

# METROPOLITAN NASHVILLE EVENT MARKETING FUND • FY 17-18

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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 Nashville Convention & Visitors Corp.
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. The Committee requests applicants provide independently audited financial status for the last two years for either the event or the sponsoring organization as part of the official application. If this is not applicable or available, please provide explanation in 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.
8. Funding is intended for events that are free or not-for-profit.

### Information for applicants:

1. Financial support provided by the fund should not exceed 25% of the total operational budget of the proposed event.
2. The maximum recommended grant should not exceed \$1,000,000 in funding.
3. In-kind city services provided by the Metro Nashville Government to the proposed event shall be considered in evaluating grant requests.
4. Funding support, but not payment, for designated signature events may be committed for multiple years by the committee.
5. 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.
6. Allocations are recommended based on revenue forecasts. Grants are subject to change (be decreased) based on actual collections.
7. 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 Corp.
8. The Finance Director of Metropolitan Government of Nashville and Davidson County will approve all recommended expenditures.