**SECTION 1: Applicant/Event Host Information**

* Event Name
* Event Start Date
* Event End Date
* Applying Entity
* Host Organization (if different from Applying Entity)
* Grant Amount Requested (not to exceed $500,000)

**SECTION 2: Eligibility Questions**

* Event Type (Options: Sports, Fine Arts, Historic, Natural/Recreational, Culinary, Lifestyle, or Industry)
* List primary event location (Name and address including zip code)
* If applicable: List locations of all satellite events (name and address including zip code)
* List other cities that are or were being considered to host the event.
* List locations contracted as official hotels/lodging (include name and address including zip code)
* Please describe who may purchase tickets or attend the event and how the hosting organization is ensuring equal and equitable access to those who can purchase tickets or attend.
* Applying Entity Tax Status (Options: For-profit, Non-Profit defined as 501c IRS designation)
* Host Organization Tax Status ((Options: For-profit, Non-Profit defined as 501c IRS designation)
* Total Event Revenue Anticipated (through other grants, sponsorships, ticket sales/registration fees, etc.)
* What is the expected number of out-of-town attendees (from 100 miles or more away) over the event’s duration?
* Has this event received funding from the Cleveland Major Events Grant Program previously? If so, in what year?

**SECTION 3: Event Information**

* Event Objective/Description:
* List any affiliated or collaborating organizations for event planning/execution
* In what year did the event organizer produce its first event of the proposed scale?
* How many events of this scale has the event organizer produced since its founding?
* List at least 5 examples of other similarly sized events the event organizer has executed. Include event dates and confirmed attendance.

**SECTION 4: Attendee Information**

* Projected total number of attendees (overnight and day)
	+ Expected number of overnight visitors (from 100 or more miles away) over event duration:
	+ Expected number of day visitors (from more than 50 miles away) for event duration:
* Provide past event attendance for last 5 years of event; if held fewer than 5 times, provide attendance for each year held.
* What is your degree of confidence that this event will take place and attract the number of attendees projected in Section 5, barring a crisis such as a global pandemic? (Answer options: High, Medium, Low)
* Do attendees work in any of the following industries:
	+ Health care
	+ IT
	+ Advanced manufacturing

**SECTION 5: Event Funding**

* What percentage of total event revenue is already secured? (as of application date)
* What percentage of revenue is expected from ticket sales or registration fees?
* List sources of other committed or anticipated revenue as well as budget-reducing in-kind support (e.g., grants, sponsorships, etc.). Include organization/company names and indicate if support is cash or in-kind commitment.

**SECTION 6: Equity & Inclusion, Local Economic Impact, & Sustainability**

* How is the hosting organization demonstrating a commitment to equity & inclusion throughout the event planning and execution?
* How is the organization demonstrating a commitment to sustainability throughout the event planning and execution?
* How is the organization demonstrating a commitment to use Cleveland businesses to execute the event (e.g., catering and food, cleaning & hospitality, music and the arts)?

**SECTION 7: Exposure for Cleveland as Host City**

* Do you anticipate national and/or Top 10 media market news organizations (audience of +500,000) to cover the event (featuring Cleveland, its position as an emerging/revitalized city, and/or its key industries)? Please provide reason for anticipating national or Top 10 market media coverage.
* Will the event programming or ancillary events position Cleveland as a city in which to live, work or build a business? If so, how?
* In what ways is this event nationally or globally well-recognized, highly regarded or sought after?

**SECTION 8: Event Health & Safety**

* Describe the event’s health & public safety plans, including security, crowd control, traffic control/street closure needs, etc. as applicable.
* Does the event present risks to general public health and safety? If so, please describe.

**Terms & Conditions Agreement**

If selected as a grant recipient, I agree to the following terms & conditions associated with the award and understand that grant disbursement is contingent upon submission of required post-event documentation:

* Funds will only be used for eligible expenses as defined here.
* Upon completion of event, applicant must provide the following documentation and information to Destination Cleveland for review by the Review Committee:
	+ Accounting of expenses to which grant funds will be applied, including paid vendor invoices and proof of payments to vendors.
	+ Proof of minimum out-of-town attendance (1,000 people from more than 100 miles away). Must be provided in the form of confirmed attendee or ticketholder list with associated Zip Codes. And/or proof of earned media coverage in outlets as defined in Section 7.
	+ Economic Impact Report completed by third-party research organization OR
	Data for completion of economic impact report through Destinations International Events Impact Calculator:
		- Event Parameters
			* Event Type *(pick one)*: Business Meeting, Convention, Trade Show, Sports
			* Market Segment *(pick one)*: Association/Corporate, Government, SMERF (Social, Military, Educational, Religious, or Fraternal)
			* Meeting Space *(pick one)*: In hotel or outside of hotel
			* % of attendees/participants as Overnight Visitors
			* % of attendees/participants who are Local (not staying overnight)
			* Total number of room nights contracted (or booked)
			* Average daily hotel room rate (contracted block rate or average market rate)
			* % of overnight attendees/participants arriving by airplane
		- Organizer Spending
			* Space Rental
			* Food & Beverage
			* Audio/Visual
			* Internet
			* Security
			* Other Services
* ANY OTHER TERMS?

Applicant Signature

Applicant Name (Printed)

Date