



Community Development Grant Program Guidelines & Application

Overview

This grant program utilizes funds from the City of West Plains Hotel/Motel Tax to promote tourism and economic development in West Plains. The Tourism Advisory Council will review applications and make recommendations to the City Council for grant awards.

Timeline

Grant proposals will be received until 4:00 p.m. on February 25, 2022. It is anticipated that the Tourism Advisory Council will vote to make their recommendations to City Council in early March and the final vote will take place at the March City Council meeting. Funding should be available April 1, 2022. All grant expenditures must occur before the end of the fiscal year (December 31, 2022).

Grant Eligibility

Any event/organization/project whose objective is to promote tourism and economic development in West Plains is eligible to apply. Grant funds may be used for a variety of expenses including things like advertising, event overhead, and virtually any other event-related expense. The only restricted expenses are: purchase of alcohol, illegal activities, facility construction, or grant administration/staffing expenses not directly related to the project. Additionally, the Tourism Advisory Council may adopt more specific priorities that will be included in the grant application packet. These priorities will not rule out other projects but will give preference for certain activities.

Scoring Criteria

The following criteria have been adopted by the Tourism Advisory Council to evaluate proposals:

1. Project Characteristics
 - a. Project summary includes connection to economic development and/or tourism
 - b. Explains how proposal would result in new program or expansion of existing program
 - c. Identifies goals and how they would be met
 - d. Identifies measurable results including how citizens and/or businesses benefit
2. Organizational Capacity
 - a. Describes experience in successfully implementing projects of similar scope/complexity
 - b. Utilizes experience in economic development/tourism
3. Budget
 - a. Identifies alternative sources of funding to support project
 - b. Demonstrates project will not rely on grant funds for sustainability
 - c. Identifies all sources of funding for the total project cost
 - d. Details use of funds by eligible line items* including documentation for requested and leveraged funds
 - e. Percent of leveraged funds
4. Project Benefits
 - a. Describes & quantifies how project will create or enhance economic development in West Plains
 - b. Describes & quantifies how project will create or enhance tourism development in West Plains
5. Project Specifics
 - a. Lists services to be provided with a description of services which may include: quantity and duration; method of delivery; details regarding whether services are provided on an individual basis and/or group basis; explain and justify the total amount of funds requested in relation to the services provided and any fees charged
 - b. Demonstrates compliance with grant program objectives and city requirements
 - c. Describes how the project will be completed in timeframe including close out and final reporting
6. Performance Indicators (previously funded projects will need to address any deficiencies in prior projects)

Application for City of West Plains Community Development Grant Funds

Project Application

Project Name:

Organization/Person Sponsoring Project:

Dates (if event):

Location (if event):

Note: The project must be completed within the fiscal year of the award (April 1-December 31, 2022) and be primarily located inside the city limits of West Plains.

Project Director Contact Information

Project Director (PD) Name:

PD Email:

PD Phone (home & cell):

PD Address + City/State/Zip:

Funding Request

Amount Requested:

Total Project Cost:

Estimated Attendance & Accommodations

Local:

Visitors (20+ mile radius):

Lodging rooms expected:

I hereby certify that, to the best of my knowledge, the information submitted in this packet is true and correct.

Project Director Signature

Date

Please submit application packet to:

Melissa Amyx Wharton
Tourism Coordinator
2999 Porter Wagoner Blvd.
West Plains, MO 65775
(417) 256-8835

Packet must be received no later than 4:00 p.m. on February 25, 2022.

INSTRUCTION: All applicants complete this page.

Project Characteristics

a. Project summary (including connection to economic development and/or tourism)

b. Explain how proposal would result in new program or expansion of existing program

INSTRUCTION: All applicants complete this page.

c. Identify project goals and how they would be met

d. Identify measurable results including how citizens and/or businesses benefit

INSTRUCTION: All applicants complete this page.

Organizational Capacity

- a. Describe experience in successfully implementing projects of similar scope/complexity
- b. Describe how the project will utilize experience in economic development/tourism

INSTRUCTION: Applicants requesting MORE than \$1,000 in grant funding complete this page.

Project Benefits

a. Describe & quantify how project will create or enhance economic development in West Plains

b. Describe & quantify how project will create or enhance tourism development in West Plains

INSTRUCTION: Applicants requesting MORE than \$1,000 in grant funding complete this page.

Project Specifics

- a. List services to be provided with a description of services which may include: quantity and duration; method of delivery; details regarding whether services are provided on an individual basis and/or group basis; explain and justify the total amount of funds requested in relation to the services provided and any fees charged

INSTRUCTION: Applicants requesting MORE than \$1,000 in grant funding complete this page.

b. Explain how this project complies with grant program objectives and city requirements

c. Describe how the project will be completed in timeframe including close out and final reporting

Performance Indicators (describe how project will address any deficiencies in previously funded projects)

INSTRUCTION: Applicants requesting MORE than \$1,000 in grant funding complete this page.

Budget Worksheet

Projected Revenue	
	Overall Project
Admission Fees	
Concession/Souvenir Sales	
Fundraising	
Memberships	
Business/Corporate Contributions (for-profit)	
Individual Contributions	
Organization/Foundation Contributions (non-profit)	
Other Governmental Contributions	
Other ()	
Other ()	
Other ()	
Request for West Plains Community Development Grant	
Total Income	

Projected Expenses		
	Grant Request	Overall Project
Staff Salary		
Contracted (other) Salary		
Entertainment		
Legal/Insurance/Banking		
Supplies/Materials		
Postage		
Equipment Rental		
Space Rental		
Travel		
Utilities		
Advertising/Marketing/Design		
Printing		
Other ()		
Other ()		
Other ()		
Other ()		
Other ()		
Total Expenses		

INSTRUCTION: All applicants complete this page.

Budget Narrative

Projected Revenue

For each category that is included in the revenue section above, provide a detailed, itemized narrative below (and attached if necessary). See appendix for example.

INSTRUCTION: Applicants requesting MORE than \$1,000 in grant funding complete this page.

Projected Expenses

For each category that is included in the expenses section above, provide a detailed, itemized narrative below for both grant and total project expenses (and attached if necessary). See appendix for example.

INSTRUCTION: Applicants requesting MORE than \$1,000 in grant funding complete this page.

Assurances

As the grant applicant, you agree to the following terms:

1. The project for which grant funds are requested must be primarily located within the City of West Plains.
2. The project will promote West Plains as a destination by highlighting lodging, dining, shopping, attractions, and industry.
3. The proposed project must comply with all applicable laws, permits, licenses, and regulations.
4. Each project must maintain financial records to document the use of grant funds. These records will be filed and made available for inspection by the City of West Plains for a period of not less than three years following the final report.
5. If grant funding is received, the project is required to prominently recognize the contribution on all project-related news releases, brochures, flyers, banners, etc. using the City of West Plains logo and the Explore West Plains logo and this required credit line: "Financial assistance for this project has been provided by the City of West Plains Community Development Grant Program." Verbal acknowledgement should be given whenever there are no printed materials and during any interviews with the media.
6. In cases where sponsorship packages are available, a sponsorship equivalent to the dollar amount of grant funds awarded should be provided to the City of West Plains.
7. Project organizers are responsible for paying any applicable taxes.
8. Failure to use any awarded funds as specified in this application may result in a full refund of grant funds to the City of West Plains.
9. Failure to submit a final report and other required documentation within 30 days of project completion or December 31, 2022, whichever comes first, may result in penalties including but not limited to a full refund of grant funds distributed.
10. Grant funds cannot be transferred from one project to another or to another organization other than that listed on the application.
11. Applicants not in compliance with reporting deadlines and procedures will be disqualified from receiving any future grant funding.
12. If a project changes during developmental changes, the applicant should submit a written request to the City of West Plains Tourism Advisory Council, which may accept or reject the changes. If changes are rejected, no further grant funds will be awarded and any distributed funds must be refunded immediately. If changes are approved, an addendum to the original agreement will be provided by the Tourism Advisory Council and the project may move forward with pledged funding.
13. Selected projects must be completed within the fiscal year (April 1-December 31, 2022) in which the grant is awarded. If a project is delayed, the grantee must inform the Tourism Advisory Council in writing, requesting an extension. The City of West Plains reserves the right to reject a request for an extension which may result in penalties including but not limited to a full refund of grant funds distributed.
14. Additional guidelines may be required on an individual project basis and will be outlined in the grant award letter and/or agreement.

Project Director Printed Name

Project Director Signature

Date

INSTRUCTION: All applicants complete this page.

FINAL REPORT

This report must be submitted to the Tourism Advisory Council within 30 days of project completion or by December 31, 2022, whichever comes first.

Project Name:

Organization/Person Sponsoring Project:

Dates (if event):

Location (if event):

Project Director (PD) Name:

PD Email:

PD Phone (home & cell):

PD Address + City/State/Zip:

Amount Awarded:

Total Project Cost:

Final Attendance & Accommodations

Local:

Visitors (20+ mile radius):

Lodging rooms utilized:

Will the project take place again?

Provide a general assessment of the event (success, concerns, improvements, etc.):

How did the project meet the stated mission of improving tourism and economic development in West Plains?

INSTRUCTION: All applicants complete this page.

How were grant funds used? (receipts/invoices documenting how grant funds were used MUST be attached)

Summarize the advertising/marketing efforts used in promoting project:

Final Submission Checklist:

- ☐ Invoices/Receipts documenting all grant-funded expenditures (required)
- ☐ Examples of promotional materials (if applicable)
- ☐ PR/media coverage of the project (if applicable)
- ☐ Additional documents or text demonstrating the project's success (if applicable)

A completed final report and all required documentation must be provided to the Tourism Advisory Council within 30 days of project completion or by December 31, 2022, whichever comes first.

Submit report to:

**Melissa Amyx Wharton
Tourism Coordinator
2999 Porter Wagoner Blvd.
West Plains, MO 65775**

INSTRUCTION: All applicants complete this page.