**Dublin Convention & Visitors Bureau**

**2018 Irish Entertainment Series Grant Program**

***Introduction:***

After five successful years of creating more than 200 new Irish Experiences, the Bureau has revamped and improved its Irish Experience Grant Program to provide “entertainment” for our visitors. This entertainment may take the form of music, dancers, etc. with the goal to attract visitors to Dublin’s restaurants, hotels, shops, attractions while helping to reinforce our “Irish is an Attitude” brand. This new *Irish Entertainment Series* will occur throughout the year and feature at least one performance per month starting in March. The Bureau will provide a list of pre-approved entertainment.

***Eligibility for Funding:***

* Applicant business/organization must be a visitor friendly establishment located within or in close proximity of Dublin city limits.
* Business/organization may apply for a grant to host a one-time performance or to host multiple performances in the series.
* Business/organization must hire Irish entertainers that are approved by the Dublin CVB.
* The Event must be open to the general public. The Dublin CVB will give priority to new events.
* Sponsoring business/organization should provide detail on how it will endeavor to market and enhance the “Irish is an Attitude” brand experience before, during or after the event. (i.e. special product offerings, specials, etc.)
* Business/organization must independently promote the Dublin destination brand and tagline “Dublin, Ohio—where Irish is an Attitude” to its customers.
* Dublin CVB retains the right to market these events as it sees fit, as part of its promotional efforts to lure visitors to the city.

***2018 Timeframes for Irish Experiences:***

This will be a March to December, monthly entertainment series. The host business may choose the date in the month they are assigned, pending approval by the CVB.

***How Much Grant Money Can Be Requested?***

There will be an estimated $15,000 available for grants. There are no limits to the amount of grant monies to be requested. The Dublin CVB will review and award the grants.

***How are Grants Selected?***

The Dublin Convention & Visitors Bureau will utilizes weighted Grant Application Evaluation Worksheet (see attached).

***Application Process/Deadlines:***

The grant application must be completed in its entirety. Grantees must keep in mind that failure to provide any requested information could affect the Dublin CVB final decision regarding the request. Grant requests must be submitted in writing electronically to Allie Humes at ahumes@irishisanattitude.com . The deadlines are included below.

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| --- | --- | --- |
| **Deadline for Grant Submissions** | **Grant Committee Decision** | **Series Range** |
| January 19, 2018 | February 2, 2018 | March 1 – December 31, 2018 |

***Follow-up Evaluation:***

Grant money will be provided after receipts are received within 60 days of the event conclusion. The Dublin CVB requires every Grantee to measure and report results. All organizations who receive grant funding are required to provide the Bureau with a final project evaluation no later than 60 days from the conclusion of the event or completion of the project. Evaluation points can include attendance, event revenue, attendee surveys, etc. The Grantee’s ability to meet grant agreement conditions will affect future applications. Those who fail to comply with this requirement will be denied any future funding.

***Questions?***

Allie Humes

Dublin Convention & Visitors Bureau

9 S. High Street

Dublin, Ohio 43017

(614) 792-7666

ahumes@irishisanattitude.com

***SAMPLE***

**Irish Experience Grant Program**

**Grant Application**

1. Provide the business name, address and contact information.

The Dublin Convention and Visitors Bureau, 9 S. High Street, Dublin Ohio 43017. Scott Dring, Executive Director, sdring@irishisianattitude.com, 614-792-7666.

1. Provide the name of the Irish Entertainment and explanation of the event.

 “Irish Rock and Roll.” The Bureau would like to host a concert featuring Irish music at the Irish is an Attitude Concert Hall at 9 S. High Street. This event will feature Irish Fiddle Fetish. Our pre-existing event, held on August 15th, will feature Irish dancers from Richens Timm.

1. Please provide your top choices for dates to hold your occurrence(s) of the series. The DCVB will ultimately create the calendar with thought to trying to accommodate your top choices.

We hope to host Irish Fiddle Fetish as our entertainment on September 17th, October 18th, or November 16th. Additionally, our pre-existing event featuring Irish Dancers from Richens Timm will be held on August 15th.

1. Where will the Irish Entertainment be held? How many attendees can the venue hold? What is the estimated attendance for the event?

Irish is an Attitude Concert Hall at 9 S. High Street in Dublin. The venue holds approximately 500 people and we estimate that each concert will reach the venue’s full capacity.

1. Will you charge an admission price for the experience? If so, how much?

There will be no charge for the series of concerts.

1. What is the requested amount of grant monies? (Please provide an overall budget for the event).

Expenses for attracting performers will range from $500 - $750 per show. We estimate total grant request for the entire series of concerts to be in the range of $3,600. Grant monies will only be utilized for securing the musicians. (Receipts will be provided upon completion).

1. Does your organization have any other sources of funding for this project?

Yes, the Dublin CVB has its own marketing dollars that it will utilize to promote the series of concerts across the state. Additional monies have also been secured from the Central Ohio Musician Foundation – these monies will also be utilized for marketing purposes.

1. What type of marketing support will you provide to promote this Irish Experience?

We will utilize DCVB funds to market the event through print ads in various newspapers across the state. Our marketing efforts also include creating a radio advertisement – to be aired in the Cleveland, Akron and Toledo markets. We will promote the Irish is an Attitude brand during the events.

1. Do you intend to host more than one occurrence of the Irish Entertainment Series, should you be granted monies through this program?

Yes, we would like to host our pre-existing event as a part of this series as well as an additional occurrence featuring Irish Fiddle Fetish.

1. Is the entertainment you wish to use featured on the attached list of approved groups/acts? If not, please tell us more about the group/act you wish to use and why you feel they are a fit for this series.

Yes, both groups we would like to use are on the approved list.

*\*\*\* Provide completed grant applications electronically to Allie Humes at* ahumes@Irishisanattitude.com*. Call (614) 792-7666 with questions.*

**Irish Experience Grant Program**

**Grant Application**

1. Provide the business name, address and contact information.
2. Provide the name of the Irish Entertainment and explanation of the event.
3. Please provide your top choices for dates to hold your occurrence(s) of the series. The DCVB will ultimately create the calendar with thought to trying to accommodate your top choices.
4. Where will the Irish Entertainment be held? How many attendees can the venue hold? What is the estimated attendance for the event?
5. Will you charge an admission price for the experience? If so, how much?
6. What is the requested amount of grant monies? (Please provide an overall budget for the event).
7. Does your organization have any other sources of funding for this project?
8. What type of marketing support will you provide to promote this Irish Experience?
9. Do you intend to host more than one occurrence of the Irish Entertainment Series, should you be granted monies through this program?
10. Is the entertainment you wish to use featured on the attached list of approved groups/acts? If not, please tell us more about the group/act you wish to use and why you feel they are a fit for this series.

*\*\*\* Provide completed grant applications electronically to Allie Humes at* ahumes@Irishisanattitude.com*. Call (614) 792-7666 with questions.*

**Irish Experience Grant Program**

**Grant Application Evaluation Criteria**

*The following criteria will be utilized by the Dublin CVB to evaluate each grant application:*

1. Application completed and submitted timely
2. A unique, authentic Irish entertainment Experience
3. A current Dublin CVB Partner
4. Of interest to residents and visitors
5. Appropriate/adequate physical facilities
6. Is there additional support needed from the City of Dublin
7. Offered during pre-established timeframes (noted within the application)
8. Marketing/promotional support provided
9. Incorporation of Dublin’s destination brand – Irish is an Attitude
10. Potential to attract out-of-town visitors
11. Potential of overall economic benefit to the Dublin community