

2019 ST. JOSEPH COUNTY TOURISM CAPITAL DEVELOPMENT FUND

FUND OVERVIEW AND ADMINISTRATION

The Hotel-Motel Tax Board of St. Joseph County (SJC) is continuing a Tourism Capital Development Fund (TCDF) as an initiative for 2019. The fund is intended to benefit the advancement of SJC as a destination for the next generation of visitors by investing in quality of place initiatives that will make SJC a more appealing place to enjoy.

Ideally, a variety of projects will be funded on an annual basis to improve the experience of visitors to SJC while providing critical assistance toward new or enhanced tourism product development. For calendar year 2019, \$400,000 has been allocated for the TCDF. (Additional funds remaining from the 2018 TCDF could increase this amount.)

A four-person committee will review all applications in an objective manner. Committee members will include:

- › Visit South Bend Mishawaka executive director
- › Hotel-Motel Tax Board member - South Bend appointee
- › Hotel-Motel Tax Board member - SJC appointee
- › Hotel-Motel Tax Board member - Mishawaka appointee

(The fund administration is carried out by Visit South Bend Mishawaka)

FUND PROJECT APPLICATION EVALUATION

All applications will be evaluated using a 100-point scoring system. In addition to basic and primary qualifying expectations that each project is required to clearly describe including contact proponent, purpose, location, size, etc., parameters for the TCDF application with corresponding scoring potential are as follows.

PARAMETERS	POINTS
Clear commitment and objective to increase tourism and related visitor spending, specifically impacting overnight accommodations , with supporting evidence as to how this outcome would be achieved.	30
Demonstrated ability to match any requested funds at a minimum of 100%	20
Funds must be used to begin or complete project by December 31, 2019	20
Funds are not intended to be an ongoing or renewable allotment	20
Overall quality of application including supporting documentation	10
BONUS: New project satisfying unmet need in SJC	<=10

FUND PROJECT APPLICATION EVALUATION

- › Up to \$400,000 can be applied for through this fund, but the review committee reserves the right to partially fund any application.
- › Funds are intended for capital investment projects. Applications seeking programmatic or fundraising assistance will not be considered.
- › Applications with a cumulative score of less than 75 points will not be considered.
- › Any unallocated funds will be returned to the TCDF line item for disbursement in future years.
- › All applications will be reviewed once per year during the first quarter of the calendar year.
- › Applications should follow the above evaluative criteria when describing the proposed project.
- › Project lead organization and corresponding contact information must be clearly stated in opening description of proposed project.
- › All applications must be for projects within SJC only.
- › Finalists will be asked to participate in a Q&A session with review committee prior to recommending recipients.
- › No late applications will be accepted.
- › Applications should be emailed in PDF format to Rob DeCleene at rdcleene@visitsouthbend.com by January 4, 2019. Notification of recipient(s) will take place by February 15, 2019.

