

**GUIDELINES AND APPLICATION FOR
INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM**

Deadline to Apply: 11:59 p.m., March 1, 2020

PURPOSE

To promote and encourage tourism and convention business in Ingham County through cultural activities.

STRATEGY

Provide funding for grants to nonprofit organizations. Funds shall be earmarked for publicity and promotion projects, which would be eligible for funding from hotel/motel revenues. These projects shall specifically attract out of county visitors into Ingham County. Grants will be made annually based on estimated revenue for the following year.

FUNDING

Five percent (5%) of hotel/motel revenues, per Board of Commissioners resolution.

ADMINISTRATION

The Arts Council of Greater Lansing is contracted by the COUNTY OF INGHAM to administer this grant program.

ELIGIBILITY

To be considered for a grant from the Ingham County Arts and Tourism Fund, an applicant must:

1. Be a Michigan public or private not-for-profit corporation as evidenced by an Internal Revenue Service 501(c)(3) letter of determination or a copy of the Articles of Incorporation as filed with the State of Michigan, Department of Commerce. Public universities and units of government are exempt from having to furnish proof of non-profit status.
2. Be established primarily for cultural, educational, artistic, historical, or entertainment purposes.
3. Offer activities open to the general public.
4. Propose a project or activity which is a legally-permitted use of hotel/motel tax receipts to promote and encourage tourist and convention business in the county.
5. Propose a project or activity that is within the intent and purpose of the Ingham County Board of Commissioners as outlined in paragraph 7, a., b. and c.
6. Complete an application (no more than one grant request per organization each year) and any additional information required to evaluate the application.
7. Provide, as the major purpose of the group, one of the following types of activities or services **in Ingham County** (Please note that events/programming must be highly artistic in nature and have a high artistic and cultural merit) :
 - a. A permanent cultural facility, located in Ingham County, open to the public for free or by a moderate admission charge, on a daily basis at least nine months of the year, such as a museum, art gallery, zoo, or historical site, that would reasonably be expected to attract out-of-county visitors.
 - b. A regular schedule of performances in Ingham County, open to the public for free or by an admission charge, of plays, opera, dance or music, of such quality or format as is not generally provided in mid-Michigan by private firms for profit and that would reasonably be expected to attract out-of-county visitors.
 - c. An annual or non-regular schedule of performances, events or entertainment.
8. Structure the request for funding in such a fashion as to provide the committee with the information necessary to establish priorities within the amount requested.

FACTORS FOR DETERMINING ELIGIBILITY

1. Organizations receiving funds in the Ingham County annual budget process or a supplemental appropriation will not be eligible for Ingham County Arts and Tourism Funds during the same budget year.
2. Proposed activities must take place between May 1, 2020 and April 30, 2021.
3. The maximum grant request for any one agency shall be no more than **\$12,500**
4. No organization may receive funds in excess of the amount requested.
5. Organizations in bankruptcy or default to Ingham County are not eligible to receive an allocation.
6. Organizations with delinquent reports to the Arts Council are not eligible to receive an allocation.
7. The level of funding available from the Ingham County Art and Tourism Fund was established by Resolution 83-252 and may be re-appropriated as determined by the Ingham County Board of Commissioners.
8. Funding provided to any agency must be utilized to promote tourist and convention business through advertising, distribution of programs and/or brochures directed toward out-of-county residents.

NOTE: Ingham County requires that the applicant agency in this grant program must present proof of Comprehensive General Liability Insurance with Contractual Liability Coverage in an amount of not less than One Million dollars and no/100 Dollars (\$1,000,000) per occurrence, and/or aggregate, combined single limit for Personal Injury, Bodily Injury and Property Damage, covering the activities conducted pursuant to your event.

PROCEDURE FOR REQUESTING AND PROCESSING REQUESTS FOR FUNDING

1. Solicitation and acceptance of applications from groups seeking funding will be accomplished in the following manner:
 - a. The Arts Council will make guidelines and application for funding available on the Arts Council of Greater Lansing's website.
 - b. The Arts Council will distribute communications regarding the application's availability to potential applicants and media outlets via email.
2. The Arts Council will review all applications and required supplemental information to recommend eligibility under the statute, ordinance and resolution regulating funding for hotel/motel revenues.
3. The Arts Council will notify groups submitting an application for funding that does not meet requirements based upon the established legal criteria.
4. All applications from eligible agencies shall be forwarded to a Grant Review Panel for review and recommendation for funding.
5. All Scope of Services for each agency recommended for funding shall be forwarded to the County Attorney for approval.
6. Agencies shall be notified and a contract shall be developed.

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Use this as a guide as you complete your application at <https://lansingarts.slideroom.com/#!/Login>.

ICHM - AGENCY INFORMATION

1. Name of Organization
2. Contact Person
3. Mailing Address
4. Daytime Phone
5. Email Address
6. Purpose of Organization and Mission Statement
7. List of all Organization Events/Activities: Use previous years' data, plus any planned activities for the current year. *Fill in Slideroom form.* *OOC = Out-of-County
8. Briefly describe your anticipated 2020 attendance goals. What data supports these goals? If you anticipate increased attendance, what specifically explains the percentage of your increased attendance? For example: "Event Y will increase out-of-county attendance by 5 percent to 10,000 of 25,000 total attendees. Organization X will capture zip codes for attendees through enrollment forms, attendee surveys and digital ad tracking."
9. How are attendee numbers measured? Explain methods, metrics and the logic behind all calculations (ex: ticket sales that require address of attendees; surveying of attendees at event; "where are you coming from?" activity at event; etc.).

ICHM - PROJECT INFORMATION

1. Describe your proposed promotional activities.
 - a. This should be your complete promotional plan. For each promotional tool (ie. digital, social, print, outdoor), explain how you will measure if it is successful.
 - b. What innovative ways are you marketing to your audience(s)?
2. In 75 words or less, summarize your proposed promotional activities from part 1 of the Project Information. This summary will be used to generate contract language for applicants. For example: "Organization X will promote Event Y through the following out-of-county marketing tactics: three billboards to be placed along I-96 corridor in Grand Rapids region; printing and mailing of event postcards to MDOT and to Ann Arbor-based organizations including libraries, galleries, and historical societies; and three digital advertisements in "Z" specialty online magazine."
3. For your proposed 2020 marketing: *Fill in Slideroom form*
 - a. What activity/event/ attraction will be promoted?
 - b. What marketing strategies (ie. social media, digital advertising, billboards, etc.) will be used?
 - c. Where will marketing strategies take place out-of-county?
 - d. What is the total audience for the marketing strategy?
 - e. What is the total cost for the proposed promotional activities?
4. How many out-of-county visitors attended the activity/event/attraction last year? How many out-of-county visitors are estimated to attend this year? What is the organization's goal for number/percentage of out-of-county visitors? Explain how goals, estimates and historical numbers compare.

5. Describe partnerships you have or will establish with area hotels, visitors bureaus, tourism organizations, etc. Describe the connection between your event and overnight stays in Ingham County.

ICHM - FINANCIAL INFORMATION

1. 2019 Total Organization Promotional Budget and Grant Request: *Fill in Slideroom form*
 - a. Total Promotions Budget for organization - should reflect your organization's total promotions budget including the grant request
 - b. Use the promotions outlined in part 3 of the Project Information section of these guidelines to generate a Promotions Budget for Activity/Event/Attraction seeking funding - should reflect your activity/event/attraction's total promotions budget including the grant request.
 - c. Amount of Grant Request - may not exceed total promotion budget for activity or organization
2. Proposed Budget for the Amount of Requested Funds Only: In the event you do not receive full funding, please prioritize your budget items starting with the most important to you at the top. Eligible costs include the planning, design, production and dissemination of promotional materials or messages outside Ingham County and surrounding counties. If you receive funding, the panel will attempt to fund eligible items from the proposed budget in priority order (Total Cost for requested funds below should equal amount of grant request). *Fill in Slideroom form*

ICHM - AMERICAN WITH DISABILITIES ACT (ADA)

1. Are your FACILITIES and PROGRAMS accessible to persons with disabilities?
2. Are staff members informed and trained in access issues?

ICHM - REQUIRED ATTACHMENTS

1. Generate results for your activity/event/attraction using the Americans for the Arts Arts & Economic Prosperity IV Calculator, following these steps:
 - a. Visit https://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html
 - b. Fill in steps 1-3 (all required) using information from your activity/event/attraction. Note: your "Population," should be reflective of the community in which your event/activity is taking place.
 - c. Print your results to a PDF or print and scan to a PDF
 - d. Upload PDF to your Slideroom application
2. List of Current Board of Directors
3. Current Agency Fiscal Year Operational Budget
4. Proof of Non-profit Status: Either Internal Revenue Service 501(c)(3) Letter of Determination or copy of Articles of Incorporation as filed with the State of Michigan. Public universities and units of government are exempt from having to furnish proof of non-profit status.
5. Organization's Proof of Comprehensive General Liability Insurance with Contractual Liability Coverage in an amount of not less than One Million and no/100 Dollars (\$1,000,000) per occurrence, and/or aggregate, combined single limit for Personal Injury, Bodily Injury and Property Damage, covering the activities conducted pursuant to your activity / event. **PROOF OF INSURANCE TO BE PROVIDED BY YOUR INSURANCE AGENT NAMING INGHAM COUNTY AND THE ARTS COUNCIL OF GREATER LANSING AS RIDERS ON THE POLICY.**

GRANT APPLICATION MUST BE SUBMITTED BY 11:59PM MARCH 1, 2020.

The Slideroom system will not accept applications after this time. Incomplete applications will not be accepted by the Slideroom system.