

METROPOLITAN NASHVILLE EVENT MARKETING FUND • FY 19–20

METROPOLITAN NASHVILLE EVENT MARKETING FUND

The purpose of the Metropolitan Nashville Event Marketing Fund is to provide revenue in order to create/support signature major events and stimulate visitor spending in Nashville/Davidson County.

The fund is not intended for festivals, concerts, sporting events and other happenings that attract a primarily local attendance and do not generate out-of-town visitation or stays in hotels. The fund is supported by Nashville's hotel industry and 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:

Ben Goldberg, Chair

Dan Piotrowski

Mike Kelly

Irwin Fisher

Kevin Lavender

Colin Reed

Miranda Whitcomb Pontes

Non-voting members:

Metro Finance Director or
Mayor's Office Designee

CEO of the NCVC or Designee

The fund is administered by the Nashville Convention & Visitors Corp. All meetings are public, adhere to the Metro Nashville public meeting laws and are held at the Nashville Convention & Visitors Corp Boardroom. Three percent of the total fund annual collections is dedicated to a Research and Development fund.

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 19–20 funds will be accepted from March 1–April 30, 2019.

The application should be mailed to:

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

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

METROPOLITAN NASHVILLE EVENT MARKETING FUND APPLICATION • FY 19–20

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 years _____
Number of attendees for last two years _____
Estimate % of out-of-town attendees for last two years _____
Persons/organizations benefiting from event _____
Overall event budget _____ Amount of funding request _____
Grant request, as a percentage of total operational event budget _____

Allocations are recommended based on revenue forecasts. Grants are subject to change (be decreased) based on actual collections. *(Please check box to acknowledge you accept this condition of allocations.)*

APPENDICES

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

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
- Explanation of security budget and plan
- Relevant research/survey data collected from event
- Other secured sources of event funding
- Complete list of grant fulfillment opportunities to be extended to the Nashville Convention & Visitors Corp as a representative of the City, e.g., tickets/passes, advertising, logo display, etc.

2) Please include the following information:

- Photos of previous event
- 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
- Charitable component within Davidson County, if any, including recipient, amount donated and explanation of relationship with charity
- Please list and describe In-Kind Services received from Metro Nashville Government