

# **Mitchell Area Chamber of Commerce Regional Marketing Committee Special Event Funding Policy & Application**

## **Mission Statement**

The goal of the Mitchell Regional Marketing Committee is to market the retail, professional and hospitality services of the Mitchell community to a fifteen-county trade area.

## **Special Event Funding Policy**

The Mitchell Regional Marketing Committee is funded by an allocation of the entertainment tax revenues, and is administered by the Chamber of Commerce Regional Marketing Committee.

The primary objectives of the Mitchell Regional Marketing Special Event Fund are to foster and encourage certain events that promote tourism activities which utilize the retail and hospitality services within the City of Mitchell. Events may be cultural, ethnic, historic, educational or recreational or a combination thereof. Events should have strong appeal to a large part of our community and potential visitors. The resulting economic and non-economic benefits of this program are intended to promote the general welfare of the City residents. The Committee may without cause or reason being stated, decline to fund any application and may instead, fund others. The Committee may discontinue or modify all or a portion of the funding policy at any time.

Acceptance of Special Event Funds grants to the Mitchell Regional Marketing Committee, its representatives and employees the right to take photographs and/or video of the event, including participants, in connection with the designated Special Event. Submission of application for and use of Special Event Funds constitutes authorization for the Mitchell Regional Marketing Committee, its assigns and transferees to copyright, use and publish the same in print, broadcast and/or electronically. The Mitchell Regional Marketing Committee may use such photographs and/or video of the event, including participants, with or without the name of the event and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

## **Criteria for Funding**

Funding through the Regional Marketing Special Events Fund will be given to events that the Committee believes:

- will encourage overnight stays in the community by out-of-town visitors.
- are unique to the area and can be identified with the Mitchell area. They will have at their heart the “signature” of Mitchell and the Mitchell area; when visitors think of the event, they think of Mitchell.
- will adequately report evaluations of impact, such as lodging room-nights or dollars spent.
- will encourage and solicit attendance from the general public.

Priority will be given to events held during the “off-peak” or shoulder seasons, bringing visitors in during times they normally do not visit. “Off -peak” are the months of November, December, January and February. Shoulder seasons are defined as March, April, September and October.



## Use of Funds

The Mitchell, SD logo must appear on all forms of advertising. It is **strongly recommended** that the Mitchell, SD logo be promoted on all available forms of in-event media, such as t-shirts, programs, social media posts/pictures, tickets, screens, announcements, etc.

Funds are to be used for the sole purpose of advertising the event. Advertising through local vendors can be used but they must cover our regional trade area. Acceptable forms of advertising media are:

- Television
- Radio
- Newspaper
- Billboards
- Internet/Online

## To Receive Funds

Paid invoice(s) from the advertising vendor must be submitted for the amount of the award; the committee will then reimburse your event. All invoices must be submitted and processed by September 15, 2016 as our fiscal year ends September 30, 2016.

## Requirements for Being Considered for Event Support

- Event Support will be based on potential economic impact of an event, based on overnight hotel room usage and/or attendance.
- Event Special Funding Application form filled out by event coordinator (form provided in this package).
- Event Coordinator will be provided with an Event Evaluation form to be filled out based on the previous year's event to be completed and returned to the CVB. Failure to provide this information may jeopardize funding.
- Event Coordinator must use the Mitchell, SD logo, and provide copies of all advertising and promotional pieces where the logo was utilized - including a list of any advertising or in-event forms of promotion where the logo was printed or mentioned.
- Changes in dates, times, and/or nature of the funded special event may result in forfeiture of all funding.

## Types of Events Considered

- New event to Mitchell (3 or fewer years in existence) or existing event in Mitchell, or locally held event in Mitchell, expanding the duration of the event to *encompass additional room nights* within the community.
- ***Event support will NOT be considered if an Event Evaluation and Event Financial Statement were not completed and the event promotional pieces utilizing the appropriate logo were not returned to the Chamber at the close of the event the previous year.***

## Restrictions

The Special Events funding year is October 1, 2015 through September 30, 2016. **ANY** organization that has received Committee funding but has not submitted a written evaluation of the funded event will not be eligible for funding. If a funded event is not held within twelve months from the date of notification of a funding award, the award shall be forfeited.

Funds cannot be used to support organizations that discriminate on the basis of race, religion, creed, gender, age, veteran status, physical challenge or national origin. In addition, contributions are generally not provided to:

- Individuals
- Religious organizations, non-convention related



- Political parties or candidates
- Conferences, workshops or seminars not directly related to the Committee's mission



**Mitchell Area Chamber of Commerce**  
**Regional Marketing Committee**  
**Special Events Funding Application**  
**Deadline: Two Months Prior to Event Start Date**

Applicant/Sponsoring Organization: \_\_\_\_\_ Amount Requested: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Phone \_\_\_\_\_  
Address: \_\_\_\_\_  
Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Event: \_\_\_\_\_  
Date of Event: \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_  
New Event: \_\_\_ Yes \_\_\_ No \_\_\_ If no, number of years event has been held: \_\_\_\_\_  
Non-Profit: \_\_\_ Yes \_\_\_ No Tax ID Number: \_\_\_\_\_  
Description of Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Target Audience: \_\_\_\_\_ Open to the general public: \_\_\_ Yes \_\_\_ No  
Estimated attendance: \_\_\_\_\_ Estimated hotel rooms per night: \_\_\_\_\_ Estimated number nights: \_\_\_\_\_  
Total actual attendance (previous year): \_\_\_\_\_ Total actual hotel room nights (previous year): \_\_\_\_\_

Please explain the economic impact of the event:  
\_\_\_\_\_  
\_\_\_\_\_

Please explain how this event will attract visitors from the region and out of the area:  
\_\_\_\_\_  
\_\_\_\_\_

Please explain how this event is unique to the area and can be identified with the Mitchell area:  
\_\_\_\_\_  
\_\_\_\_\_

Please explain how these funds will be spent:  
\_\_\_\_\_  
\_\_\_\_\_

Describe how the Mitchell SD logo will be used in your advertising and/or in-event materials  
\_\_\_\_\_  
\_\_\_\_\_

