

Proposed Grant Program Changes

Recommended changes agreed upon jointly by two committees – the one charged with approval of grant applications and the committee to review the grant program structure.

Grants Application Review: Laura Bowers, Stephanie Edwards, Julie Spiro, Tom Garcia

Grant Program Review Committee: Ann Self, Megan Orr, Dale Collins

Recommended changes:

- 1. Allow for-profit entities to also apply for grants with stipulation of 1-to-1 cash match with for-profit entities.**
 - a. Rationale: For-profit entities can produce events which would greatly appeal to tourists and visitors and this would enable them to apply. Many times event production companies are not non-profit entities.*
- 2. Create two grant cycles - March 1 deadline for July 1-Dec. 31 and Sept. 1 deadline for Jan 1 – June 30.**
 - a. Rationale: Allows for event organizers to be more responsive to grant application cycles rather than having to apply too early for events potentially not planned until late in the year. Event organizers should appreciate this change allowing for greater flexibility.*
- 3. Align program to a broader funding opportunity for tourism-related initiatives in addition to events.**
 - a. Rationale: Broadening the program to uses greater than just advertising events encourages creative approaches to items that may benefit and drive tourism. Examples of broader initiatives – public art, wayfinding, product development, event production, unspecified event needs such as restrooms, signage, etc. We would remove the stipulation funds cannot be used for salaries as sometimes event production requires staff. These broader funding opportunities would be up to the discretion of the grants application committee to determine worth/value*
- 4. Require demographic data collection from events**
 - a. Rationale: Allows the grant application committee to study demographics of those attending events or benefitting from initiatives. Every project or event will be different in what data can be collected or is available. We will work with each applicant to suggest appropriate collection methods.*
- 5. Require a pre-application grant workshop for all applicants**
 - a. Rationale: Most applications usually need re-working to better align with our mutual goals, so this step would eliminate unnecessary additional work from applicant. It would also allow for input from staff before spending a great amount of time completing an*