

City of

Moberly!

MOBERLY TOURISM COMMISSION

GENERAL INFORMATION SHEET

The goal of the Moberly Tourism Commission is to increase the number of tourists and tourism activities in the City of Moberly through projects and programs which will result in visitors spending the night in one of our hotels, motels, bed and breakfast inns, or campgrounds, shopping in Moberly, and creating sales tax revenues.

Moberly Tourism Commission (MTC) RsMO. 67.1364

- 1. The Moberly Tourism Commission (MTC):** The MTC shall consist of five voting members. The City Manager or his/her designee shall act as the non-voting chairman. The City Manager or his/her designee shall solicit recommendations for appointment to the MTC and submit those nominations to the Moberly City Council. The Moberly City Council shall make all appointments to the MTC.
- 2. Member Qualification:** The MTC shall consist of five members, one will be a representative of the hotel and motel industry and two shall be active in the Tourism Industry; the remaining members of the commission will be members of the local general business interests in the City or County. One member of the city governing body shall serve as liaison in a non-voting capacity.
- 3. Terms of Office:** Members of the tourism commission will be appointed for a term of three years; but of the members first appointed, one shall be appointed for a term of one year, two shall be appointed for a term of two years, and two shall be appointed for a term of three years. Members of the commission may serve no more than two consecutive terms. The members will serve without compensation.
- 4. Duties of the Moberly Tourism Commission (MTC):** The MTC shall provide recommendations to the City Council of Moberly for the promotion of tourism and tourism related activities in accordance with the City of Moberly Ordinance Number 7572 or as amended. The Commission shall conduct monthly meetings. All meetings are subject to the "Missouri Open Meetings" laws.
- 5. Department of Tourism:** There shall be a separate department within the City General fund established for all revenues for the lodging tax, related revenues and tourism expenditures. There shall also be a restricted account, which shall accrue annual surplus or deficit amounts. All revenues in this fund shall be used for tourism related activities. The MTC is responsible for the evaluation of all grant applications and shall participate and/or obtain membership in related tourism associations.
- 6. Fund Administration:** The MTC shall review and prioritize both activities and capital

expenditures annually. Types of activities would include but would not necessarily be limited to, festivals, directional signage to tourist sites, capital improvement (aesthetic improvements) in public areas, and other such events or activities that would promote tourism in the City of Moberly. Types of activities that cannot be allocated for are capital campaigns, political activities, and salaries. Invoices for payment shall be made to the City of Moberly, 101 West Reed Street, Moberly, Missouri. Once events are completed all paid invoice along with cancelled checks or receipts shall be submitted to the City of Moberly, 101 West Reed Street, Moberly, Missouri for reimbursement.

7. Eligibility Requirements:

1. The Organization must be a not-for-profit organization qualified to do business in Missouri, or sponsoring non-business related community events.
2. All events, performances, or programs must be open to the public.
3. Events cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors.
4. The event or some portion of the event occurs within the city limits of Moberly or otherwise attract overnight non-residents to Moberly lodging facilities.
5. General Marketing will be funded at 100%.
6. Targeted Marketing funds requires a 50% match by the sponsoring organization.
7. Capital Improvement and Aesthetic Improvements are recommended to be funded at 50% but may be funded up to 100%. A maximum of \$1,000 is allowed be awarded per applicant for the Capital Improvement and Aesthetic Improvement grant.

8. Allocation of Funds: Tourism funds and allocation of the Tourism Commission funds will be determined in accordance with submittal and approval of the City budget. Per Section 2-39 of the Moberly Municipal Code, all expenditures must be approved by the City Council. MTC funds will be allocated along the following lines:

- The Tourism Commission will consider to approve, disapprove or table grant applications at 6:00 PM on the second Tuesday of January, April, July, and October. Recommendations from the Tourism Commission will be distributed to the Council along with the minutes of the meeting within ten days of the Commission meeting. Any previous grant recipients who wishes to reapply should apply in the January grant cycle.
- An amount will be budgeted yearly for funding for the General Marketing of Moberly. This amount will be from the total lodging tax budgeted revenue for the year.
- Approximately ten thousand dollars (\$10,000) of the budgeted lodging tax revenue will fund marketing activities. These funds are to be used at the sole discretion of the Moberly Tourism Commission in accordance with tourism guidelines.
- Approximately ten thousand dollars (\$10,000) of budgeted lodging tax revenue will fund capital improvements. These funds are to be used at the sole discretion of the Moberly Tourism Commission in accordance with tourism guidelines.
- Budgeted Funds for the fiscal year will be granted on a first come bases until the budgeted funds are expended.

A. General Marketing:

A marketing plan promoting Moberly will be budgeted and implemented through the Tourism fund. This marketing plan will be implemented and administered through a contract with the Moberly Area Chamber of Commerce. This amount will be budgeted every year from the total lodging tax budget.

B. Targeted Marketing:

This fund will be used for the promotion and marketing of specific programs for tourism and tourism related activities. The MTC will receive applications for these funds and pass on their recommendations to the City Council. The MTC shall not be the sole source of funding for Targeted Marketing/advertising. In no instance shall Tourism monies exceed 50% of the amount of actual approved expenditures for targeted marketing/advertising. A maximum of \$1,000 per application can be received.

Eligible Uses for Moberly Tourism Funds:

1. printed advertising including posters, banners, signage, brochures.
2. newspaper advertising
3. radio advertising
4. electronic advertising
5. social media advertising
6. television advertising

Ineligible Uses for Moberly Tourism Funds:

- a. Entry Fees/Entertainment
- b. Hotel Rooms
- c. Transportation Expense
- d. Insurance
- e. Concessions
- f. Souvenirs
- g. Officials
- h. City Labor Costs
- i. Postage, Letters
- j. Contract or second party advertising (contracted)
- k. Photography
- l. Promotional Items

C. Capital Improvement and Aesthetic Improvements:

This fund would include material items that will enhance the cultural and physical beauty of the community, and complement tourism activities. These improvements are recommended to be funded at 50% but may be funded up to 100%. Eligible uses for this program will be capital improvements/city facilities that encourage/enhance tourism. A maximum of \$1,000 is allowed be awarded per applicant for the Capital Improvement and Aesthetic Improvements.

- 9. Before You Apply:** All applicants of the Moberly Area Tourism Commission are required to set up a meeting with Tourism Specialist, Michelle Greenwell who is housed out of the Moberly Area Chamber of Commerce, before they are eligible to apply for the grant. This is to ensure that the Tourism Specialist knows about the event(s) going on in the community and is able to give

guidance to the applicant with their tourism-related event. Potential applicant will not be able to apply for the grant until they meet with the Tourism Specialist and should meet with the Specialist no later than six-months prior to the event.

10. How To Apply: Obtain an application from the City Manager’s office at City Hall. The following items must be part of the application process:

1. Fully complete the application along with any other pertinent documents to the City Manager’s Office located at 101 W. Reed Street, Moberly, MO 65270.
2. Carefully address the evaluation criteria.
3. The Committee should receive the application **ninety (90) days prior-to** the planned event date. Any application received later than 90 days may be tabled until the next meeting.
4. Application **MUST** be typed. Any handwritten applications will not be reviewed.
5. A representative from the sponsoring group applying for the funds **MUST** attend the application review process by the Moberly Tourism Commission.
6. Submit evidence seeking additional funding sources, such as foundations, matching grant programs, etc.

11. Evaluation Criteria: Grant application for Moberly Tourism Fund shall be evaluated primarily on the following terms:

Item	Explanation
Quantify the expansion of tourism in Moberly	An event that meets a need for greater attention, in the total spectrum of Moberly attractions. The event or some portion of the event occurs within the city limits of Moberly or otherwise attract overnight non-residents.
Positive Community Impact to Moberly	The event complements the best interest of the Moberly Community. Measure how this enhances the visual environment that results in lasting positive impressions of the community.
Quality and Uniqueness of proposed Project	Be innovative in the promotion of the Moberly Community.
Positive Economic Impact to Moberly	Quantify how this provides economic opportunities for Moberly Businesses.
Stability of Management and capacity	A repeat of an event that has been successful in past years. This should not be interpreted however, as an ongoing means of funding an event.
Evidence of Community Support	Be proposed by an organization (or individuals) that has/have an established history of successful accomplishments, measurable attendance, or letters of support from community or organizations if a new event.

Overnight Hotel Stays	Overnight hotel stays, Retail, and Restaurants give events a greater weight. The event attracts overnight non-residents.
-----------------------	--

*After evaluation and scoring of proposals and applications, the amount recommended by the Tourism Commission will be a percentage equal to the cumulative scoring of the Tourism Commission. This will apply to the marketing activities and capital improvements allocations only and not the budgeted general marketing budget. Below is an example of the fundable amount based on scoring and evaluation:

Organization A submits an application for an upcoming event. Their total marketing budget is \$2,000.00. They are eligible for \$1,000.00 for their marketing budget if they are evaluated and scored at 100%. After evaluation and scoring, the Tourism Commission gives Organization A an eighty percent average score. Therefore, Organization A is only eligible for 80% of the 50% of their marketing cost or \$2,000.00 $(\$2,000/50\%)/80\% = \800.00 .

12. Crediting City/Tourism Board For Funding Project: The following statement will be incorporated on all printed material and/or television/radio marketing:

“Funding provided in part by Moberly Tourism Commission”. The official logo of The City of Moberly shall also be used on printed materials.

Failure to include statement or logo would result in a total cost disallowance for the portion of the grant project.

A follow-up report of any monies from the Moberly Tourism Committee MUST be received within ninety (90) days after the event.

The follow-up summary is attached. Said report will consist of actual financial statements, samples of promotional materials, event statistics and/or the usage of Tourism money to promote tourism in the Moberly Community

13. Conflict of Interest: All members, including those who are active in tourism industry, hotel/motel industry and local business must, at the time proposals for funding are being judged, indicate if they have a conflict of interest in regard to any of the proposals. This conflict can include, but is not limited to, monetary gain through grant funding for a not-for-profit entity engaged in the competition with which the member has a vested interest of familial ties within the first degree with any person conflicted in the competition.

It is the member’s responsibility to point out any conflict or potential conflict of interest that is occurring or may occur. If any conflict of interest does occur, the conflicted members must excuse themselves from the area of discussion until the comment period is completed. Conflicted members may not comment on any proposal or issue, nor may they vote on any proposal or issue with which they have conflicts.