

PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1 EVENT MARKETING & HOSPITALITY GRANT REQUEST FORM

GRANT GUIDELINES

- The grant program is designed to be seed money; it is not designed to be a continued funding source. Priority will be given to project(s) that contain a new or expanded marketing component.
- Eligible projects can utilize this funding for any marketing of the event or for hospitality items.
 - Marketing: brochures, fliers, posters, direct mail pieces, printed registration materials, video; design costs for websites; design production and placement costs for newspaper ads, radio ads, magazine ads, television ads and off-site signage/billboards/DOT signage
 - Hospitality: welcome reception food and beverages; food and beverages in hospitality room
- Distribution/mailing costs, facility rental costs or projects already completed are **not** eligible.
- We request the 8 hotels in Pierre to be advertised for lodging before other places. The funding for this grant is provided from the \$2.00 bed tax from the hotels. The goal with this grant is to get heads in beds in Pierre.
 - **Ramkota Hotel, Clubhouse Hotel & Suites, Governor's Inn, Quality Inn, Super 8, Country Inn & Suites, Baymont Inn & Suites, Days Inn**

APPLICATION PROCESS

- Please sign and date this application. This application begins the process for grant consideration. Applicants requesting \$1,000 or less will be notified, regarding the funding status, within 30 days after the application has been received.
- Applications requesting more than \$1,000 will be considered at the next scheduled board meeting. The applicant must attend that meeting with a prepared presentation of details of events and marketing plans.
- Funding equal to 75% of the approved grant will be disbursed upon approval of the grant. The remaining 25% of the approved grant will be disbursed following completion of the event and when an invoice for payment and the evaluation report has been received.
- Please note: Pierre BID #1 may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application, or which do not reasonably occur within the proposed dates.

Completed Applications can be submitted by mail, email or in person to:

Visit Pierre
Attn: Miranda Panzer
800 W. Dakota Ave
Pierre, SD 57501
Phone: (605) 224-7361
Email: mpanzer@pierre.org

APPLICANT INFORMATION

Organization Name: _____ Application Date: _____

Nature or purpose of organization: _____

State Tax ID/Tax Exempt #: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

GENERAL EVENT INFORMATION

Total Cost of Project(s) Applying for Financial Assistance: \$ _____

***Note: in the application, the word project is referring to what you are applying to use the money for – not convention/event/facility**

Amount Requested from BID Grant Funds \$ _____

Event Dates: _____ Location: _____

Attendance Projected: _____ Percent of attendance from out of town vs. Local: _____%

Estimate the number of lodging room nights to be generated from this project:

_____ (#of nights) x _____ (# of rooms) = _____ (total number of room nights)

Is Pierre confirmed as the location? _____ Does confirming this event require BID funds? _____

Total project/event revenues: \$ _____ Total project/event expenses: \$ _____

Date funds are needed: _____

Attach a 250-word narrative including the details below:

- **Describe the event & marketing plans.**
- **Identify methods to attract non-local participants.**
- **Complete project (marketing or hospitality) cost information, including copies of quoted estimates.**
- **How Pierre will benefit from this project or event.**

Signature of Applicant

Date

**PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1
EVENT MARKETING & HOSPITALITY GRANT EVALUATION FORM**

An evaluation is required for every event receiving BID funding as well as a "Thank You" note to Pierre BID #1 for funding. This form is to be submitted to Visit Pierre upon the completion of the event for review **(no later than 30 days)**.

Mail or Email to:
Visit Pierre Miranda Panzer 800 W. Dakota Ave Pierre, SD 57501 Phone: 605-224-7361 Email: mpanzer@pierre.org

Date Evaluation Completed: _____

Event: _____

Event Date(s): _____

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____

E-Mail: _____

Please answer the following questions:

Actual Number of Attendees: _____

Actual Number of Hotel rooms per night used: _____

Actual Number of nights of event: _____

*Is it the goal to make this an annual event? If so, how can it be expanded?
(Use a separate sheet if necessary).*
