



*This document sets forth
Guidelines, Criteria and Application for
Requesting Tourism Funds from the*

City of Mexico Tourism Commission

Events must commence after October 1 and completed by September 30

The City of Mexico Tourism Funding is made possible by Mexico's lodging tax. It was created to enhance and develop events which have potential to generate overnight stays in Mexico hotels and motels. All applicants must meet and follow the Guidelines & Criteria set forth for each fund.

- **Applications for the Mexico Tourism Funding must be submitted at least 90 days prior to the start of the event.**
- **The Mexico Tourism Commission reviews all applications on a monthly basis. Reviews are held during the Mexico Tourism Commission Board meeting held the third Tuesday of the month, unless otherwise posted.**
- **If any revisions, updates or changes need to be made to applications, the final version MUST be received by the Mexico Tourism Commission at least ONE WEEK prior to the scheduled review meeting. No exceptions.**
- **After the Mexico Tourism Commission has reviewed the application and voted on a recommended funding amount, the Mexico City Council will have final approval. Council meetings are held on the second and fourth Mondays of each month.**
- **Applications may be mailed, hand-delivered or emailed: City Clerk, Mexico Tourism Commission, 300 N. Coal, Mexico, Missouri 65265 or cityclerk@mexicomissouri.org Tel. 573-581-2100 x 220.**

All materials submitted with proposals will become a matter of public record, open to inspection by any citizen.

ELIGIBLE EXPENDITURES

City of Mexico Tourism Funding FESTIVALS & EVENTS

1. Advertising, marketing, postage and printing.

The Mexico Tourism Commission may recommend funding all or only part of requested items. **This list is not exclusive.** Proposals might include items that are not listed as eligible expenditures. All requests will be assessed as to how well they meet the evaluation criteria.

GENERAL GUIDELINES & INSTRUCTIONS

City of Mexico Tourism Funding FESTIVALS & EVENTS

1. Maximum funding level for any single application is no more than 50% of the total event budget.
2. An application is required each year.
3. All events must be held within three (3) miles of the city limits of Mexico, Missouri, must comply with all ADA requirements and open to the general public. Event must not be exclusive in regard to attendance.
4. Each application will be evaluated and based on specific scoring criteria; i.e. overnight stays, marketing plan, sponsorship plan and event timing. Events must show (or have shown) potential to attract visitors from outside Audrain County, generate overnight hotel stays and have the potential for growth.
5. Funded events must acknowledge the Mexico Tourism Funding as a sponsor through applicable promotional media and materials (social medial, ads, signage, banners, brochures & flyers, etc.). (*Funding provided through the Mexico Tourism Tax*)
6. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
7. No event-related print, radio or television advertising may promote lodging facilities located outside the City of Mexico.
8. If for any reason the organizer is unable to purchase an item or service as approved, organizer must notify the Mexico Tourism Commission and request to substitute another item or service that is comparable in scope and quality.
9. Event organizers agree to provide all hotel/motels in the City of Mexico with information/flyers/posters of the funded event.
10. Event organizers will submit photographs of the event, which will be used by the City of Mexico for tourism advertisements in various publications.
11. Post Event Summary reports and supporting documentation for reimbursement are due 90 days after your event ends. Failure to submit the report within the 90 days or submitting with incomplete information may affect funding of future applications. (See attached form.)

Ineligible Expenditures

1. Salaries or other monetary compensation for event organization staff.
 2. Food and beverage.
 3. Legal, medical, engineering, accounting, or other consulting services.
 4. Interest or reduction of deficits or loans.
 5. Any event expense that is not approved for funding by the Mexico Tourism Commission during the review process.
 6. Real property or capital improvements.
 7. Operating expenses of the event such as field or facility rental.
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FY2019 MEXICO TOURISM FUNDING APPLICATION
City of Mexico, Missouri
FESTIVALS & EVENTS

Applications **must** be typed.

Event Name _____

Event Organizer _____

Event Dates _____

Event Location _____

Total Event Cost _____ Amount Requesting _____

Describe how the funds will be used: _____

- Will this event be held without tourism development funding? Yes No
- Is this a new event? Yes No
- Have all required permits, licenses, etc. been secured? Yes No
- Have you received tourism development funds before? Yes No
- If Yes, how much and when? _____

Narrative:

| 1. | Briefly Describe the Event: | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|--|---------------|--------------------------------|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 2. | <p>How do you plan to market and promote the event to attract visitors from outside Audrain County and increase attendance? <i>List in detail how the requested funds will be used, providing what advertising each vendor will provide with anticipated expenses.</i></p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 30%; text-align: center;"><i>Vendor</i></th> <th style="width: 40%; text-align: center;"><i>Advertising Description</i></th> <th style="width: 30%; text-align: center;"><i>Cost</i></th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table> | <i>Vendor</i> | <i>Advertising Description</i> | <i>Cost</i> | | | | | | | | | | | | | | | | | | | | | |
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|----|--|
| 3 | How will your event increase overnight stays? |
| 4. | How many overnight stays do you estimate the event will generate? _____ (# of rooms x # of nights) |
| 5. | Have you contacted local hotels? If yes, which ones? |
| 6. | Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall? |
| 7. | List any other important factors or issues about this event that you feel we should know about: |

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Mexico Tourism Funding Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding Mexico Tourism Funding expenditures as required.

Applicant Authorized Signature _____
Date

Print Name: _____

Title: _____

Email: _____

Name of Primary Contact & Email: (if different than above):

Legal name of Organization:

Name of Organization President/or Chair of Board: _____

Address: _____

Phone: _____

Email: _____

Web Site: _____

This organization is: Independently chartered Private Non-Profit Other (please describe) :

| |
|-------------------------|
| OFFICE USE ONLY |
| Date Received_____ |
| Date of Board Vote_____ |
| Amount Requested: _____ |
| Amount Awarded: _____ |
| Date to Council_____ |
| <i>Application</i> |

POST EVENT SUMMARY REPORT
City of Mexico – Mexico Tourism Funding
Festivals & Events

*RETURN THIS COMPLETED FORM AND REQUIRED ATTACHMENTS TO CITY CLERK AT THE CITY MEXICO
NO LATER THAN 90 DAYS FOLLOWING THE LAST DAY OF YOUR EVENT.*

Name of Event: _____

Name of Organization: _____

Location of Event: _____

Amount of Mexico Tourism Funding Awarded: _____

How Were the Tourism Development Funds Spent: _____

You MUST attach copies of checks issued for payment of services or items, corresponding invoices and any required contracts.

If approved funds exceed the actual cost of the service or item, you must document the variance and return excess funds to the City. If, for any reason, you are unable to purchase an item or service as approved in your Request, you must notify the Mexico Tourism Commission and complete a request to substitute another item or service.

Narrative:

1. Describe estimated attendance and method used to calculate.

2. Summarize advertising placed to promote the event (include all placed, trade and in-kind).

3. Describe your general assessment of the event; include strengths, weaknesses and address any concerns or recommendations for changes.

| |
|---------------------------------|
| OFFICE USE ONLY |
| Date Received _____ |
| Date of Board Vote _____ |
| Amount Requested: _____ |
| Amount Awarded: _____ |
| Date to Council _____ |
| <i>Post Event/Reimbursement</i> |

Authorizing Official (print name)

Title

Authorizing Official Signature

Date: _____