



**2018-19 Event Grant and Sponsorship Funding Request
APPLICATION INFORMATION & CHECKLIST**

Thank you for your interest in this application process. Morro Bay Tourism is looking forward to helping support events, sponsorships, art installations, and film permits with in-kind marketing contributions for the 2018-19 fiscal year.

The City of Morro Bay is making an effort to move long term events away from large grants with the expectation that these events will eventually become independent from City grant funding. If you have received a grant over \$5,000 for the past 4 years, please be aware that grants will be lower this year. Please plan accordingly.

The Process:

All completed applications must be received on or before the end of the business day (5pm) on **July 16, 2018** at the Morro Bay Tourism office.

You may also submit them via email at jlittle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442. If you choose to email your application, please follow up with a call to the Tourism office that is was received.

- All requests will be reviewed by a volunteer Event Grants Taskforce (these members are not directly associated with any events in Morro Bay).
- The Event Grants Taskforce will make their recommendations to the Morro Bay Tourism Business Improvement District (TBID) Board.
- TBID Board will review and approve funding requests at their August 2018 meeting. We highly recommend you attend the August 16th TBID meeting to be available to answer questions regarding your application.
- Each event grants recipient will receive an award letter including the amount awarded, logo requirements, a Post Event Report Form, plus other applicable information before the end of August 2018.
- Those events not receiving funding will be notified by mail before the end of August 2018.

Schedule:

- May 16th Grants are opened for submission
- July 16th Grant application closing date
- July 23rd Event Grant Task Force to review all applications
- August 16th TBID meeting board to award grant funds

Request Form Checklist:

1. Completed & Signed Event Grants Funding Request Application _____
2. Event Budget _____
3. Marketing/Action Plan _____
4. Any Other Supporting Documentation _____

**This grant funding has been made possible by the Morro Bay Tourism Business Improvement District and the City of Morro Bay, California.*



2018-19 Event Grants Funding Request Application

GRANT CRITERIA

- Events must happen the fiscal year July 1, 2018 - June 30, 2019.
- Must be held within the city limits of Morro Bay, California, or within SLO County near Morro Bay and the participants in the event must be housed at hotels/motels within Morro Bay city limits.
- Funds must be used for marketing and/or promotion of event unless otherwise specified by TBID when approved.
- All completed applications must be received on or before the end of the business on **July 16, 2018** at the Morro Bay Tourism office. You may submit them via email at Jlittle@morrobayca.gov or by mail/in person at 695 Harbor Street, Morro Bay, CA 93442.
*Funding is based on availability. All requests received, after 5pm on July 16, 2018 or incomplete applications will not be considered. It is the applicant’s responsibility to call and confirm email applications have been received.
- Not allowed to apply with multiple applications to Morro Bay Tourism for the same grant dollars.
- First priority for issuing grants is for increasing tourism into Morro Bay during off-season (October through May) and during midweek (Tu, Wed, Th) year-round.

ORGANIZATIONAL INFORMATION

Fed Tax ID: _____

Organization Name: _____

Board Chair: _____ Phone: _____

Main Contact: _____ Role: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: _____

Website: _____

EVENT DETAILS

Event Name _____ Years in existence? _____

Description _____

Date(s) _____ to _____

Location(s) _____

Website _____

EVENT HISTORY & FUTURE PROJECTIONS

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Please fill in any and all applicable information below. If not applicable, fill in "N/A".

	2014	2015	2016	2017	2018
Total Revenue	_____	_____	_____	_____	_____
Total Expenditures	_____	_____	_____	_____	_____
# Attendees	_____	_____	_____	_____	_____
# Vendors (if applicable)	_____	_____	_____	_____	_____
# Room Nights	_____	_____	_____	_____	_____

**Please note that the number of room nights can include hotels, motels, vacation rentals, RV parks & campgrounds*

EVENT BUDGET

Please provide or attach up to a (1) one-page outline of your event budget (please include any paid staff).

Revenue

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
OTHER FUNDING _____	We will receive other sponsorship dollars \$ _____
_____	We will receive matching funds \$ _____
_____	We will receive in-kind donations \$ _____
	Total Revenue \$ _____

Expenses

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
	Total Expenses \$ _____

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GRANT FUNDING REQUEST

Granted amounts are subject to the selections below. Please check the following that apply to your event. The selections below must only pertain to your main event and no other existing events.

Days Your Event is Held _____

Attendees (please select only one)

- _____ 1,000 or less attendees or spectators
- _____ 1,001-2,500 attendees or spectators
- _____ 2,501-5,000 attendees or spectators
- _____ 5,001+ attendees or spectators

Morro Bay Hotel/Motel Rooms (please select only one)

- _____ 10-49 hotel/motel rooms
- _____ 50-99 hotel/motel rooms
- _____ 100+ hotel/motel rooms

Groups (select only one)

- _____ If your event attracts (2) two or more buses to your event
- _____ If it is a tournament or competition, attracting (6) six or more teams

Tickets/Fees (select only one)

- _____ No admission or gate fee being charged
- _____ Event has a consignment ticket program for Morro Bay hotels/motels to package and sell to their guests

Outreach

_____ What percentage of your marketing outreach is outside of San Luis Obispo County

Have you received funding through this grant program in the past? ___ No ___ Yes

If Yes, please explain how the funds were used _____

REQUIRED TO RECEIVE FUNDS

Hotel/Motel rooms

_____ Your event or competition must consume 50 or more hotel/motel rooms in Morro Bay.

Reservation Widget

_____ Inclusion of the Morro Bay Tourism hotel/motel reservation widget on your event or competition site

City of Morro Bay and the Morro Bay Tourism logos

_____ Be included in your event marketing and promotions. Logos should be sized in relation to other supporters and dollar amounts given.

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MARKETING/ACTION PLAN

Please provide or attach up to a (1) one-page outline of your marketing and/or action.

This is how my event will positively impact the following entities:

Morro Bay Lodging Community (hotels, motels, campgrounds, vacation rentals) _____

Sales Tax Businesses (restaurants, retail, etc.) _____

City of Morro Bay _____

VERIFICATION OF INFORMATION

Please explain how your organization will collect and verify the enclosed information (surveys, registrations, hotel rooms, etc.)

____ (please initial) *YES, I understand if the event listed in this document receives funding through this grant process, I and the rest of the event committee will not be able to approach the City of Morro Bay, California for any additional funding for this event. This is due to the fact that Morro Bay Tourism is a division under the City of Morro Bay.*

____ (please initial) *YES, I attest that the information provided in the Event Grants Funding Request Application is true, complete and accurate. I further agree that if my application is approved by the Morro Bay Tourism (TBID) Advisory Board that I will provide the "Post Event Report" to TBID in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.*

Signature: _____ Date: _____

This area is for the Event Grants Taskforce

Date Approved/Denied: _____ VOTE: Yes: _____ No: _____

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