METROPOLITAN NASHVILLE EVENT MARKETING FUND | FY 21–22

Due to the pandemic, fund collections are anticipated to be significantly lower than normal. While we encourage you to ask for what you need, please understand awards will be based on availability of funds.

METROPOLITAN NASHVILLE EVENT MARKETING FUND

The purpose of the Metropolitan Nashville Event Marketing Fund is to provide revenue in order to create and 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, Committee Chair	
Rob Mortensen	Kevin Lavender
Mike Kelly	Colin Reed
Irwin Fisher	Miranda Whitcomb Pontes

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 21–22 funds will be accepted until May 14, 2021.

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

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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:

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 each of the 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 NCVC as a representative of the City, e.g., tickets/passes, advertising, logo display, etc.
- Explanation for each of the 1–8 criteria checked

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