



Seeking partners for a \$50,000 Iowa Sports Grant

The North Iowa Sports Authority Committee is seeking athletic event partners to secure \$50,000 of free state grant funds while also raising the required \$25,000 cash match.

Information about this opportunity: The Iowa Tourism Office has a sports grant program designed to attract tourism sporting events to the state. The sporting event must attract “tourists” to the event. The definition of a “tourist” is participants / spectators from outside a 90-mile radius of the community where it is held. This is an application process offering \$50,000 to ten communities requiring a \$25,000 cash match. All applications are required to be submitted through a Convention and Visitor Bureaus (CVB) organization. The following are Iowa Tourism Office and North Iowa Sports Authority Sports Grant Program Requirements:

1. Must be an athletic event requiring skill or physical prowess that attracts tourists from outside a 90-mile radius of Mason City / Clear Lake, Iowa.
2. Athletic events include youth sports, high school athletic activities, the Special Olympics and other nonprofessional sporting events. Events that attract a significant number of professional athletes are not eligible.
3. Funds can only be used for eligible marketing expenses that target visitors outside a 90-mile radius of Mason City/Clear Lake, Iowa. *See application for a list of eligible and ineligible expenses.*
4. Funds MUST be spent during July 1, 2019 - June 30, 2020
5. Each selected partner will be required to contribute towards a portion of the \$25,000 cash match. The cash match amount for each partner is 33.34% of the total requested amount; the remaining funds would be free funds from state of Iowa. [Example: \$25,000 total requested amount = \$8,335 required cash match (33.34% of \$25,000) and \$16,665 free funds from state of Iowa.]

The following is the scoring criteria as outlined by the Iowa Tourism Office:

- Economic impact: 35 points. The Authority will consider the amount of economic impact represented by the proposed nonprofessional sporting events and will view favorably events that have a greater economic impact. Economic impact will be determined and the Authority will use that information in combination with the average daily spending data from the Iowa Tourism Office’s most recent marketing follow-up survey to calculate the estimated economic impact of the nonprofessional sporting events proposed in the application. Intentionally inflated estimates of attendance or a history of providing inaccurate estimates will negatively affect the scoring of an application and may result in non-certification of a district.
- Leveraged funds ratio: 20 points. The Authority will consider the proportion of state funds to total funds in the application and will view favorably a greater rate of financial participation from entities other than the state of Iowa.
- Novelty and quality: 15 points. The Authority will consider the novelty and quality of an event and will view favorably nonprofessional sporting events that are new to Iowa or that have been recently improved, enhanced, or enlarged.
- Event size and scope: 15 points. The Authority will consider the size of an event and will view favorably a project with a larger total budget.
- Need: 10 points. The Authority will consider the financial need of an applicant and will recognize the importance of funding events that would not take place without assistance under the program. The Authority will also recognize the importance of funding nonprofessional sporting events that have never before been funded under the program or under another state program.
- Geographic diversity: 5 points. The Authority will consider the geographic diversity represented by the pool of applicants.

How to Apply: To be considered please complete the following North Iowa Sport Authority Potential Partner Application and return to: Ljames@VisitMasonCityIowa.com **by 4 pm on April 30, 2019.**

After you Apply: The North Iowa Sports Authority Committee will score each partner application and select those that rank the highest per criteria. These selected partners will be invited to be a part of a State of Iowa Grant Application. The completed application will be sent to the Iowa Tourism Office, who will then determine if we are an award winner. If our application is an award winner, then each athletic event partner will enter into a contract for the state grant funds.

Questions: contact Lindsey James at Ljames@VisitMasonCityIowa.com or 641-422-1663 during office hours Mon.-Fri. 8 am to 4:30 pm central standard time. *Scheduled calls / appointments are preferred.*



Brought to you by the North Iowa Sports Authority - a partnership of the Clear Lake Area Chamber of Commerce, Visit Mason City, and Cerro Gordo County

2019-20 North Iowa Sports Authority Partner Application

APP # _____

Host Organization: _____

Athletic Event Name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Daytime Phone: _____ E-Mail: _____

Website Address: _____

If a question is not applicable to your organization, place a "N/A" in answer area so we know it was reviewed and not unintentionally left blank.

- Description of nonprofessional athletic event.** (Definition of a sporting activity: Sporting event" means an athletic activity requiring skill or physical prowess usually competitive in nature and governed by a set of rules provided by a nationally recognized sanctioning body or by a local organization engaged in the development and active promotion of the athletic activity. A sporting event typically includes the placing of competitors into a fixed order of finish, depending upon their respective athletic performance within the rules provided for that activity. For purposes of this state grant, "sporting event" includes but is not limited to youth sports, high school athletic activities, the Special Olympics, and other nonprofessional athletic activities.)

- Is there a bid process to host this sporting event? ___ yes ___ no If yes, have you been awarded the bid? ___ yes ___ no
- Date(s) of event (note separate application required for multiple events / non-consecutive event dates): _____
- Location of the event: _____
- Detailed description of event:

- Has this event been held previously in Mason City or Clear Lake? ___ yes ___ no**
 - If no, where was this event held most recently? City: _____ State: ___ Date: _____
 - If yes, list year(s) held in Mason City or Clear Lake: _____
 - If yes, explain how you will improve, enhance or enlarge this event from the last time you hosted it to increase more "tourism" participants?

3. Using the table below provide a detailed list of how you will use the funds and the amount per item understanding all expenses must be paid for during July 1, 2019 to June 30, 2020. Refer to the following eligible and ineligible expenses:

<p>Eligible Expenses: Only expenditures directly related to the active promotion of a nonprofessional sporting event will be reimbursed under the program. Items that will be considered eligible expenses include but are not limited to:</p> <ul style="list-style-type: none"> • bid fees / rights fees • sponsorships / advertising / promotional materials for marketing purposes outside a 90-mile radius of area • venue rental • equipment rental • production costs • fees and costs for officiants 	<p>Ineligible expenses. Expenses that are not directly related to the active promotion of a nonprofessional sporting event are not eligible for reimbursement. Ineligible expenses include but are not limited to</p> <ul style="list-style-type: none"> • travel costs of applicant staff • solicitation efforts • lobbying fees • meals or dining on occasions other than the dates of the nonprofessional sporting events described in the application, • items that are purchased for resale • prizes given to participants • alcoholic beverages • advertising, marketing, promotional materials targeting N. Iowa residents / those that live within a 90-mile radius of area • Cannot "pay" yourself
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Eligible expense type – EXAMPLE	Target Audience outside a 90-mile radius of Mason City / Clear Lake	Total Amount
Example event- Equipment rental- Sound and lighting equipment	Not applicable	\$4,000
Example event- Advertising / Promotional Materials– Iowa Swim magazine, Midwest Swimmers Newsletter, Website Banner ads on competitiveswimming.com, website design	Entire state of Iowa, MN, WI, IL and Eastern NE	\$10,000
Example event- Venue Rental	Not applicable	\$1,000
Example event- Total of ALL Eligible Projects		\$15,000

Eligible expense type	Target Audience outside a 90-mile radius of Mason City / Clear Lake	Total Amount
Bid Fees / Rights Fees Description:	Not applicable	\$ _____
Sponsorship/ Advertising / Promotional materials for marketing purposes targeting audience outside 90-mile radius of areas description:	_____ _____ _____ _____	\$ _____
Venue Rental Description (note: if the event is held at a facility you own, venue rental is NOT eligible):	Not applicable	\$ _____
Equipment Rental Description:	Not applicable	\$ _____
Production Costs Description:	Not applicable	\$ _____
Fees and costs for officiants Description:	Not applicable	\$ _____
Total of ALL Eligible Projects		\$ _____

4. Amount of revenue you are requesting from grant program for eligible expenses understanding that all partners will be required to contribute a portion of the \$25,000 cash match. The cash match amount required is based upon a percentage of awarded funds. In addition, the authority will view favorably a project with a larger total budget for eligible expense and a greater rate of financial participation from entities other than the state of Iowa for eligible project expense.

Total Athletic Event Budget including eligible and non-eligible expenses	Amount of revenue requesting from sports authority program for eligible expenses ONLY	Other state of Iowa financial programs contributing to this event
\$ _____	<p>\$ _____ Requested Amount (NOTE: 33.34% of this amount is the required cash match remaining funds would be free funds from state of Iowa)</p> <p>\$ _____ Min. amount any amount less than this, we are not interested in proceeding with the grant program (NOTE: 33.34% of this amount is the required cash match remaining funds would be free funds from state of Iowa)</p>	<p>_____ yes _____ no</p> <p>If yes, list state funding sources for this event:</p> <p>_____</p> <p>_____</p>

5. Priority will be given to sporting events that have never before been funded under this program or under another state program.

- Has your nonprofessional athletic event received funds from this sport grant program in the past? ___ yes ___ no
- If yes, please indicate year, attendance goal and actual attendance below (add additional rows if necessary):

Year(s) received funds	Attendance outside 90-mile of area Goal	Attendance outside 90-mile of area Actual Numbers	+ or - difference Goal vs Actual	% of difference Goal vs Actual

6. If funding is not allocated will the event take place? _____ yes _____ no

- Do you intend to host this event in Mason City / Clear Lake in the future beyond the dates noted in this application?
_____ no _____ not sure _____ yes, year(s) to be held _____
- Will professionals be participating in this event? _____ yes _____ no
- If yes, please explain how funding for the professional portion is not included in this application.

7. Specific information regarding where visitors outside a 90-mile radius of area will be coming from due to this athletic event. Note: Be realistic but progressive; understand you will have to prove these numbers; intentionally inflated estimates will negatively affect chances of being selected.

ACTUAL NUMBERS for this event the last time it was held before July 1, 2019		
LOCALS: Number of Participants from within 90-miles	LOCALS: Number of spectators / support people, etc. from within 90-miles	LOCALS: Number of officials from within 90-miles
Mon. _____	Mon. _____	Mon. _____
Tues. _____	Tues. _____	Tues. _____
Wed. _____	Wed. _____	Wed. _____
Thurs. _____	Thurs. _____	Thurs. _____
Fri. _____	Fri. _____	Fri. _____
Sat. _____	Sat. _____	Sat. _____
Sun. _____	Sun. _____	Sun. _____
Total _____	Total _____	Total _____

ACTUAL NUMBERS for this event the last time it was held before July 1, 2019		
TOURISTS: # of Participants from outside a 90-mile radius of area	TOURISTS: # of spectators / support people, etc. from outside a 90-mile radius of area	TOURISTS: # of officials from Outside a 90-mile radius of area
Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
Total _____	Total _____	Total _____

PROJECTED NUMBERS for this event for when it will next take place in community (must be after July 1, 2019)		
LOCALS: # of Participants from within 90-miles	LOCALS: # of spectators / support people, etc. from within 90-miles	LOCALS: # of officials from within 90-miles
Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
Total _____	Total _____	Total _____

PROJECTED NUMBERS for this event for when it will next take place in community (must be after July 1, 2019)		
TOURISTS: # of Participants from outside a 90-mile radius of area	TOURISTS: # of spectators / support people, etc. from outside a 90-mile radius of area	TOURISTS: # of officials from outside a 90-mile radius of area
Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____
Total _____	Total _____	Total _____

8. Estimate the number of hotel room nights to be generated in Mason City / Clear Lake from this project:

# HOTEL ROOMS used in Mason City / Clear Lake from this project:	What is this information based on?
Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. _____	_____ _____ _____ _____
Total _____	

For staff use only (economic impact per Iowa Sport application rules):
 # _____ x _____ = _____