

**City of Riverside Tourism Enhancement Grant  
Application Cover Sheet**

**Project Information**

Project Name

Organization

Dates (if event)

Location (if event)

**Contact Information**

Contact Name

Email Address

Phone

Address + City/State/Zip

**Funding Request**

Amount Requested

Total Project Cost

**I hereby certify that, to the best of my knowledge, the information submitted in this packet is true.**

Contact Signature

Date

**Submission Deadlines:** The deadline for proposals is **Friday, November 13, 2015 at noon.**

Please submit this coversheet and the  
application components to:

City of Riverside  
2950 NW Vivion Road  
Riverside, MO 64150



## City of Riverside Tourism Enhancement Grant Application Components

### 1. Cover Letter: Project Narrative

- a. Provide a brief project overview. Include the number of years the project has taken place and if Tourism funding has been received in previous years. If funding has been received, include the amount(s).
- b. Address how the project addresses the Tourism Commission goals. Please be as specific as possible.
- c. Describe your organization or business. Include a general description of the mission of the organization, how the project relates to that mission and how the organization is poised to successfully implement the project.
- d. Who is the target audience for your project? How will you inform them of the project? Estimate the number of individuals you will reach.

### 2. Project Evaluation

Provide a description of the evaluation procedures used throughout the project to quantitatively measure the success of the project. Suggested measures include: attendance count, zip codes of attendees, details of advertising plan including placement details and number of impressions, and any other measures routinely used by your organization to measure success.

### 3. Project Budget

Please complete the two attached budget forms (Project Budget form and Budget Explanation form) in their entirety. The budget will be judged on its completeness and if costs are reasonable and well-researched. A list of eligible and ineligible expenses is included in the Riverside Tourism Commission Funding Guidelines (pg 8). Please provide a budget explanation for each category where tourism funds will be used; multiple Budget Explanation forms may be necessary.

4. **If not-for-profit, include a list of all officers and board members and 501 incorporation papers or a copy of the annual report filed with the Secretary of State.**
5. **If for-profit, include a statement detailing why this project differs from normal businesses activities and should be considered a tourism program.**

## City of Riverside Tourism Enhancement Grant Evaluation Criteria

Applications will be reviewed by the Tourism Commission and evaluated on items such as:

- **Supports goals of the Tourism Commission**
  - Increase the number of first-time visitors to Riverside, the number of return trips of current visitors, and/or the length of visitor stays
  - Expand the visiting public's awareness of Riverside's unique history, events, activities and amenities
  - Generate significant research-based return-on-investment for Riverside's residents and businesses
- **Potential for positive return on investment**
- **Completeness and thoroughness of application, including budget portion**

In addition, applications will be considered in relation to the other projects that have received funding in that fiscal year in order to promote a diverse offering.

**City of Riverside Tourism Enhancement Grant  
Application Component - Project Budget**

<b>Projected Revenue</b>	
	<b>Overall Project</b>
Admission Fees	
Concession/Souvenir Sales	
Fundraising	
Memberships	
Business/Corporate Contributions	
Foundation	
Individual Contributions	
Other Governmental Contributions	
Other (please specify):	
Other (please specify):	
Other (please specify):	
Requested Riverside Sponsorship Amount	
<b>Total Income</b>	

<b>Expenses</b>		
	<b>Sponsorship Specific*</b>	<b>Overall Project</b>
Staff Salary		
Contracted (or other) Salary		
Entertainment		
Legal/Insurance/Banking		
Supplies/Materials		
Postage		
Equipment Rental		
Space Rental		
Travel		
Utilities		
Advertising/Marketing/Design		
Printing		
Other (please specify):		
<b>Total Expenses</b>		

\***Sponsorship Specific:** indicate items that will be paid for using Riverside Tourism Funds. A list of eligible expenses is included in the Funding Guidelines packet.

## City of Riverside Tourism Enhancement Grant Application Component – Budget Explanation

Fill out a budget explanation table below for each category from the “Expenses” table on the Project Budget sheet where tourism funds are planned to be used. Make sure you are only planning to use grant funds to cover eligible expenses.

Category should match what’s listed on the “Expenses” table

### Example

<b>Expense Category:</b> Equipment Rental	
<b>Sponsorship Specific Expenses:</b>	\$1,500
<b>Overall Project Expenses:</b> \$1,500	
<b>Explanation:</b>	<p>4 – 10’ x 10’ tents: \$1,000</p> <p>3 large spot lights: \$400</p> <p>2 portable hand washing stations: \$100</p>

Itemize expenditures and provide any other relevant details.

Sponsorship Specific Expenses only include expenses you plan to pay for from Tourism Funds. Your overall project expenses in this category may be more if not all expenditures are being covered by grant funds. Make sure these match Project Budget.

Expense Category: \_\_\_\_\_

Sponsorship Specific Expenses: \_\_\_\_\_ Overall Project Expenses: \_\_\_\_\_

Explanation: \_\_\_\_\_

Expense Category: \_\_\_\_\_

Sponsorship Specific Expenses: \_\_\_\_\_ Overall Project Expenses: \_\_\_\_\_

Explanation: \_\_\_\_\_

Expense Category: \_\_\_\_\_

Sponsorship Specific Expenses: \_\_\_\_\_ Overall Project Expenses: \_\_\_\_\_

Explanation: \_\_\_\_\_