

**Application for Tourism Funding**

Jersey County Board  
200 North Lafayette Street  
Jerseyville, Illinois 62052

1. APPLICANT \_\_\_\_\_

ORGANIZATION CONTACT:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

TELEPHONE \_\_\_\_\_

COUNTY \_\_\_\_\_

2. PROJECT TITLE \_\_\_\_\_

3. PROJECT DATE(S) \_\_\_\_\_

4. NATURE OF THE PROJECT Provide information or a description of the purpose of the project. What is the attraction and/or the purpose of the event or promotion?

4a. AMOUNT OF FUNDING SOUGHT \_\_\_\_\_

5. Where is the location of the event? If it is within the confines of a hotel taxing jurisdiction (other than Jersey County) that collects and expends funds derived from a “Hotel Tax”, provide a copy of the application to the respective municipality or other governmental entity, as well as the decision of the municipality in funding the event.

6. How will the event be promoted? What is the advertising budget and the print and electronic media in which the promotion of the event will be carried? (Please provide contact information as well as billing or contract information for advertising related to the event).

7. How will this event promote tourism in Jersey County? How will this event highlight the historical, cultural or agricultural heritage of Jersey County as a tourist destination?

8. How will this event have an immediate impact on overnight stays in hotels, motels, or bed & breakfast facilities in Jersey County? How many room nights and what hotels, motels, or bed & breakfast establishments will receive business from this event? What type of economic impact will the event have on Jersey County?

9. If the applicant is a “not for profit” organization, please provide a copy of the most recent annual report filed with the Illinois Secretary of State and or Attorney General’s Office, as well as other financial statements, current members of the board of directors and officers, and current by-laws of the organization.

This application shall be reviewed by the Tourism Committee of the Jersey County Board, and a recommendation will be made to the Jersey County Board regarding the funding request. The final authority concerning funding requests resides with the County Board. IN order to receive consideration for funding, it is in the best interest of the applicant to make application for funding at least sixty (60) days prior to the event. **NOTE: In the event of the cancellation of a project event, for which promotional/marketing funding has been provided by Jersey County, the Jersey County Board reserves the right to request to a refund of any or all amount of tourism grant funding provided to the applicant. Applicants are urged to consider the acquisition and maintenance of such insurance coverage plans for special events, if cancellation of the event is contemplated.**

\_\_\_\_\_  
(Please print or type name and title)

\_\_\_\_\_  
Organization Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## JERSEY COUNTY TOURISM FUND EXPENDITURE CRITERIA

The Jersey County Board has enacted a criteria for the expenditure of funds from the taxes collected on motel, hotel, and bed and breakfast guests staying in those establishments located in the unincorporated areas of Jersey County. The purpose of the funds, as established by state statute, is to enable Jersey County to expend funds to “promote tourism; conventions; expositions; theatrical; sports and cultural activities within that county or otherwise to attract nonresident overnight visitors to the county”. As a result of diminished funds over the past few years, the County Board established the criteria to bring the expenditures into line with the state statute, and to stretch funds as far as possible. The following is the set of criteria adopted by the County Board:

1. Funds generated from the “hotel tax” shall be used for the promotion of tourism in Jersey County through funding marketing activities and promotion of individual events in Jersey County that highlight the historical, cultural, and agricultural heritage of Jersey County.
2. The purpose of funding of events from the “Tourism Fund” is to bring tourists from outside of Jersey County into Jersey County; encourage overnight stays in county located motels, hotels, and bed and breakfast establishments located in Jersey County; provide an environment for collateral tourist commercial activity in Jersey County businesses, and perpetuate a climate for growth in the tourism industry in Jersey County.
3. Requests for the funding of events shall be submitted to the Tourism Committee of the Jersey County Board through the completion of the Tourism Fund application form, or in a format comparable to the application in which the information requested in the formal application is supplied for consideration of the grant request. In order to ensure that adequate study and consideration is given to a particular event or request for funding, applications for funding shall be made no later than two months prior to the date of the event for which funding is sought.
4. No funding will be granted to an event organized to solely benefit or serve to profit a business, private group or individuals, or a single individual.
5. No funding will be granted for fundraising events sponsored by churches, schools, or other organizations whose purpose and proceeds are not dedicated to the goal of encouraging tourism in Jersey County.
6. Funding requests for events sponsored by “not for profit” organizations, shall be accompanied with a copy of the most recent annual and financial reports submitted to the Illinois Secretary of State’s Office. In additions, a copy of the most recent organization audit or financial statement is also required as part of the application. “Not for profit” organizations seeking funding for events shall also submit a copy of their by-laws and listing of current officers and members of the board of directors, in order to determine the purpose of the organization and the membership of the “not for profit” organization.

7. Funding requests for events held in municipalities which collect and expend funds derived from a “hotel tax”, shall make application to that funding municipality prior to applying to Jersey County. The results of the funding application to the municipality shall be attached to the Jersey County application. Any funding received from other tax collecting entities must be reported on the Jersey County application.

8. Applications for funding from Jersey County shall contain a detailed plan for the expenditure of the funds. The aforementioned plan shall contain information related to advertising of the event in print or electronic media.

9. The purpose of the “Tourism Fund” is the encouragement of tourism and publicizing Jersey County as a tourism destination. No expenditures shall be made for construction projects or as a reimbursement for construction costs, or for costs related to building maintenance, physical upkeep of grounds, or custodial expenses of facilities and structures, or the purchase of property.

10. In order to ensure that there are adequate funds available for the development and marketing of tourism in Jersey County, the Jersey County Board reserves the “right to approve” grant requests at a lesser level than that sought in the application.

**11. In the event of the cancellation of a project event, for which promotional/marketing funding has been provided by Jersey County, the Jersey County Board reserves the right to request to a refund of any or all amount of tourism grant funding provided to the applicant. Applicants are urged to consider the acquisition and maintenance of such insurance coverage plans for special events, if cancellation of the event is contemplated.**

REVISED AND ADOPTED BY THE COUNTY BOARD OF JERSEY COUNTY ON THE 9<sup>TH</sup> DAY OF OCTOBER, A.D. 2012.