

**MOBILE COUNTY MARKETING FUND
APPLICATION REQUEST**

PLEASE INCLUDE THIS CHECKLIST WITH YOUR FINAL SUBMISSION TO INSURE THAT ALL
REQUESTED DOCUMENTS ARE INCLUDED

PLEASE ATTACH ONE COPY OF EACH OF THE FOLLOWING ITEMS TO YOUR ORIGINAL APPLICATION FOR OUR FILE (It is not necessary to provide a copy of these items with the 7 copies).

- Charter, Articles of Incorporations, By-Laws, Proof of Current Status, i.e., Annual Report on file with the Secretary of State – Except Government entities.

- List of current officers and board members, indicating terms, Mayor, City Council, etc.

- Copy of previous year's tax return for the most recently completed fiscal year. Government entities are excluded from this.

- Letters of commitment from co-sponsors.

- Project budget including detailed advertising and marketing plan.

- For Government entities only: Please replace item one (1) with a letter from the chief elected official stating Government Agency's approval/knowledge of application.

Name of Preparer (Please Print) _____

Signature of Preparer _____

FUNDS CANNOT BE USED FOR:

1. Annual operating expenditures of the organization.
2. Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event.
3. Real property.
4. Capital improvements, including but not limited to new construction, renovation, restoration and installation or replacement of fixtures.
5. Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art.
6. Interest or reduction of deficits or loans. Expenses incurred or obligated prior to or after funding period.
7. Making payments or reimbursements for goods or services purchased for previous or other events.
8. Advertising and promotion must be done in areas that are at least 1-1/2 hours driving distance from the Mobile area.

****If the application is denied, the organization can reapply in 90 days.***

FUNDING APPLICATION

DIRECTIONS

Applicants are required to submit an **original and seven (7) copies** of the completed Application Packet to Kent Blackinton (President – Mobile Area Lodging Association) at 64 South Water Street; Mobile, AL 36602 or kent.blackinton@renaissancemobile.com for consideration from the Mobile County Marketing Fund Committee. The Application Packet shall consist of the Funding Application, Scope of Work with attachments and Budget. Therefore, **application packets are limited to 8-1/2" x 11" page format**. It is not necessary to customize the application or place pages in plastic sleeves. Please limit such items as t-shirts, posters, etc. to one (1) for sample purposes. Please do not use staples when assembling individual packets. Use only paper clips, binder clips or file folders to keep sets separate.

The following instructions are provided for your assistance in completing the application:

APPLICATION

- Line 1 Choose appropriate box.
- Line 2 List the amount of funds requested.
- Line 3 List the date of the event and when the check is needed.
- Line 4 List your agency's legal name (name recorded on non-profit incorporation papers). Checks must be made out in this name.
- Line 5 List Federal Identification Number as assigned by the IRS. This will be found on your determination letter.
- Line 6 List the title and a brief description of the activities proposed in the event.
- Line 7 List the name of the contact person and their title.
- Line 8-9 List the mailing address, phone number and email address for your agency. Checks will be mailed out to this address.
- Line 10 List the dates & location of the event.
- Line 11 List the total hotel room nights if applicable and the expected attendance.
- Line 12 List the participating hotels if applicable.
- Line 13 Identify the geographical area of the event's impact in Mobile County.
- Line 14 List the approximate amount of food & beverage expenditures.

- Line 15 List any competition information if applicable.
- Line 16 List the economic impact (how much money) the Mobile area will receive.
- Line 17 Provide a three (3) year history of this project with city impact and total room nights used (if applicable).
- Line 18 Provide us with an explanation of the deciding factors for this venue.
- Line 19 Explain why this funding is important and how it will positively impact the Mobile area.
- Line 20 List any additional funds and funding programs you will receive for this event.
- Line 21 List any additional business this will bring to the Mobile area.
- Line 22 List how much lodging tax revenue will be regenerated. Multiply the total room nights by the average rate then multiply that figure by 2%.
- Line 23 Signature of organization's chief official.

FUNDING REQUEST APPLICATION

1. Type of Organization/Request: Group/Convention Special Event Other
2. Amount of Funds Requested _____
3. Date of Event _____ Date Check is Needed _____
4. Name of Organization _____
5. Federal ID# _____
6. Name of Event and Brief Description (if applicable) _____

7. Contact Name & Title _____
8. Mailing address _____ City _____
9. State ____ Zip _____ Email _____ Phone _____
10. Dates & Location _____
11. Total Hotel Room Nights (if applicable) _____ Expected Attendance _____
12. List of participating hotels _____

13. Area of Impact (within Mobile area) _____
14. Food & Beverage Expenditures _____
15. Competition (if applicable) _____
16. Economic Impact _____

17. Group History (up to 3 years) City and Total Room Nights Used (if applicable) _____

18. Key Venue Decision Factors _____

19. General Comments (Why is this funding important?) _____

20. Additional Funding Programs (i.e., Room rebate, co-sponsors, grants, etc.) _____

21. Does this bring new or additional business to Mobile Area? _____

22. Approximately how much county lodging tax will be regenerated? _____

Submitted by: _____ Title: _____ Date: _____

For Marketing Fund Committee Use Only

Approved: _____ Amount Approved: _____

Not Approved: _____ Reason/Comments: _____

SCOPE OF WORK AND REQUIRED ATTACHMENTS

Please attach the following to the application and provide original and seven (7) copies of the entire packet (application and attachments).

1. On a separate sheet of paper list and describe each event for which you are applying.
2. State the goals and objectives for each event for which you are applying.
3. Describe what benefits the county will receive from each event or promotion for which you are applying.
4. Describe how the event increases awareness of the County as a visitor or convention destination, increases the number of visitors, their length of stay, and promotes inter-county travel by visitors.
5. Describe how the effectiveness of each event will be evaluated.
6. Describe how each event cooperates with existing MBCVB programs.
7. Describe how financial resources will be monitored.
8. Attach documentation of local support.
9. Attach copies of letters of commitment to substantiate matching funds.
10. List the projected total attendance figure, the breakdown of the in-town and out-of-town attendance, the projected number of hotel rooms to be used.
11. Attach statements from accommodation partners attesting to the number of room nights generated by the event.
12. Attach commitment statements from accommodations agreeing to package rooms for the event.
13. Proposed number of hotel rooms to be used.

Note: The Mobile Bay Convention and Visitors Bureau and Mobile County MUST be listed as one of the event sponsors on collateral material and advertisements when listing sponsors. Logo slicks and banners can be obtained at the Mobile Bay Convention and Visitors Bureau's website.

EVENTS MARKETING-TOTAL EVENT BUDGET

ACTIVITY	AMOUNT	TOTAL
TOTAL		

EVENTS MARKETING-MARKETING BUDGET

ACTIVITY	ORG. MATCH	MARKETING FUND MATCH	TOTAL
TOTAL			