



Village of Morton

Tourism Grant Guidelines for New or Non-Established Events

PURPOSE

The Village of Morton offers a grant program to fund up to \$10,000 for events which promote overnight visitors and additional traffic in local businesses. This grant program is made possible through the use of Hotel/Motel Tax funds received from overnight stays in Morton.

APPLICATIONS

- Applications must be complete.
- If additional space is needed, please attach a separate sheet.
- Do not use “See attached” for any section, all sections must be completed on the form.
- Applicants must submit a signed, original copy of the application, along with 8 complete copies, to the Village of Morton’s Tourism Office at 200 S. First, Morton prior to the deadline. The Spring round of applications are due March 31 and the Fall round are due October 31.
- Applications must be signed by an authorized individual of the submitting organization.
- Faxed applications will not be accepted.

ADVERTISING & PROMOTIONAL MATERIALS

All promotional materials and advertising must contain the tagline, “Event sponsored in part by the Village of Morton Tourism Fund.”

ELIGIBLE EVENTS

New and on-going events are eligible. The goal of the grant is to assist organizations with the goal that an event becomes self-sustaining. Those events which are self-sustaining are asked to apply through the Village’s separate program for self-sustaining events.

Applicants must show written permission from public or private property owners that the applicant can utilize their property for the event.

LOCAL PURCHASING

Applicants must utilize Morton businesses for purchases to the extent possible. Additional consideration will be given to those applicants who do so.

LOCAL EVENTS

This grant program is established to assist events which are held in Morton. If your event has locations in areas outside of Morton, your grant will be reviewed for the expenses of the portion located within the Village limits only.

FOLLOW-UP REPORTING

Applicants will be required to submit reports which indicate the event’s income and expenses within six months of the date held or completed. The report will require proof that all grant funds were expended on the event. If, for any reason, the grant funds were not expended then any remaining funds will be required to be reimbursed to the Village of Morton.

CONTACT INFORMATION

Questions should be directed to the Director of Tourism at 200 S. First, Morton, or 309-266-5135.

Village of Morton
Tourism Grant Application

1. Name of Event: _____ Date of Event: _____

2. Name of Organization Sponsoring Event: _____ Time of Event: _____

3. Name of Contact Person: _____

4. Address: _____

5. Telephone: _____

6. E-Mail Address: _____

7. Amount of Funds Requested: (Maximum per event \$10,000/ Maximum per organization per year \$20,000)

8. Describe the Organization and Its Purpose:

9. Describe the Event:

10. Describe the type of Event:

_____ One-time activity _____ on-going, regularly occurring activity

11. How many years has the Event been held? _____

12. Describe how the event is expected to promote tourism and conventions within the Village or attract nonresident overnight visitors to the Village.

Village of Morton
Tourism Grant Application

13. Provide an estimate of the number of nonresident overnight visitors and/or hotel/motel room nights that the event is expected to produce in Morton. Please explain how you calculated that number. If this is a return event, how many room nights did you create last year? How did you arrive at that number?

14. What meals do your concessions serve? Please explain why participants to your event would visit other restaurants in Morton. Is it logical for participants at your event to leave your event and eat at other restaurants?

15. FINANCIAL REQUIREMENTS:

a) Please list your expected revenue sources, including sponsorships and grants received from other municipalities:

SOURCE	AMOUNT
Tourism Grant – Morton	\$
Tourism Grant – Other Municipalities	\$
Entry/Participation Fees	\$
Sales of Items During Event	\$
Fundraising	\$
Sponsorships – For Profit	\$
Sponsorships – Not-for-Profit	\$
Other	\$
Total	\$

b) Describe how the grant funds will be used for the upcoming event. Include costs of Morton locations only, if event is held in multiple municipalities. Please be specific:

ITEM	COST	FROM WHOM PURCHASED
Advertisement	\$	
Postage	\$	
Printing	\$	
Trophies, Awards	\$	
Other	\$	
Total	\$	

Village of Morton
Tourism Grant Application

c) You must also attach a report of the prior year's income (including sponsorships) and expenses, in detail. If this is the first time for this event, please provide a detailed line item budget instead. Please also include a list of all partners and sponsors and their contributions.

d) The goal of the Tourism Grants is to assist groups in developing their event so that it can become self sustaining. What is being done with this event to reach that goal?

e) Do the proceeds from this event impact Morton in a tangible way that benefit a large portion of our community, such as building or improving facilities for the citizens or that will bring more people to visit the community? Please describe how the proceeds will be utilized.

16. Other Comments: _____

This application must be signed by an authorized representative of the Organization listed on Page 1.

Name (Print or Type)

Date

Organizational Title

Signature

REQUIRED DOCUMENTATION FOR SUBMITTAL:

1. Signed, complete application form.
2. Additional pages, if required.
3. Written approval from entity owning property where event will be held.
4. Detailed report of prior year's event income and expenses, if held. If a new event submit detailed report of estimated income and expenses.