



City of Brookings Visitor Promotions
Application Information and Funding Criteria

Purpose:

The Visitor Promotions Committee was created to attract out of town visitors for events with economic impact and to attract attention and the expenditures of out of town visitors to the City of Brookings and surrounding area

Applications will be reviewed and evaluated on a quarterly application cycle.

Application Timetable:

Events Scheduled for January 1-March 31, 2012.....Applications due October 1, 2011
Events Scheduled for April 1-June 30, 2012.....Applications due January 1, 2012
Events Scheduled for July 1-September 30, 2012.....Applications due April 1, 2012
Events Scheduled for October 1-December 31, 2012.....Applications due July 1, 2012

The above mentioned timelines do not apply to Student Applications. Applicants applying for SDSU student funds must return the application by the 15th of the month they wish to have the application reviewed.

Eligible Projects are evaluated on the following criteria:

- Make a significant economic impact on the Brookings economy
- Draw a majority of attendees from out of town
- Demonstrate a need for funding
- Event must take place within City limits
- It is expected that the event will be completed within the year the grant payment is made
- Each event must clearly benefit the community

Ineligible Projects:

- Events that apply for funds after event has taken place
- Events that have a negative impact on the image of Brookings
- Organizations that discriminate because of race, color, creed, gender, national origin
- Candidates for political office, and organizations whose primary purpose is to influence legislation
- Fraternal organizations, churches or church-related groups with proposals which promote religion or an individual doctrine

Recipient Requirements:

- All recipients must submit to the Community Events Coordinator a post event evaluation report within 60 days after the completion of the event for which funds were granted.
- Recipients must include the words "Sponsored in part by the City of Brookings Visitor Promotions Committee" in all advertising.

Award Process:

- Applicants will be advised in writing of the outcome of their application.
- Funding equal to 75% of the approved grant will be disbursed on the day of the event, or up to 60 days prior to the event by approval of the Community Events Coordinator.
- The remaining 25% of the approved grant will be disbursed following the completion of the event evaluation.
- Funding is contingent upon the event reasonably occurring as proposed and reasonably within the proposed time. The applicant must notify the City of Brookings Visitor Promotions Committee if significant changes are expected that would impact the event as proposed.

Please Note:

Funding decisions will be made by the City of Brookings Visitor Promotions Committee. A representative of the applicant organization may be required to meet with the Committee.

Although an organization may be eligible, it does not guarantee that it will receive funding. Funding will be awarded on a competitive basis. Funding approval in a given year does not set a precedent for future years. All applicants are subject to a fresh review each year.

Applicants should be aware that they may not receive the full amount or any amount of the grant requested

The City will not be the sole source of funding for the project or the organization.

The City of Brookings Visitor Promotions Committee 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.