



## Grant Guidelines & Information

### GRANT PROGRAM

The purpose of the SEA program is to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return to the area. First consideration will be given to *new* festivals, *new* sports tournaments, conventions, cultural arts events and special events benefiting the city of Mitchell.

### ELIGIBILITY

- Non-profit organizations, volunteer managed organizations, for-profit LLCs and individuals may apply
- Grants must have an impact on overnight stays within Mitchell

### APPLICATION GUIDELINES

- All grants must be matched on a dollar-for-dollar basis, matching funds include: cash contributions, in-kind contributions or a combination of both
- In-kind services include complimentary contributions of space, materials, equipment or professional services (calculated on a local wage scale acceptable to Mitchell)
- Choose the funding category best suited to your event
- Applications must be legible and signed by applicant - only complete applications will be considered
- All events must create a positive image of Mitchell.
- Grants must be used for marketing the project to promote tourism.



## REVIEW CRITERIA

- Level of community impact and public benefit
- Quality of the proposed project
- Evidence of careful financial planning
- Evidence of need and sustainability/growth potential
- Projected tourism impact, including visitor spending and room night generation

## APPLICATION PROCEDURES

- Grant applications are reviewed monthly
- Late applications will **NOT** be accepted
- SEA reviews applications and clarifies areas as needed with applicant
- The Mitchell SEA Advisory Committee reviews and evaluates applications, completing a standard rating form and makes recommendations as a group.
- Approximately 3 weeks after the approval/denial of application, an email will notify applicant of grant status.
- The Mitchell SEA Advisory Committee reserves the right to accept or reject any or all applications - all decisions made by the SEA Advisory Committee are final
- 1/2 of grant funds are disbursed prior to the event and **the second 1/2 are dispersed, post-event - AFTER SUBMISSION OF REQUIRED FOLLOW-UP REPORT**
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## INELIGIBLE ORGANIZATIONS & PROGRAMS

- Organizations that discriminate on the basis of race, color, creed, gender, national origin or sexual orientation
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
- Building (brick and mortar) or capital campaigns
- Staffing/administrative costs
- Individuals and organizations that have not fulfilled all previous grant administrative guidelines
- Non-profit fundraisers