

The City of Zion Hotel Motel Grant Program

The City of Zion Hotel/Motel Grant Program was established to improve the quality of life for residents and visitors.

The funding for this program is generated from a local tax applied to overnight stays at hotels within the City of Zion as outlined in Section 86 of the Zion Municipal Code. These funds are invested back in the community through designated projects; activities and events that enhance visitor appeal and encourage overnight stays.

Applications are now being accepted for events to be held in Zion Illinois between May 1, 2019 and April 30, 2020. **The deadline for applications is Thursday, March 29, 2019.**

Criteria

The City of Zion welcomes grant requests in the areas of:

- Tourism
- Special events
- Cultural Arts

Priorities

The City of Zion is interested in funding organizations that demonstrate they have planned their projects with respect to the community's goals and values. Strong consideration is given to projects that:

- Generate overnight stays in the City of Zion
- Encourage support of Zion businesses, restaurants and attractions
- Attract positive coverage in local, regional and national media
- Reach a broad segment of the community
- Seek multiple sources of support rather than rely on the City as a single funding source
- Promote cooperation among event organizers to reduce costs
- Enhance or improve the community

Limitations

Since the City of Zion cannot fund every worthwhile endeavor, its resources are directed to those areas where public support will have the greatest impact. In general, the following are not considered for funding:

- Individuals
- Organizations that support political candidates or political philosophies
- Organizations whose primary purpose is to influence, promote or attempt to initiate legislation
- Organizations in need of funding for travel outside the City of Zion
- Budget deficits incurred prior to application
- Endowments
- Normal and routine operation expenses of the organization.

Maximum grant allowances

The maximum allowable grant an applicant can receive is \$10,000 per fiscal year.

Use of Grant Funds:

Funds from this grant program must be used to solely to promote your event outside the City of Zion. The uses listed below are not intended to be an all-inclusive list, but it is meant to help you submit a successful grant application.

Eligible uses:

Promotional Materials: Costs related to production, design and distribution of your event in visitor guides, direct mail literature or travel guides that are primarily used to promote to outside of the City of Zion;

Media: Costs related to production, design and placement for print advertising, radio advertising, on line advertising and television advertising directed toward areas outside the City of Zion.

Billboards: Costs related to design and production of billboard artwork and rental of billboard space directed toward areas outside of 30 miles from the City of Zion;

Mail Promotions: Costs of the purchase and use of mailing lists for direct mail promotions, provided the promotional material is printed under this Program and provided the postage is billed at bulk rate;

Promotional Publications: Expenses for shipping and distribution of promotional publications printed under this Program to State funded Tourism information centers such as the Lake County Illinois Convention & Visitors Bureau.

Ad Campaigns: Costs related to email newsletters and ad mail campaigns primarily directed towards visitors outside a 50- mile radius from the City of Zion.

Ineligible uses of grant funds are:

Administrative expenses (e.g., stationery, envelopes, rent, newsletters, supplies, personnel or equipment, and grant management fees);

Purchase or rental of projectors, television sets, or video recorders;

Event production expenses (e.g., audio equipment, awards, entertainment, fireworks, tent rental, portable restrooms, hired labor or entertainment, refreshments, site improvements, etc.);

Review of Grant Requests

One (1) copy of the organization's request for funding should be submitted to the Office of Economic Development for review by way of mail, email or fax. Depending on the nature of the project, the proposal may also be reviewed by other city staff.

When an organization submits a request for funds, the City evaluates both the project and the organization based on these additional guidelines:

A. Organization

- Is the organization structured and managed to assure successful completion of the project?
- Are the resources of the organization consistent with its programs? What are the sources of financial and other support?
- How does the organization's project benefit the Zion community?
- Can the organization's efforts be monitored conveniently?
- Has the organization applied for a grant before? Was the Grant Follow-up Report submitted in a timely and complete manner? Were funds used for the purpose requested?

B. Project

- Why should the city be interested in this project?
- Does the project enhance the City's appeal? How effectively will the City's logo and tagline be used?
- Is the project's approach designed to meet its objectives? Will a grant from the City bring about desired results?
- Does the project have broad community involvement, as evidenced by cooperative planning and diversified funding?
- Does the project duplicate or counteract other interests?

Based upon the above, recommendations for funding will be submitted to the City Council for approval. The City Council will make the final decision to grant/deny or modify the request for funding. Applicants can apply only once per fiscal year.

Distribution of Funds

Once the grant dollars have been approved by the City Council, the grant will be administered in one of two ways:

1. Reimbursements to the organization for goods and services rendered that have been paid in full.
2. Payments distributed on behalf of the applicant made payable to vendors for goods and services with valid invoices.

Grant Follow-up Report

Organizations receiving grants must complete and submit a Grant Follow-up Report within 30 days after the event or upon completion of the project. This report documents how the funds were spent and verifies that the funds were spent solely for the purpose for which the grant was sought. The report should also document how the City's logo and tagline was incorporated into the organization's event or project.

Failure to submit the Grant Follow-up Report will result in disapproval of future grant applications.

To submit your grant application:

By Mail:

City of Zion Hotel/Motel Tax Grant Program
Attn: Economic Development
2828 Sheridan Road
Zion, IL 60099

By Email:

sonolitob@zion.il.us

By Fax:

(847) 746-4017

Should you have any questions, please contact:

Sonolito Bronson
Economic Development Coordinator
Office of Economic Development
City of Zion
2828 Sheridan Road
Zion, IL 60099
Email: sonolitob@zion.il.us
Phone: (847) 746-4056
Fax: (847) 746-4017

Hotel/Motel Grant Application

Applicants are to respond to the Sections below in the order presented in its entirety.

Section 1 - Contact information

Organization Name:	
Address:	
City, State, Zip:	
Phone Number:	Federal I.D.
Contact Name:	Email address:

Section 2 - Proposal Information

Do you have a business plan? If yes, please attach a copy to this application.	
List the organization's mission, goals and objectives:	
What date will the event start?	What date will it end?
Describe the event/activity for which you are seeking funding:	
Why do you think tourists will travel to the City of Zion to attend?	
Is this a one-time event or is it on-going?	
If this is an on-going event, how many years has this event/activity been in existence?	
Describe how you intent to market/promote the activity/event outside the City of Zion and Lake County Illinois.	
How will the City's logo and tagline, "The City of Zion...a great place to be!" be used in the organization's marketing and promotional efforts?	

What is the expected attendance of your organization's activity and/or event this year?	What was the attendance last year?
Describe how your organization will verify the demographic profile of the event's/activity's attendees.	
Describe how your organization's activity and/or event will encourage overnight stays in Zion hotels.	
Describe how the organization will document and report to the City of Zion the economic impact generated as a result of the activity/event.	
Describe how you will collaborate with other entities in the City of Zion to increase tourism and tourism advertising and avoid duplication of expenses.	

Section 3 - Funding

What is the amount of funding your organization is requesting from the Hotel/Motel Tax Grant Fund?
What percentage of the organization's total budget does this request represent?
What financial accountability and reporting standards are in place at the organization?

Section 4 - Project Budget

Revenues: Please list all sources of revenues for this activity/event in the table below. Include all sources of funding, including the hotel/motel tax grant funds your organization has requested for this activity/event.

Funding Source	Amount
Zion Hotel/Motel Tax Grant	\$
Total	\$

Expenses: Please list all expenses related to this activity/event in the table below. Copies of estimates should be provided when possible. If not possible, please describe in detail how the expense was estimated. Applicants are strongly encouraged to utilize goods and services of local businesses for their activity/event. If your organization will utilize a business/service outside of the City of Zion, please explain why.

Name of Vendor	Is this a Zion Business	Description of Goods/service	Amount
			\$
			\$
			\$
			\$
			\$
			\$
			\$
Total			