

Meet in Appanoose Grant Application



The purpose of the Meet in Appanoose Grant is to encourage businesses & organizations to host group meetings, conferences, trade shows or exhibitions in Appanoose County. This grant is designed to introduce and incentive groups to discover everything Appanoose County has to offer by offering funding to offset eligible event costs. This is a competitive application and not all projects will be funded. Applications are accepted on a rolling basis beginning February 15, 2024 and once all funds are awarded, applications will no longer be accepted.

Program Eligibility

Meet in Appanoose is an incentive reimbursement program that awards one-time cash reimbursements towards hard costs for eligible meetings and events. The goal of the program is to increase mid-week travel, overnight stays and additional economic impact in Appanoose County.

Qualifications:

- Meeting/event must occur in Appanoose County between January 1, 2024 and June 30, 2025.
- The meeting/event must generate a minimum of ten hotel room nights.
- Applicant must be the primary organizer of the event and incur eligible expenses. Individuals may apply on behalf of multiple events, however, checks are issued only to the primary organizer.
- Incentive reimbursement must meet a minimum award amount of \$500. Maximum award is \$10,000. The amount of funding requested should be in line with the impact of the event.
- Final reimbursement will not exceed the pre-approved maximum potential incentive amount.

Eligible Hard Costs

Approved applicants receive cash reimbursement against eligible hard costs. Eligible hard costs include:

- Pre-/Post-Event Tourism Opportunity (Ex: Group Tours, optional training, etc)
- Event Space/Venue Rental
- Event Rentals
- Entertainment/Speakers/Program Content
- Food/Beverage (excluding alcoholic beverages & gratuities)
- Audio/Visual Support

Non-Eligible Hard Costs

- Alcoholic beverages
- Lodging fees
- Event planning and management fees or costs
- Gratuity
- Sales tax
- Print and web design work that cannot be taken home by individual participants
- Limousine/luxury vehicle rental, party bus rental, taxi or rideshare service fees and school bus rental
- Temporary help including, but not limited to, photographers/videographers, cleaning services, and event planner/organizer.

PACT Meet in Appanoose Grant Application

Please type or print:



Date: _____

Name of the Organization: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Name of /Event: _____

Date(s)/Event: _____

Location(s)/Event: _____

Please address the following in an attached, typed document:

1. Provide a brief description of the proposed event.
2. Is this event already on the books or a prospect?
3. Will this be an ongoing/annual event or a one-time/limited time event or attraction?
4. Who is the target audience?
5. Estimate the number of people from outside Appanoose County that this event or attraction would bring in.
Please explain your reasoning behind this number.
6. Describe the potential economic benefit to Appanoose County from this event or attraction? Please include numbers where applicable (attendance, number of people reached, hotel room nights, dates that lack other events or programming)
7. Please provide an overall budget for the event & a breakdown of what item(s) would be covered by the Meet in Appanoose grant.

Deadline: Applications for the Meet in Appanoose Grant are accepted on a rolling basis beginning February 15, 2024 until all funds are expended. Applications will be reviewed within 30 days of submission.

Approval & Summary : This is a reimbursement grant. Funds will not be awarded to the recipient until after the event is completed, the required hotel nights are hit and a summary is submitted.

Send or drop off 1 copy of the completed application and all attachments to:

PACT

Attn: Meet in Appanoose Grant

101 E Van Buren St, Centerville, IA 52544

-OR-

Email to tourism@pactiowa.org (Subject Line: Meet in Appanoose Application)