

DOVER EVENT SPONSORSHIP PROGRAM

Background Information and Guidelines

A. Dover Economic Development Department Mission Statement

The mission of the Dover Economic Development Department (EDD) is to stimulate and promote the standard of living and economic health of the Town of Dover for the benefit of its residents, businesses and visitors.

B. Background Information

In 2007 the citizens of the Town of Dover determined it would be in the best financial, economic and personal interests of the residents and business owners of Dover to implement a 1% local sales tax option. Revenue generated by this tax was mandated to be used to fund the newly formed Economic Development Department which, in turn, uses the funds to promote the economic development of the Town of Dover through the administration of a variety of programs under the final approval and authority of the Dover Selectboard. These programs include, but are not limited to:

- Beautification
- Events
- Marketing
- Telecommunications
- Trails
- Venue

C. Purpose of EDD Event Sponsorship

The Event Sponsorship program is designed to provide grants to organizations coordinating events that have either (1) demonstrated a history of visitor impact or (2) have a significant potential to draw visitors to the area. The EDD acts as a clearinghouse for the Dover Selectboard to administer funds collected from a 1% local sales tax option. Emphasis will be placed on events occurring during non-peak periods (i.e. April 1 – September 1 and October 15 – December 15) and for events in excess of 500 attendees. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Grant funds are intended to supplement the budget of the sponsoring organization, not supplant it. The EDD believes that when such requests and sponsorships are properly administered, participation with other entities can promote and enhance economic development and tourism activities within the Town of Dover. Ideally, the funds recommended by the EDD and allocated by the Selectboard will eventually be returned, in whole or in part, through an increase in lodging, restaurant and bar revenue, and retail sales and the tax revenue generated from those sales.

D. General Guidelines

1. All Event Grant applications **MUST** demonstrate how the event will directly and financially benefit the Town of Dover.
2. Eligible Organizations: (but not limited to)
 - Chambers of Commerce
 - Local government divisions
 - Historical societies
 - Civic and business associations
 - Private businesses

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- Non-profit groups. Funding for private individuals is prohibited.
3. Successful events, as determined by and at the discretion of the EDD can be reconsidered for future years' funding.
 4. Ineligible organizations and programs:
 - Organizations that discriminate because of race, color, creed, gender, national origin or limited participation.
 - Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
 - Building – brick and mortar – capital campaigns.
 - Staffing/administrative purposes.
 - Fraternal organizations, churches or church-related groups with proposals that promote religion or an individual doctrine.
 5. Town Funding:
 - Event years 1-3: funding shall not exceed 50% of the actual event expenses.
 - Succeeding years: funding shall not exceed 25% of the actual event expenses.
 - Actual award will be contingent upon:
 - a. Number of applications received
 - b. Quality of grant applications as judged by EDD Event Sponsorship Rubric
 - c. Positive attendance trends
 - d. Available funds
 6. Recognition of the Town of Dover
 - **MUST** be included in all appropriate public relations activities.
 - All appropriate printed material, including collateral advertisements and websites, **MUST** include both of the following:
 - a. *"Sponsored in part by the Town of Dover"*
 - b. Town of Dover logo
 7. Insurance Requirements:
 - Sponsor will be required to provide a certificate of liability insurance
 - Sponsor must guarantee clean up after the event.
 8. Sponsor will use local businesses whenever possible.

E. Application Guidelines

1. Grant applications and instructions are located on the Town of Dover website at doververmont.com/event-grants. If clarification is needed, please call the EDD office at 802.464.5100 x4.
2. The application must be fully completed to be eligible for consideration.

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3. Grant applications **MUST** be submitted to the EDD no less than 180 days prior to the event in its first year of existence, or 90 days prior to the event for events in their second year and beyond.

Applications may be submitted as follows:

- Electronically to: econdev@doververmont.com
- Via post mail to: Economic Development Director
P.O. Box 428
Dover, VT 05356

4. Grant applications must specifically state all expenditures for which the grant is intended.
5. Expenses which may be paid using Town funding or may be used to calculate the actual event expenses, for purposes of this grant program, include:
- Marketing/Advertising
 - a. Trade shows
 - b. Print media
 - c. Web media
 - d. TV/radio
 - e. Buttons
 - f. Posters
 - Equipment rental
 - Keynote speaker/performer fees
 - Contract services
 - Promotional material using the words "Town of Dover, Vermont"
6. The following expenses shall not be paid using Town funding and shall not be used to calculate the actual event expenses, for purposes of this grant program:
- Dining out (food and drink)
 - Travel and Lodging
 - In-Kind Contributions, defined under federal guidelines as "contributions other than cash." While such contributions usually add real value to a project, they do not require an actual cash outlay. Some examples of in-kind contributions are lecturer replacement, indirect costs not charged to the sponsor, third-party contributions, and donated labor, materials, and services.
7. Grant monies awarded may only be used for expenditures *specifically* approved by the Selectboard. Use of Town funds for any purpose not approved by the Selectboard may result in the forfeiture of those funds, the filing of a lien against the event sponsor and/or any real or personal property owned by the event sponsor, and/or legal action to recover the funds used for unapproved purposes.