



## **Princeton Tourism Grant Application**

The Princeton Tourism Community Grant is available for new and existing community friendly events/projects that will take place in Princeton, IL. It is designed to assist organizations in developing projects and events that create an increase in Princeton economic impact, and generate awareness that Princeton, IL is a year-round destination for all ages.

*Please review and complete the enclosed information to determine eligibility.*

### Application Guidelines

- Funding should be requested for general advertising, promotion, and some operating expenses for events/projects that generate tourism in Princeton.
- Applicants may request funding for only one tourism event/project per calendar year and may not apply if they have received event sponsorship dollars from Princeton Tourism during the same year.
- Applications must include the organization's total budget for the year.
- Only tourist attractions or tourism events/projects making Princeton a destination will be considered.
- Applications should be filled out electronically, clear and concise.
- Applicants are awarded funds based on their needs and their overall budget. Typically, organizations receive grants ranging from \$1,000-\$3,000. Some grant amounts are larger based on the organization's budget/project impact.
- City Commission project ideas should be directed to the City Manager that corresponding budget year.
- Funding will not be available every year and it is solely based on the City's approved budget and funding level.



### Grant Process

- Applications are made available April 1<sup>st</sup> of every year and are due by May 31<sup>st</sup>.
- Grantees will be made aware of their award amount on or before June 30<sup>th</sup>.
- Applications are reviewed by the Princeton Tourism Grant Committee and award amounts will be communicated to the applicant. Due to a limited amount of funds not all applicants are guaranteed an award and the amount of award is also limited by the fund budget.
- As soon as the grantee's event has concluded or no later than February 20<sup>th</sup> of the award year, the grantee must submit an email to Victoria Yepsen, Tourism Director (vepsen@princeton-il.com), or Theresa Wittenauer, City Manager, (twittenauer@princeton-il.com).

The email should include the following:

- Event(s) that took place during the year
- Total Cost
- Total Revenue
- Amount Requested based on award letter
- Address of where the check should be sent
- Proof of invoices in the sum of/equal to the awarded amount
- If the event performed at the level presented on the grant application and all requirements were met, a check will be sent to the applicant within 30 days of receipt of the Final Email.

*If you have any questions, please contact:*

-Victoria Yepsen, Tourism Director  
815-875-2631  
vyepsen@princeton-il.com

-Theresa Wittenauer, City Manager  
815-875-2631  
twittenauer@princeton-il.com



**Basic Event Information**

Name of Organization/Event: \_\_\_\_\_

Organization's Legal Status: \_\_\_\_\_

Type of Organization (501(c)(3), Gov., etc.): \_\_\_\_\_

Proposed Dates: \_\_\_\_\_

Requested Grant Amount: \_\_\_\_\_

**Organization Contact**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_



*A short drive that takes you far.*

**Description of Event/Organization:**

*Describe the proposed event/organization clearly and concisely. Include the dates of specific events, overall goals, and target attendance. Focus on how this event/organization increases the quality of life in Princeton which ultimately makes Princeton a better place for residents and visitors. Attach a flyer or brochure if applicable.*

**Event History:**

*Please describe the growth and development of the event/organization – include participation numbers.*



**Event/Organization Budget:**

*Describe how this event/organization is supported financially. Categories might include ticket sales, corporate sponsors, and other grants. Include the total planned budget for the most recent calendar year and a year-to-date statement of financial position.*

**Marketing Information:**

*Describe below how you market/promote your event – be as detailed as possible.*



Once all the information in the application is filled out, please read the statements below and sign the document and email to Victoria Yepsen (vyepsen@princeton-il.com) or Theresa Wittenauer (twittenauer@princeton-il.com).

By signing this application, the applicant agrees to the following:

- To fully indemnify and hold harmless the City of Princeton and Princeton Tourism (including its agents, employees and officers) from all loss, liability, or claim for any accident, injury or damage which results from, arises out of, or is connected in any way to the above referenced event/organization.
- That to the best of their knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the not-for-profit organization.
- That failure to comply with the terms of the grant program may result in denial of future funding.

Name of Applicant (Print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_