

OTTAWA VISITORS CENTER
APPLICATION FOR PROMOTIONAL ASSISTANCE
(Revised 4/10/04)

MISSION STATEMENT

To positively impact the economic development of Ottawa and further it's quality of life by aggressively marketing to visitors the community's hospitality, events, attractions, and benefits with a focus on overnight stays.

The Ottawa Visitors Center is interested in providing financial assistance for **advertising, marketing and promotion** of worthwhile events that generate an economic impact on the community. Our source of limited funds is the lodging tax paid by the overnight guests. Therefore, priority consideration will be given to those events that produce overnight visitors in excess of 50 miles from Ottawa, other than major markets in Illinois.

The following criteria will help you determine if your event qualifies for promotional assistance by the Ottawa Visitors Center. Please complete and attach all documentation to this application.

1. The organization or committee requesting promotional assistance is hosting an event in or near the city limits of Ottawa and generates overnight stays in Ottawa.
2. A majority of the visitors attending the event will originate from an excess of 50 miles from Ottawa and will produce overnight stays in Ottawa.
3. A written budget is completed and submitted with this application.
4. A written marketing plan is completed and submitted with this application.
5. Use of promotional funds is specifically identified and submitted with this application.
6. All advertisements will take place outside of LaSalle County. Acceptable materials are advertisements, brochure ads, or newspaper ads outlining the event. All advertisements will clearly identify the Ottawa Visitors Center as the source for lodging information and, where possible, include the Ottawa Visitors Center logo.

Special consideration will be given to those who will distribute additional OVC advertisements in their mailers and events.

Advertisements must be submitted along with this application. The following information is required:

- Advertising publication and circulation information.
- Ad size, layouts, and costs.

Initials_____

PRE-APPROVAL ON ALL ADS MUST BE OBTAINED FROM THE MANAGER OF THE OTTAWA VISITORS CENTER BEFORE BEING PLACED IN THE PUBLICATIONS. FAILURE TO RECEIVE PRE-APPROVAL WILL RESULT IN A LOSS OF PROMOTIONAL ASSISTANCE.

7. All printed materials, advertisements, and promotions referring to lodging will list only Ottawa properties.
8. Describe the method being used to track advertisement effectiveness.
9. Any line item expense over \$500.00 must be submitted with at least two bid proposals. Copy of these proposals must be submitted with application. The hotel/motel lodging tax is an auditable account and all reporting must be accurate, completed, and presented in a timely manner.
10. Original invoices for publications approved by the Ottawa Visitors Center must be submitted to the Ottawa Visitors Center Manager for payment processing. Payments will not be payable to any organization or committee.
11. A completed "Reporting Form" evidencing the economic impact in Ottawa must be submitted with the invoices after the event. This report must be received no later than 20 days after the event to receive payment. Payment will not be disbursed without a completed report.
12. Proper evidence of insurance covering the event must be submitted with this application.
13. It is the Ottawa Visitors Center objective to support new events, which serve the purpose of increasing overnight stays. To this end, OVC will seek to diminish and ultimately conclude financial support for an individual event over a three-year period.
14. Any events receiving more than \$2500.00 from the Ottawa Visitors Center must submit to the Ottawa Visitors Center within 30 days after the last day of the event a profit and loss statement. No future funding will be allocated to an event or promoter until the Ottawa Visitors Center receives said profit and loss statement.
15. **NO FUNDS AWARDED BY THE OTTAWA VISITORS CENTER SHALL BE GIVEN TO THE EVENT SPONSOR UNTIL THE EVENT HAS TAKEN PLACE.**

Initials_____

**OTTAWA VISITORS CENTER
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(Please type or print)**

NAME OF EVENT: _____ NEW REPEAT

DATES: _____

DESCRIPTION OF EVENT: _____

DESCRIBE THE PROJECTED ECONOMIC IMPACT YOUR EVENT WILL HAVE
IN OTTAWA: _____

TOTAL BUDGET: _____ TOTAL PROMOTIONAL BUDGET: _____

AMOUNT OF MONEY BEING REQUESTED: _____

ESTIMATED NUMBER OF ROOMS EXPECTED TO BE FILLED: _____

(Calculate the number of rooms x the number of nights = rooms filled)

Initials _____

I have read and understand the above guidelines as they have been presented. I understand these criteria as it pertains to my event and generating overnight stays in Ottawa. I will limit the use of the Ottawa Visitors Center promotional support to satisfy these criteria.

NAME OF PERSON IN CHARGE OF EVENT: _____

ADDRESS: _____

PHONE: _____ FAX: _____

SIGNATURE: _____

DATE: _____

ARE YOU THE PRIMARY CONTACT FOR THIS EVENT: YES NO

IF NOT, NAME OF PRIMARY CONTACT: _____

ADDRESS: _____

PHONE: _____ FAX: _____

For Ottawa Visitors Center Only	
Approved Amount: _____	Denied Date: _____
Date Approved: _____	Reason for Denial: _____
Date Paid: _____	_____

AN EVENT IS CONSIDERED INELIGIBLE IF:

1. It does not contribute to the overall intent of creating additional tourists in to Ottawa and increasing lodging revenue.
2. If any part of this application is incomplete.

OTTAWA VISITORS CENTER SUBMITTAL GUIDELINES:

Please review these guidelines thoroughly.

1. The primary organizer of the event must present the application to the Ottawa Visitors Center Board of Directors.
2. The presenter will have five (5) minutes to present this application and five (5) minutes for questions and answers with the Board of Directors
3. The completed application must be submitted to the Ottawa Visitors Center manager fourteen (14) days prior to the scheduled board meeting. The Board meetings are scheduled once a month. Please contact the Ottawa Visitors Center manager for the dates of the scheduled meetings so information is received in the time frame required.
4. The Ottawa Visitors Center will have thirty (30) days to review the application after presented.
5. If additional time is required, the Ottawa Visitors Center manager will contact the presenter. The Board of Directors will report promotional assistance no more than sixty (60) days from the presentation date. The organization or committee will be notified in writing from the Ottawa Visitors Center of the approval or denial.
6. The Ottawa Visitors Center has the right to request any additional information they feel necessary to complete their decisions to this request.
7. Any questions may be directed to the Ottawa Visitors Center manager.

Initials_____