

Community Grant for Events



Purpose:

The Village of Long Grove has provided this program to support local tourism attractions and events that will enhance the marketing of the Village to visitors positively impacting the economic vibrancy of our community. Events and activities that have the potential to attract nonresidents increasing economic opportunities for Long Grove businesses and organizations will be considered.

Eligibility:

Applicants for the Long Grove Community Grant must be organizations seeking to produce and promote a clearly defined festival, program, event or cultural activity that attracts visitors to the Village of Long Grove. All events must show the potential to provide economic development opportunities to Long Grove businesses and organizations and raise the Village's profile and brand.

Grant Guidelines and Requirements:

1. The overall budget for a particular event or promotion must accompany the application in the format provided through the grant application.
2. The event must occur within the Village of Long Grove.
3. Projects should promote Long Grove as a destination by promoting local dining, shopping, and attractions.
4. A representative from the group applying for the grant must be willing to attend the Village Board meeting where the application will be discussed and considered.
5. All grant recipients are encouraged to purchase goods and services from businesses located in the Long Grove whenever possible.
6. All printed material and/or other advertising media paid for with Long Grove Community Grant funds must include the Village logo along with the following credit line: Financial support provided by the Village of Long Grove Community Grant Program.

Assessment:

Applications will be assessed based upon criteria including, but not limited to the following:

- Demonstrate collaboration, support, and cooperation among Long Grove businesses and organizations.
- Introduce new events or activities to Long Grove
- Ability of the event to attract visitors in past or present year(s)
- Ability of the event to grow over two or more years.

- Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Long Grove businesses and organizations.
- Ability of the event to project a positive image of the Village of Long Grove and to raise the Village's profile and brand.

Criteria and Evaluation Process:

The Village of Long Grove will consider factors such as the applicant's background, the applicant's resources, the impact of the event, the timetable, and the amount requested when evaluating grant applications. Additional considerations regarding the grant award include:

- The Village Board may choose to fund a portion of any request based on availability of funds.
- The Village Board may not support event/attraction that has shown a decrease in attendance over the past year(s).
- Applicants who file projects yearly are encouraged to consider new promotions or new approaches to support or upgrade their event. Applicants submitting the same qualified projects year after year after may receive a lower percentage of funding or possibly no funding at all.

IMPORTANT NOTE:

Applicants must demonstrate how grant funds are critical to the success of the proposed project(s). The grant is not intended for virtual/online events and programs.

Ineligible Projects:

A project is considered ineligible if it does not contribute to the overall intent of bringing additional visitors into the Village of Long Grove.

Release of Grant Funds

Awarded grant funding is reimbursable funding based on receipts from actual program expenditures.

Post Event Summary:

A post event summary shall be completed using the forms within 90 days of completion of the event. Failure to submit a post-event summary or the submission may affect the applicant's ability to receive future grant funding. Post event summaries shall include:

1. Estimated attendance and a description of the method used to estimate attendance.
2. Summary of advertising placed to promote the event. Include examples of event marketing pieces and advertisements.

3. General assessment of the event, which addresses the success of the event and any concerns or recommendations for changes.
4. Comparison between the expected and actual outcomes of the program.
5. Description of the organization's long-term plans for funding of this project or event.
6. Did the event include sales? Provide confirmation that all out-of-Village vendors have filed sales tax reports identifying Long Grove as the point of sale.

Note: Disbursement of grant funds may be deferred until the Post-Event Summary is delivered to the Village.