Matt Stines shared that the cut will hurt but they will find other ways to make it work. They may have to change their entertainment options or make changes to the infrastructure, but the event will go on.

Andrea Riganti asked both committees if they would still be able to hold their events given the cut in grant money. Both agreed that their events would still happen.

Review Committee recommendations to Administration/Finance Committee:

a. Midwest Salute to the Arts

The committee consensus was to recommend $30,000 in funding to Salute to the Arts.

b. Midwest Wingfest

The committee consensus was to recommend $30,000 in funding to Wingfest.

A motion, with the amended recommendation, was made and seconded by Andrea Riganti/Gina Rader. The committee recommends $30,000 in funding to Salute to the Arts and $30,000 in funding to Wingfest, for the total amount of $60,000 in Hotel/Motel funds. The motion carried by voice vote and was unanimous.

The recommendations must be read at the next two council meetings before being passed on to the finance committee for final approval.

Adjournment 1:19 p.m.

Submitted By:

_____

Wendi Gorney
Recorder

DRAFT

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FISCAL YEAR 2020-2021

HOTEL / MOTEL TAX GRANT FUNDING PROGRAM

Applicant Packet

DEADLINE: February 14, 2020

Adopted: January 20th, 2015,

Updated & Recommended for Acceptance: February 9th, 2016,

Approved by City Council: February 16, 2016

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January 2020

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 2020/2021, which runs from May 1, 2020 to April 30, 2021. 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 Friday, February 14, 2020 – no exceptions. The applications should be marked to the attention of Staff Liaison. Electronic versions can be sent to mayor@cofh.org.

All applications must be submitted to the attention of Paul Ellis, ellis@cofh.org. 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 you interest in this program. We look forward to receiving your application.

Respectfully,

Chuck Daily,
Chairman, Business Alliance Commission

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

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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.

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 2020 (if applicable)

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CITY CONTACTS

The Midwest Salute to the Arts Council is requesting funds from the City of Fairview Heights so the all Volunteer Staff may continue to produce the City's nationally recognized Arts Festival held August 28,29,30.2020. This Signature event is held in beautiful Moody Park on Longacre drive, in the HEART of Fairview Heights IL. As costs have increased over the years, we feel the requested amount is necessary in order to maintain the high standards the the Midwest Salute to the Arts has grown to represent in our community. There is also need to update and/or replace our aging equipment. We respectfully ask for your consideration

NAME	TITLE	PHONE #	EMAIL
Kathy Frawley	Staff Liaison	618-489-2010	mayor@cofh.org
Wendi Gorney		618-489-2057	gorney@cofh.org
For assistance with: application submission, meeting announcements, liquor license.			
Angie Beaston	Director of Parks & Recreation	618-489-2040	beaston@cofh.org
For assistance with: park reservations, scheduling of events on park grounds, etc.			
Andrea Riganti	Director of Land Use & Development	618-489-2060	riganti@cofh.org
For assistance with: permits and code enforcement.			
Gina Rader	Director of Finance	618-489-2050	rader@cofh.org
For assistance with: disbursement of funds, reimbursements, post-event reporting.			
Paul Ellis	Director of Economic Development	618-489-2033	ellis@cofh.org
For assistance with: marketing efforts or application questions			
Cathy Bryant	Deputy City Clerk	618-489-2000	bryanca@cofh.org
For assistance with: insurance requirements.			

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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.
    1) For requests in excess of $2,500 use "Exhibit A"
    2) For requests equal to or below $2,500 use "Exhibit E – Short Form"
2. Requests shall be submitted by February 14, 2020.
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 the following manner:
    1) One-third of the grant will be awarded immediately after May 1, 2020;
    2) One-third of the grant will be awarded 10 days prior to the actual event; and
    3) One-third of the grant will be awarded within 10 days of submission of the Post-Event Report.
12. 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

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EXHIBIT "A"

HOTEL/MOTEL FUND GRANT APPLICATION

(For Requests in excess of $2,500)

Organization Information

1) Name and Address of Applicant (Organization):

Midwest Salute to the Arts
PO Box 2032
Fairview Heights IL 62208

2) Website Address: www.midwestsalute.com

3) Contact Person:
   a) Name: Sharon A Kassing
   b) Phone: 618.792.4675
   c) Fax: _____
   d) Email: skassing@midwestsalute .com

4) Is this a Non-Profit Organization? Yes XXX No_____

5) Status of Organization (i.e. Foundation, Corporation, etc.): 501(c) (3)

6) Agency Tax ID # 61-1519199

Event Information

7) Fiscal Year of the Event: 2020-2021

8) Name of the Event: Midwest Salute to the Arts

9) Date(s) of the Event: August 28,29,30, 2020

10) Location of the Event: Moody Park Fairview Heights

11) Description of the Event:

Three day juried art festival featuring 100 artists, live entertainment, children's activities including Creation Station, where kids create their own masterpieces and our one-of-a-kind "kids only" art gallery, where children shop for their own piece of art. Our event is held in a beautiful park setting with a VIP/Sponsor event held on Friday night.

"Our mission to provide a successful forum to bring art to the region and promote art appreciation, while helping to impact art lovers in our city and surrounding region."
Art for Everyone, Art Everyday!

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12) Funding Request Amount: $55,000

13) Projected Attendance for the Event: 30,000+

14) Expected Overnight Stays for the Event: 100

15) Description / Purpose of Funding Request:

The Midwest Salute to the Arts Council is requesting funds from the City of Fairview Heights so the all Volunteer Staff may continue to produce the City's nationally recognized Arts Festival held August 28,29,30.2020. This Signature event is held in beautiful Moody Park on Longacre drive, in the HEART of Fairview Heights IL. As costs have increased over the years, we feel the requested amount is necessary in order to maintain the high standards the the Midwest Salute to the Arts has grown to represent in our community. Fundinng will be used for advertising, rental, parking, infrastructure. There is also a need to update and/or replace our aging equipment. We respectfully ask that the committee consider awarding the funds requested in support of the 32nd Midwest Salute to the Arts.

16) Other Sources of Project Funding:

Individual Donations: $see attached

Grants: $ 5000

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.

Fairview Heights Police Department for 24 hour security: Approx 168; Security has been provided by the FHPDsince the beginning of the Art show in 1988.
Fairview Heights Parks to assist during the open hours of the event: 2 to 3 as assigned by the Parks Department.
Fairview Heights Street Department to assist with placment of the Jersey Barriers

18) Continuing / New Activity:

a) Is this event… New _____ Continuing XX

b) Do you expect it to be an Annual Event? Yes XX No_____

c) Do you anticipate requiring regular and continued funding? Yes XX No_____

d) Did you receive funding last year? Yes XX No_____

e) If "d" = yes,

i) What amount did you receive? $ 40,000

ii) Did you meet the Post-Event Reporting Requirements? Yes XX No _____

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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 Please see attached	
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.

The Salute will be hosting 100 artists many of them with companions to our city. Those of which will stay in our city Hotels and surrounding area.
Food and Beverage tax will be generated from artists and visitors to our event, Thursday through Sunday night. Along with outside visitors coming to our event.
Food and Beverage Vendors at the event will also be responsible for paying their own sales tax ie; Chili's, Nothing Bundt Cakes, Penn Station

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).

Please see attached

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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	$_____
see attached	$_____
_____	$_____
_____	$_____
_____	$_____
_____	$_____
_____	$_____

Total Revenues: $_____

Expenses:

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

TOTAL EXPENSES: $_____

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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 XX No

26) Has event previously been held in Fairview Heights: XX Yes ____No If yes, how many years in existence? 32 years

27) Projected sales tax generation: Event _____ Indirect_____

28) Number of volunteers associated with event? 200+

29) Nonprofit or for profit event? Nonprofit

30) Address security, traffic control for event, and Health Department and Fire Department approval in Event Plan? XXX 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.

Sharon A Kassing
Applicant

Sharon Kassing
Signature of Representative / Officer

Director, Midwest Salute to the Arts
Title

2/13/2020
Date

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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.

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- 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:	Midwest Salute to the Arts
Name:	_____	Name:	Sharon A Kassing
Title:	Mayor	Title:	Director, Midwest Salute to the Arts
Date:	_____	Date:	02/13/2020

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EXHIBIT "C"

HOTEL / MOTEL GRANT WAIVER AND RELEASE OF ALL CLAIMS

Whereas, Midwest Salute to the Arts _____ ("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: _____

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EXHIBIT "D"

POST-EVENT REPORT

ORGANIZATION INFORMATION

Fiscal Year of the Event: 2020-2021

Name of the Event: _____

Date(s) of the Event: _____

Funding Amount Received: $_____

Contact Name: _____

Contact Phone Number: _____

PROJECT OR EVENT

The Organization is encouraged to attach copies of receipts, contracts, etc., which display the use of the grant funds received.

How were the funds actually used?

_____

_____

_____

_____

_____

What was the actual percentage of events costs covered by the grant? _____%

If applicable, what was the estimated hours of "In-Kind" services provided by city staff? _____

What is your estimate of the actual attendance at the event? _____

Number of volunteers participating in event? _____

How many room nights were generated at Fairview Heights hotels by attendees of this event? _____

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

_____

_____

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

_____

_____

_____

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

_____

_____

_____

Please Submit completed form to:

City of Fairview Heights
Attn: Paul Ellis, Director of Economic Development
10025 Bunkum Road
Fairview Heights, IL 62208

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EXHIBIT "E"

HOTEL/MOTEL FUND GRANT APPLICATION – SHORT FORM

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

Name and Address of Applicant (Organization):

_____

_____

_____

_____

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: _____

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MIDWEST Salute to the ARTS

The Mission of the Midwest Salute to the Arts is to provide a successful forum to bring art to the region and promote art appreciation for all ages.

Our goal is to share this experience with young and old alike, while bringing additional sales tax revenue to the City from visitors and artists alike, while enjoying our many restaurants and retail shopping.

The Midwest Salute to the Arts Council is requesting $55,000 from the City of Fairview Heights so that we may continue to hold this City's nationally recognized event in August. This **signature** event is held in beautiful Everett Moody Park on Longacre Drive, in the **HEART** of Fairview Heights IL. As costs have increased over the years, we feel the requested amount is necessary in order to maintain the high standards that the Midwest Salute to the Arts has grown to represent. We also recognize that the committee will receive requests from other important and equally deserving organizations.

We respectfully ask that the committee consider awarding funds in support of the **32th Midwest Salute to the Arts** in August. The Arts Council would like to use any additional funds for:

- The $55,000 will be used to fund the operational expenses to make the event happen. (See attached proposed budget for further breakdown.)
- The Salute will show case the **Exciting New Layout in Moody Park featuring the newly remodeled pavilions & green space.**
- 2019 Funding was also used in an increased advertising campaign to target artist awareness of The Midwest Salute to the Arts and to increase the quality and number of artists' who apply to our show.

Thank you for your consideration.
Respectfully,

The Midwest Salute to the Arts Council

The Midwest Salute to the Arts is a Non-Profit Organization under Section 501 (c) (3) of the Internal Revenue Code.
P.O. Box 2032 Fairview Heights IL, 62208
www.midwestsalute.com

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FINANCIAL RESPONSIBILITY

- As always, Salute is 100% operated and produced by unpaid volunteers. The members of the Board invest countless hours of donated time, talent & labor throughout the year.
- We are a 501c (3) non-profit organization, and as such, are audited by an outside accounting firm.
- We have always provided the City with our previous year's financials, and a proposed budget analysis for the current year.
- The Salute will be hosting 100 artists many of them with companions to our city. Those of which will stay in our city Hotels and surrounding area.
- Food and Beverage tax will be generated from artists and visitors to our event Thursday through Sunday night. Along with outside visitors coming to our event.
- Food and Beverage Vendors at the event will also be responsible for paying their own sales tax i.e.; Chili's, Cold Stone Creamery, Penn Station

Here are a few of the things the Arts Council is doing to continue to create an exciting direction for the 32th Midwest Salute to the Arts:

- 8th Annual Midwest Salute to the Arts Kick Off event hosted by Jack Schmitt Cadillac held Wednesday, June 24, 2020.
    - This year we have added an exhibit featuring the 2020 High School Student Show and Congressional Competition & SWIC Student Art & Design Show award winners.
    - Additionally, we are bringing in the 2019 Arts Council Choice Award winner, Gonz Jove, to exhibit his art.
- 8th Annual Salute Trivia Night fund raiser held Saturday, April 18, 2020 at Knights of Columbus Hall in Fairview Heights.

- Increased advertising with our major ad sponsors focusing on increased Web and Social Media ads

    - Hearst Media Illinois
    - BND print & digital

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- IHeart media (with live remote on Saturday of the event)103.3KLOU & Z107.7(canceled for 2019)
- STL Post print & digital
- Best of Southwest Illinois contest & event
- AdPages
- Edwardsville Intelligencer & Alton Telegraph Print & digital
- Market Place Magazine
- Herald Publications
- St Louis Magazine
- IllinoiSouth Tourism Bureau
- Outfront Media digital
- Live Remote 590 the FAN
- Artfair Calendar
- Artfair Source Book
- Sunshine Artist Magazine ad & digital
- Enhanced Call for Entry advertising

-Continual improvement to our Mobile Friendly Website & increased scheduled Social Media postings and advertising on Facebook & Instagram

SPONSORS

We are aggressively seeking major sponsorships for:

1. In kind services (thus saving on expenses) $38,000+
2. Advertising, where we can trade advance media advertising for on-ground acknowledgements.
3. Trade of $70,000+
4. Operational needs, such as food, drinks, golf carts, Décor, Cooling Station, Hospitality, ……. (fill in the blanks!)
5. Corporate Sponsorships to date over 100 letter/emails have been distributed. Now in the process of personal follow up.

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Advanced Sales

We have reintroduced pre-purchase program in an Advanced Sales Art Patron format and are calling it Masterpiece Money. I have consulted with Art Fairs in Several other cities, and reviewed the financial benefits they have reported from Advance Sales.
The Advance Sales can attribute to 10% to 25% of total art sales. Advance Sales will be offered with all invitational tickets mailed in the month prior to the event. We predict this will enhance attendance, as invitees will have Masterpiece Money to spend.

Grants

MICROSOFT 365 ENTERPRISE E1 (Re Grant Awarded 2019) 7th year

- Email – Microsoft Exchange
- Instant Messaging
- Network Meeting(go to meeting)
- Share Point-content management
- File Sharing Storage

Ameren Illinois (applied)
Illinois Cultural Data Project (applying for)
Illinois ARTS Council Agency (applying for)
Allegra Marketing Pro Bono Grant (applied)
Walmart Community Grant (applied)

Return to Agenda

2020 Sponsors projected

City of Fairview Heights (requested)	$55,000 31+ Years
Ameren Illinois Grant (applied/pending)	$2,500
Kassly Mortuary LTD.	$2500 31+ years
Providence Bank	$2500 12+ years
Scott Credit Union	$1500 12+years
Pyramid Electric	$1500 7+ years
Howenstein Family Dentistry	$1500 22+ years
Renewal By Anderson	$1500 1 year
HSHS St Elizabeth's Hospital	$500 2 years
Town and Country Bank	$1000 3 years
Associated Bank	$1100 3 years
Holland Construction	$250 3 years
George A Lanxon Piling Sales INC	$500 31+ years
Mark Kern Chairman St Clair Co Boards	$500 6+ years
Becker, Hoerner & Ysursa P.C.	$500 1 year
Mayor Mark Kupsky	$300 Award underwriter
The BANK of Edwardsville	$250 5+ years
Memorial Hospital	$250 6+ years
Representative Jay Hoffman	$250 6+ years
Country Estate Kennel	$250 2 years
Lashley Animal Hospital	$250 2 years
HSHS Family Health	$250 2 years
Dennis Baricevic	$100 23+ years

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John & Marti Baricevic	$300 23+years
Steve & Marty Bausano	$100 7+ years
David Jacknewitz	$100 23+ years
Total Sponsor	$75,250

In-Kind Sponsors projected

	In-Kind Value	Years
Hearst Media Illinois	$38,000	1 Year
BND	$7,500	30+ years
Creative Landscapes LTD	$5,000	8+ years
TechKnow Solutions	$5,000	7+ years
Jack Schmitt Cadillac	$2,500	6+ years
Herald Publications	$1,612	31+ years
Aspen Waste	$1,500	7+ years
Concept Shoe Repair	$2,500	7+ years
Market Place Magazine	$1,500	5+years
STL Post/Feast Magazine	$1,262	22+ years
WSIE Jazz	$750	1 year
Effinger's Garden Center	$500	31+ years
Grand Rental Station	$500	31+ years
Grey Eagle Distributing	$500	5+years
Cope Marine	$500	2 years
Out Front Media	$500	4+years
Allegra Marketing	$250	6+ years
Millennia Professional Services	$250	23+ years

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Munie Greencare Professionals	$250	30+ years
Fresh Thyme	$250	4+ years
IllinoiSouth Tourism Bureau (15%disc)	$6140	12+ years
Hooters	$150	5+ years
FKG Oil (Moto Mart)	$100	12+ years
Gil Klein	$100	5+years
Wendy's	$100	7+ years
McDonalds	$100	7+ years
Pizza Hut	$100	6+ years
Fire House Subs	$25	6+ years
	$77439	

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Midwest Salute to the Arts
Projected Budget
Expenses 2020

Area	Budget Amount
Advertising/Promotions/Program Book	$40,000.00
Artist Awards Gala	$500.00
Children's Gallery	$500.00
Children's Entertainment	$2,000.00
Children's Workshop	$500.00
Competition	$17,510.00
Entertainment	$6,500.00
Food Court	$500.00
General Administration	$3,000.00
Grounds	$20,500.00
Hospitality	$1,000.00
Friday Night Gala	$2,500.00
Sponsorship Development	$500.00
Student Art Link & Exhibit	$200.00
Souvenirs	$500.00
Volunteers	$1100.00
Website	$4325,.00
Total Expenses	**$101635.00**

Projected
Income 2020

Area	Budget Amount
Children's Area	$1500.00
Artists Competition	$28,000.00
Pre Purchase Program	$2,000.00
Food Court	$2,000.00
Fund Raising	$2,500.00
Grounds	$0.00
Arts Council Shirts	$0.00
Souvenirs	$1000.00
Sponsorship/Grants	$70,500.00
Total Income	**$107,500.00**

P.O. Box 2032 Fairview Heights, IL. 62208
www.midwestsalute.com
The Midwest Salute to the Arts is a Non-Profit Organization under Section 501 (c) (3) of the Internal Revenue Code.

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EXHIBIT "D"

POST-EVENT REPORT

ORGANIZATION INFORMATION

Fiscal Year of the Event: 2019-2020

Name of the Event: Midwest Salute to the Arts

Date(s) of the Event: August 23-25, 2019

Funding Amount Received: $ 40,000

Contact Name: Sharon Kassing

Contact Phone Number: 618-792-4675

PROJECT OR EVENT

The Organization is encouraged to attach copies of receipts, contracts, etc. which display the use of the grant funds received.

How were the funds actually used?

Advertising - $35224, Generators - $1200, Port a Potty - $1255, Light Towers - $500, Radios -$375,

Traube Tents - $5536, Signage - $1100, Sound - $2500, Parking - $800,

What was the actual percentage of events costs covered by the grant? 43 %

If applicable, what was the estimated hours of "In-Kind" services provided by city staff? _____

What is your estimate of the actual attendance at the event? 17,000+

Number of volunteers participating in event? 200+

How many room nights were generated at Fairview Heights hotels by attendees of this event? 50

Metro Tech Studio
314.669.1240

Return to Agenda

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Midwest Wingfest 2020

FAIRVIEW HEIGHTS
Crossroads of Prosperity

FISCAL YEAR 2020-2021

HOTEL / MOTEL TAX GRANT FUNDING PROGRAM

Applicant Packet

DEADLINE: February 14, 2020

Adopted: January 20th, 2015,

Updated & Recommended for Acceptance: February 9th, 2016,

Approved by City Council: February 16, 2016

January 2020

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 2020/2021, which runs from May 1, 2020 to April 30, 2021. 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 Friday, February 14, 2020 – no exceptions. The applications should be marked to the attention of Staff Liaison. Electronic versions can be sent to mayor@cofh.org.

All applications must be submitted to the attention of Paul Ellis, ellis@cofh.org. 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 you interest in this program. We look forward to receiving your application.

Respectfully,

Chuck Daily

Chuck Daily,
Chairman, Business Alliance Commission

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

CHECKLIST

APPLICANT: Midwest Wingfest, Inc.

✓ 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.

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 2020 (if applicable)

Return to Agenda

CITY CONTACTS

NAME	TITLE	PHONE #	EMAIL
Kathy Frawley **Wendi Gorney**	Staff Liaison	618-489-2010 618-489-2057	mayor@cofh.org gorney@cofh.org
For assistance with: application submission, meeting announcements, liquor license.			
Angie Beaston	Director of Parks & Recreation	618-489-2040	beaston@cofh.org
For assistance with: park reservations, scheduling of events on park grounds, etc.			
Andrea Riganti	Director of Land Use & Development	618-489-2060	riganti@cofh.org
For assistance with: permits and code enforcement.			
Gina Rader	Director of Finance	618-489-2050	rader@cofh.org
For assistance with: disbursement of funds, reimbursements, post-event reporting.			
Paul Ellis	Director of Economic Development	618-489-2033	ellis@cofh.org
For assistance with: marketing efforts or application questions			
Cathy Bryant	Deputy City Clerk	618-489-2000	bryanca@cofh.org
For assistance with: insurance requirements.			

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.
    1) For requests in excess of $2,500 use "Exhibit A"
    2) For requests equal to or below $2,500 use "Exhibit E – Short Form"
2. Requests shall be submitted by February 14, 2020.
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 the following manner:
    1) One-third of the grant will be awarded immediately after May 1, 2020;
    2) One-third of the grant will be awarded 10 days prior to the actual event; and
    3) One-third of the grant will be awarded within 10 days of submission of the Post-Event Report.
12. 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

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EXHIBIT "A"

HOTEL/MOTEL FUND GRANT APPLICATION

(For Requests in excess of $2,500)

Organization Information

1) Name and Address of Applicant (Organization):

Midwest Wingfest Inc.
812 Bassett Street
O'Fallon IL 62269

2) Website Address: www.midwestwingfest.com

3) Contact Person:
   a) Name: Matt Stines
   b) Phone: (618) 781-5169
   c) Fax: (618) 398-5578
   d) Email: stines.m@dreftlio.com

4) Is this a Non-Profit Organization? Yes ✓ No____

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

6) Agency Tax ID # 45-1161443

Event Information

7) Fiscal Year of the Event: 2020-2021

8) Name of the Event: Midwest Wingfest.

9) Date(s) of the Event: Sept. 4 & Sept. 5, 2020

10) Location of the Event: St. Clair Square

11) Description of the Event: Wingfest is a family friendly event featuring chicken wings, great food, and live music. The 2 day event has numerous food vendors (22-24) serving a wide variety of food and competing in our wing competitions. We also have a wing eating contest, kids area, sponsor booths, and beverages. We will once again have a car cruise on Saturday.

12) Funding Request Amount: $ 50,000

13) Projected Attendance for the Event: 40,000

14) Expected Overnight Stays for the Event: 40 - 60

15) Description / Purpose of Funding Request:

Funding will be used for advertising and promotion of the event, the cost of infrastructure (rent, electric, sanitary, crowd barriers

16) Other Sources of Project Funding:

Individual Donations: $_____

Grants: $_____

Private Businesses: $ 60,000

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.

Signage and barricades from the public works department (2 hrs).
Picnic tables from the parks department. (2 hrs)

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? $ 40,000

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	Chuck Fritz Distributors	$4000.00
2	USA Mortgage	$5000.00
3	Mid America Chevy	$5000.00
4	AT&T	$2500.00
5	FABICK CAT	$6000.00

20) Benefits to City Tourism:

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

The event draws a crowd from throughout the region, resulting in revenue generated through sales tax and motel stays.

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: See Attached

Hotel / Motel Tax Grant	$
	$
	$
	$
	$
	$
	$

Total Revenues: $

Expenses: See Attached

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? This will be year 11.

27) Projected sales tax generation: Event NA Indirect $15,000

28) Number of volunteers associated with event? 150 - 200

29) Nonprofit or for profit event? Non-profit

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.

Matt Stines - Midwest Wingfest Inc.
Applicant

Signature of Representative / Officer

CFO / Board
Title

1/16/2020
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: _____

Return to Agenda

EXHIBIT "D"

POST-EVENT REPORT

ORGANIZATION INFORMATION

Fiscal Year of the Event: 2020-2021

Name of the Event: _____

Date(s) of the Event: _____

Funding Amount Received: $_____

Contact Name: _____

Contact Phone Number: _____

PROJECT OR EVENT

The Organization is encouraged to attach copies of receipts, contracts, etc., which display the use of the grant funds received.

How were the funds actually used?

_____

_____

_____

_____

_____

What was the actual percentage of events costs covered by the grant? _____%

If applicable, what was the estimated hours of "In-Kind" services provided by city staff? _____

What is your estimate of the actual attendance at the event? _____

Number of volunteers participating in event? _____

How many room nights were generated at Fairview Heights hotels by attendees of this event? _____

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

_____

_____

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

_____

_____

_____

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

_____

_____

_____

Please Submit completed form to:

City of Fairview Heights
Attn: Paul Ellis, Director of Economic Development
10025 Bunkum Road
Fairview Heights, IL 62208

Return to Agenda

EXHIBIT "E"

HOTEL/MOTEL FUND GRANT APPLICATION – SHORT FORM

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

Name and Address of Applicant (Organization):

_____

_____

_____

_____

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: _____

Return to Agenda

Vendor/ Sponsor Name	Description	Payment	Deposit
	REVENUES		
REVENUE SPONSOR			
City of FVH	Sponsorship		$50,000.00
Ameresco	Sponsorship		$6,500.00
Hooters	Sponsorship		$3,500.00
Brand Muscle	Sponsorship		$1,000.00
Direct TV	Sponsor		$1,000.00
Tactical Towing	Sponsor		$2,500.00
Scott Credit Union	Sponsor		$2,000.00
Hooters	Sponsor		$3,000.00
USA Mortgage	Sponsorship		$5,000.00
Chick Fritz	Sponsor		$4,000.00
Vision Center	Sponsor		$1,500.00
At&T	Sponsor		$2,500.00
Entercom Radio Sponsors	Mid America Chevy,		$5,000.00
			$87,500.00
REVENUE EVENT			
Wing Eating Registration	Wing Eating Registration		$400.00
CASH Event	CASH Event		$50,000.00
			$50,400.00
REVENUE VENDORS			
Vendor Booth (15 Business)	Booth Rental		$2,000.00
Vendor Booth (10 non profit)	Booth Rental		$1,500.00
			$3,500.00
TOTAL PROJECTED REVENUE 2020			$141,400.00
	EXPENSES		
EXPENSES OPERATIONAL			
Robert Brugge, Attorney	Annual Filing	$250.00	
Web Hosting	Website	$300.00	
Account Fees		$100.00	
IRS Federal Taxes		$8,000.00	
IL Dept of Revenue		$4,000.00	
Kerber, Eck, & Breckle	Tax Prep	$1,100.00	
Tents		$4,500.00	
Web Domain Purchase		$200.00	
Schmale Insurance Agency	Liability & Liquor Ins.	$350.00	
City of FVH	Liquor Permit	$10.00	
Schmale Insurance Agency	Event Liability Ins.	$1,800.00	
City of Fairview Heights	Permits: Electrict & Inspection	$145.00	
CBL Properties	Lot Rental	$12,000.00	

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ILCC	Liquor License	$50.00	
Eating Contest Trophies		$250.00	
Gifts for Individuals - Doug	Signage	$400.00	
Volunteer Refreshment/ lunch		$400.00	
Supplies- General		$1,500.00	
Chick Fritz - BEER DELIVERY	BEER	$21,000.00	
VIP Booth Supplies		$500.00	
Fryer Repair/ Maintenance		$1,500.00	
Wing Eating Contests		$300.00	
Best Wing Contests	Vendors	$1,100.00	
Heartland Payment Systems	Machine Fee Credit Card	$190.00	
Overnight Security		$400.00	
Grand Rental Station	Rented Equipment	$2,800.00	
Collinsville Ice & Fuel	Ice & Trailer	$1,500.00	
R&R Contracting Services	Sanitation Rental	$5,000.00	
Security at Gate	Security at Gate	$500.00	
Kuna Food Service	Chicken Wings	$12,000.00	
Shirts, Token , Wristbands		$3,600.00	
Braun Services	Lot Cleaning - Powerwash	$2,250.00	
Ironman Industries	Electric Inv.	$18,000.00	
FHPD Security		$5,100.00	
Ferrelli Gas	Gas Tanks	$900.00	
Battery Specialists	Golf Carts	$800.00	
National Construction Rental	Crowd Control	$6,000.00	
		$118,795.00	
EXPENSES CAPITAL			
Supplies	General	$2,000.00	
Radio Purchase	Radio Purchase	$350.00	
Fryers		$1,500.00	
		$3,850.00	
EXPENSES ENTERTAINMENT			
Sounds Alive	Stage	$4,500.00	
Sounds Alive	Sound & Light	$7,500.00	
Live Music	Entertainment	$5,000.00	
		$17,000.00	
TOTAL EXPENSES 2020			$139,645.00
			$1,755.00