

METROPOLITAN NASHVILLE EVENT MARKETING FUND • FY 09-10

Metropolitan Nashville Event Marketing Fund

The purpose of the Metropolitan Nashville Event Marketing Fund is to provide revenue in order to create signature events and stimulate visitor spending in Nashville/Davidson County. The fund is sourced through a \$0.50 per room night charge on hotel rooms in Davidson County.

Metropolitan Nashville Event Marketing Fund Committee

The Metropolitan Nashville Event Marketing Fund Committee is tasked with reviewing applications for the fund and making recommendations to the Nashville Mayor's office for fund allocations. Final approval of allocations for the fund is the decision of the Nashville Mayor's office and the Metro Director of Finance. The Metropolitan Nashville Event Marketing Fund Committee includes six (6) members and two (2) ex-officio members. Current committee members are:

Mike Kelly, chair

Sandra Fulton

Ex-officio:

Walt Baker

Kevin Lavender

Rich Riebeling

Mike Edwards

Colin Reed

Butch Spyridon

The fund is administered by the Nashville Convention & Visitors Bureau. All meetings are public, adhere to the Metro Nashville public meeting laws and are held at the Nashville Convention & Visitors Bureau Board Room.

Application

Applicants are required to complete the application in full, and are encouraged to include additional information to demonstrate depth, success and strength of event for which they are applying. Applications for FY 09-10 funds will be accepted from March 1-April 30, 2009. The application should be mailed to:

Metropolitan Nashville Event Marketing Fund
c/o Nashville Convention & Visitors Bureau
150 Fourth Avenue North, Suite G-250
Nashville, TN 37219

Questions regarding the application should be directed to: questions@visitmusiccity.com

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Application

Organization Information

Organization Name _____
Address _____
City _____ County _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____
Website _____
EIN _____
Full-time persons on staff _____ Part-time persons on staff _____ Number of board members _____
Council District _____ State House District _____ State Senate District _____
Date of incorporation _____ Current fiscal year start and end _____

Proposal Contact Person

First Name _____ Last Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Primary Phone _____
E-mail _____
Additional Contact Info _____

General Event Data

Name of event _____
Years of operation _____
Date of event for which funding is sought _____
Council Districts where event takes place _____
Direct Visitor Spending for last two events _____
Number of attendees for last two events _____
Estimate % of out-of-town attendees for last two events _____
Persons/organizations benefiting from event _____
Overall event budget _____ Amount of funding request _____

Appendices

1. Provide a narrative of the event, including but not limited to the following:
 - Overall purpose/mission of event
 - Description of activities
 - Brief review of marketing initiatives
 - Listing of other major initiatives organization plans to execute for current fiscal year
 - Review of growth and success of event since inception
 - Estimated growth of event for future years
 - Relevant research/survey data collected from event
 - Photos of previous event
 - Other secured sources of event funding
2. Please include the following information:
 - Current list of Board of Directors
 - Complete list of sponsors for most recent completed event
 - List of sponsors secured for upcoming event for which funding is sought
 - Independently audited financial records for last two fiscal years
 - Approved budget for organization's current fiscal year
 - Projected revenue and expenditures for event for which funding is sought

Applicants are encouraged to include additional information that provides in-depth detail of event structure and potential for growth.

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Guidelines for Event Marketing Fund

Criteria for applicants:

1. Have a minimum economic impact of \$5 million in direct visitor spending as calculated by the formula used by the Nashville Convention & Visitors Bureau.
2. Encourage a minimum of a multi-hotel, one-night's stay in Davidson County to provide the appropriate spending required to achieve the \$5 million minimum goal.
3. Create new, expand or enhance and/or preserve critical and strategic events and activities currently taking place in Nashville.
4. Expand or enhance the Music City brand.
5. Independently audited financial status for the last two fiscal years for either the event or the sponsoring organization shall be submitted as part of official application.
6. Include details of future growth plans and specific time of year for event.
7. Existing events should submit a minimum of three years recap of the event's history.

Information for applicants:

1. Financial support provided by the FUND cannot exceed 50% of the total operational budget of the proposed event.
2. Funding support, but not payment, for designated signature events may be committed for up to two years by the committee.
3. Exact allocations, either monetary amounts or percentage of annual total funds collected, are to be designated at the beginning of the fiscal year by the committee and distributed by August of the following fiscal year.
4. The Event Marketing Fund Committee will operate on a July 1-June 30 fiscal year to coincide with the Metropolitan Government of Nashville and Davidson County and the Nashville Convention & Visitors Bureau.
5. The Finance Director of Metropolitan Government of Nashville and Davidson County will approve all recommended expenditures.