



INCENTIVE FUND GRANT GUIDELINES AND APPLICATION

Norfolk Area Sports Council

PURPOSE OF FUNDS:

The purpose of the Norfolk Area Sports Council **INCENTIVE FUND** is to provide funding to be used to entice groups to choose Norfolk as a location for tournaments and sporting events, including but not limited to, tournaments and sporting events. The funds available through this program are provided through the Sports Council and lodging/occupancy tax collected by lodging/camping facilities in Madison County.

USE OF FUNDS:

INCENTIVE FUND grants are to be requested by community leaders, meeting/attraction facility managers, CVB staff and community members. The amount granted will be offered directly to the event organizers through the inclusion of an award letter sent to requesting party by the CVB for inclusion in bid proceedings.

CRITERIA:

Funds will be awarded for use in enticing a specific tournaments, and sporting event and will be based on estimations of the following criteria:

- Attendance
- Percentage of attendees from outside Madison County
- Number of motel lodging nights to be used by vendors and attendees
- Number of camping nights used by vendors and attendees
- Promotion and use of local attraction and facilities
- Use of local suppliers/service providers
- Time of year
- Number of meals off-site
- Propensity for attendees to shop

Application Process:

APPLICATION: Each applicant must include the completed application, an event description (no more than one page), a budget worksheet and a copy of the proposal submitted by event organizer if applicable.

DEADLINES: Applications are to be submitted at least 60 days prior to your event to the Norfolk Area Sports Council.

PRESENTATION: Applicants must be present at the meeting at which their application is reviewed. Presentation must not be longer than 10 minutes.

REPORTING, ACCOUNTING AND PAYMENT PROCEDURES:

REPORTING: Thirty days after the completion of the event, a report will be submitted to the Norfolk Area Sports Council and the Visitors Bureau giving final results including; estimations based on grant criteria and an overall profit/loss for the event if applicable.

PAYMENT: Payment will be made directly to the event organizer or to the facility hosting the event. Payment will be made after the completion of the event and the receipt of the report by the requesting party.

REVIEW PROCESS:

Funds are governed by the Norfolk Area Visitors Bureau Directors and the Norfolk Area Sports Council and are discretionary, based upon available funds; other anticipated uses and anticipated effectiveness of the proposed event.



Incentive Application

Requesting Party

Name of Organization: _____

Contact Person: _____ Title: _____

Address: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: _____

Affiliation with Convention/Event/Tournament: _____

Convention/Event/Tournament Information

Name: _____

Date(s): _____

Location: _____

Was the event previously held in Norfolk? Yes No

Attendance/Economic Impact

Estimated attendance: _____ Estimated number of meals off-site: _____

Estimate the percentage of attendees from Madison County _____%

Local Trade Area _____% State _____% Region _____% Nation _____% Outside US _____%

Total number of anticipated motel rooms used by visitors: Attendees _____ Vendors _____

Estimated number of camping nights: Attendees _____ Vendors _____

Anticipated number of meals off-site: _____

Anticipated propensity for attendees to shop: _____

Local attractions/facilities utilized during event: _____

Local vendors and/or suppliers utilized for this event: _____

Anticipated community participation: _____
