Macoupin County Tourism Grant Application

Applicant Information Applicant (Legal name of organization): _____ Address: City:_____ State:_____ Zip Code:_____ Contact Name for organization: Date of Program/Event: Telephone:_____ Fax:_____ Event/Attraction Website:_____ Email: _____ **Project Information** Name of event or attraction: Total estimated attendance:_____ Total amount requested:_____ Print Advertising amount:_____ Radio Advertising amount:_____ Television Advertising amount:_____ Brochures/Fliers amount:_____ Other \$:

Certification

We, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of our knowledge.

Chairman/ Representative print name

Signature

Date

Additional Information

1. Please give a history of your organization/program or event/attraction including the date founded and its mission statement and goals.

2. Discuss the demographics of your event/attraction's visitors. Discuss the percentage of visitor's who visit from outside the county. How have you historically tracked demographic information?

3. Please provide your specific marketing plans for purchasing advertising and promotional materials. Include specific media, ad sizes, frequency of ad placements, costs and targeted markets.

4. Please describe any other sources of funding for your project such as fundraisers or grants from other entities. List the specific sources of funding and amounts you expect to receive from each.

- 5. What was the total budget of the project/event last year, or if a new event, what is the anticipated budget?
- 6. Has the project/event shown a profit in previous years? If so, please indicate the amount and use of the profit.

7. Have you received funding from Macoupin County in prior years? If so, list the year and amount funded.