

**City of Riverside Tourism Sponsorship
Application Cover Sheet**

Project Information

Project Name

Organization

Dates (if event)

Location (if event)

If utilizing City facilities include date facilities were reserved and deposit/fees were paid.

***NOTE** – Applications that have not completed the reservation process are incomplete.

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 **Thursday, November 10, 2016 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**

Projected Revenue	
	Overall Project
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	
Total Income	

Expenses		
	Sponsorship Specific*	Overall Project
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):		
Total Expenses		

***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	
Expense Category: Sponsorship Specific Expenses:	<div style="border-bottom: 1px solid black; margin-bottom: 5px;">Equipment Rental</div> <div style="display: flex; justify-content: space-between;"> \$1,500 Overall Project Expenses: \$1,500 </div>
Explanation: <div style="border: 1px dashed black; padding: 5px; margin-top: 5px; width: fit-content;"> Itemize expenditures and provide any other relevant details. </div>	<div style="margin-top: 5px;"> 4 – 10’ x 10’ tents: \$1,000 3 large spot lights: \$400 2 portable hand washing stations: \$100 </div> <div style="border: 1px dashed black; padding: 5px; margin-top: 5px; width: fit-content;"> 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. </div>

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: _____