

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

ELIGIBLE PROJECTS:

- Eligible projects include design and production costs for brochures, fliers, posters, direct mail pieces, printed registration materials, video; design costs for web sites; design, production and placement costs for newspaper ads, radio ads, magazine ads, television ads and off -site signage/billboards/DOT signage; event bid incentives; convention motorcoach rental to be used for local tours or transportation between convention facilities; welcome reception food and non-alcoholic beverage items.
- Distribution / mailing costs, facility rental costs or projects already completed are not eligible.
- 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.

GENERAL 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: _____

Funds will be used for: *(check all that apply)*

- Brochure Flier Poster Direct Mail Piece Newspaper Ad
- Radio Ad TV Ad Local Transportation Welcome Reception
- Video Web Design Signage (off-site only) Printed Registration Materials
- Magazine Ad Other (Explain)

Attach a narrative to include the following:

- Describe the marketing effort or event.
- Identify methods to attract non-local participants.
- Complete project cost information, include copies of quoted estimates.
- How Pierre will benefit from this project or event.

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 provided the application is received by the Convention & Visitors Bureau at least seven (7) days prior to the next scheduled meeting.
- Applicants of over \$1,000 are expected to attend the board meeting to present their request.
- 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 have been received.
- Please note: The BID 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.

Signature of Person Completing Application

Date

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

Pierre Convention and Visitors Bureau
800 W. Dakota
Pierre, SD 57501
Phone: (605) 224-7361
Fax: (605) 224-6485
Email: tkafka@pierre.org

ORGANIZATIONAL USE:

Date Request Approved:	Approved By:	Amount:	Check # & Date
Date Request Denied:	Denied By:	Reason:	

**PIERRE BUSINESS IMPROVEMENT DISTRICT NO. 1
MARKETING & EVENT APPLICATION EVALUATION**

An evaluation is required for every event receiving BID funding. This form is to be submitted to the Pierre Convention & Visitors Bureau upon the completion of the event for review (**no later than 30 days**).

<p style="text-align: center;">Mail Form or Fax to: Tia Kafka Pierre Convention & Visitors Bureau 800 W. Dakota Pierre, SD 57501 Phone: 605-224-7361 Fax: 605-224-6485 Email: tkafka@pierre.org</p>

Date Completed: _____

Person presenting report: _____

Event: _____

Event Date(s): _____

Sponsoring Organization: _____

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: _____

Next year's plan? (Use a separate sheet if necessary).