

Grant Request: _____
Grant Award: _____

Cedar Valley Sports and Entertainment Commission Grant Application

Introduction:

The Cedar Valley Sports and Entertainment Commission is accepting monetary requests from organizations within its represented area (within 25 miles of Waterloo/Cedar Falls or those outside that area holding events within the Waterloo/Cedar Falls metro area) for projects that fall within the scope of the Commission's purpose and mission.

Purpose:

In furthering the mission of the Commission, projects/events should bring visitors to the Cedar Valley. This program is designed to stimulate development, interest, and participation in events and projects within the Cedar Valley. Requests for funds will not be considered if they are to supplement daily operating budgets, or fund events/projects that are currently self-sustaining or that will not, in the estimation of the Commission, have a large and lasting effect on the communities.

Fundable Items:

Only items falling under the following categories will be eligible for receiving funding from the Cedar Valley Sports and Entertainment Commission.

- Event/Project Marketing
 - Must be purchased in markets 100+ miles away from Waterloo/Cedar Falls
 - May be print, electronic, or billboard.
- Direct Mail Campaign Expenses
 - Including development, printing, and postage
- Printed Materials
 - Pre-Event collateral pieces that promote participation in the project/event
- Capital improvements, including new construction, renovation, restoration, and installation of fixtures
- Travel or other Industry Shows
- Bid or guarantee money for events or tournaments
- Equipment purchase and rental (lights, etc)
 - Equipment must be that which will directly affect the organization's ability to host a tournament that will bring in visitors to the community.

Non-Fundable Items:

The following items are examples of non-fundable items, these examples are not intended to be all inclusive and ultimately are subject to the discretion of the Commission.

- Annual operating expenses
- Professional legal, medical, engineering, accounting, auditing, or consultant services
- Salaries, wages, or administrative fees
- Food and beverage
- Items for re-sale (tee-shirts printed for sale at event)
- Travel expenses of staff
- In-house postage and material inventory
- Donations and in-kind contributions to sponsors

- Tangible personal property, including, but not limited to copy machines, fax machines, computer equipment, typewriters, other office equipment
- Interest or reduction of deficits or loans
- Anything contrary to federal or state law or local ordinance.

General Terms/Guidelines:

- 1) Projects must fall under sports or entertainment categories. Specific definition of what is sports or entertainment is not given, but applying entities will be required to define how their project is either sports or entertainment, if the situation isn't obvious to the lay person.
- 2) Projects must further the mission of the Cedar Valley Sports and Entertainment Commission. The mission of the Cedar Valley Sports and Entertainment Commission is as follows: To attract, create and support sports and entertainment events that will have a positive impact on the economy and quality of life of the entire Cedar Valley Area and to position the Cedar Valley as a premier destination for these events.
- 3) Application may be made at any point throughout the fiscal year. Deadlines for specific applications will be no later than 90 days prior to the event. Exceptions to the deadline may be requested in writing and may be granted by the Board of Directors
- 4) Organizations are required to submit 2 printed copies of the application to: **CVSEC, PO Box 4166, Waterloo, IA 50704**. One copy must include financial statements, event budget, proof of liability insurance, (*should your organization be granted funds, you will need to provide a certificate of insurance naming the Cedar Valley Sports and Entertainment Commission as additionally insured before receiving grant funds*) as well as board of directors/list of those in charge of event. Application should also be emailed to info@cedarvalleysports.org.
- 5) Grant recipients must provide a final written report within 60 days of the completion of the project to the Cedar Valley Sports and Entertainment Commission. This report must include copies of receipts for funded items. Failure to provide this report may result in future grant disqualification.
- 6) All grant applications must be typed.
- 7) Grant recipients must provide no less than four, digital, high resolution (600 dpi) photos of your event 14 days after event date. Photos should capture the event as a whole and include at least one photo of the Commission's signage placed at the event.
- 8) Grant recipients must provide two complimentary tickets (in the case that tickets are needed to attend the event) or instructions for attending your event within 30 days before the event so that Commission board members may witness the event in person.
- 9) Grant recipients must include the Cedar Valley Sports and Entertainment Commission logo in all printed and electronic publications associated with your event. One hard copy of each piece must be sent to the commission 14 days after event date.

Grant Application

1. General Information (use a separate sheet of paper, if necessary):

Name of organization _____

Check payable to (If different than above) _____

Name of project/event _____

Dates of project/event _____

Contact person _____

Amount Requested _____

Address of organization or person completing application (include address for check if different)

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

2. What is the mission of your organization?

3. How does your organization benefit the community?

4. How long has the organization been in existence? Please also give a brief narrative discussing events the organization has hosted or put on in the past.

5. How many staff members and/or volunteers are involved in this organization?

6. If your organization has been the recipient of grants in the past, please indicate amounts, funding organizations, and projects.

7. Please provide a narrative of the project for which you are applying. Be sure to specify how the grant monies will be used and how the project will enable recipient to further the mission of the Cedar Valley Sports and Entertainment Commission. If the lay person is unable to see how this project/event falls under sports or entertainment, please use this opportunity to describe.

8. Describe how the proposed project/program will bring visitors and the economic impact it will have on the area.

- 9. Give an estimate of the number of visitors expected at this event and an approximate number of overnight guests that will be staying in the Cedar Valley.**
- 10. Describe how the project will be marketed.**
- 11. If awarded funds, how will you recognize the Commission for the funds received?**
- 12. Please attach a complete budget, including total project cost, additional funding sources, in-kind services and the amount requested from the Commission. Please note that except in very few cases, Commission funds should not be the sole source of funding.**
- 13. Additional information:**

Prior to submitting your grant application, please ensure you have included the following:

- Application complete and typed
- Detailed budget for project
- Proof of liability insurance which names the Cedar Valley Sports and Entertainment Commission as additionally insured
- Two printed copies
- One copy emailed to info@cedarvalleysports.org
- Grant applicant agrees to the terms and guidelines of the grant application

Two printed copies of completed application with supporting materials should be mailed to: **CVSEC, PO Box 4166, Waterloo, IA 50704**



Cedar Valley Sports and Entertainment Commission Grant Report Form

Grant report form must be completed within 60 days of the completion of the project and submitted to the Cedar Valley Sports and Entertainment Commission.

1. Please give a brief overview of your event.
2. Number of participants (this figure should include spectators as well).
3. Has your event changed from previous years? If so, how?
4. How were the funds granted by the Commission used?
5. How has your event changed due to the funds granted from the Commission?
6. Is there anything with your event that didn't work out as planned or that you would do differently in the future?
7. Please include a profit/loss statement from your event.

As stated in the original grant application submitted for this event we ask that your organization make three accommodations when accepting this money. 14 days after your event please submit no less than four, digital, high resolution (600dpi) photos of your event. Make sure to include a general photo of the event and at least one photo of the Sports Commission's signage if applicable. 30 days before event please send two complimentary tickets (if needed) to the event or instructions for attending your event so that the Commission board members may attend the event. Please also include the Cedar Valley Sports and Entertainment Commission logo in all printed and electronic publications associated with your event. This logo is available by emailing info@cedarvalleysports.org. Photos may also be submitted to this address or sent via U.S. mail to: CVSEC, PO Box 4166, Waterloo, IA 50704.