



Application Guidelines:
Fiscal Year 2027 Event & Attraction Grant
Guidelines & Application

Background

Purpose:

The Joplin Convention & Visitors Bureau (JCVB) budgets grant funding to market events and attractions with strong tourism potential in the Joplin area. These funds **assist** qualified organizations **in promoting tourism activities, aiming to directly increase hotel/motel occupancy and build a positive image for Joplin.**

Program History:

On November 7, 2000, the voters of Joplin approved a 2% increase in the gross receipts tax on hotel and motel lodging accommodations. Council Bill No. 2000-048 directs the JCVB Advisory Board to establish a procedure for annually recommending to the City Manager and City Council the appropriation of these funds. In recommending these funds, the Board shall consider their most effective use for marketing sports events, entryway beautification, special events, festivals, celebrations, and other activities in Joplin designed to promote the city and its features as a destination for outside visitors and tourists.

The City Council shall adopt an ordinance to allocate funds among qualifying applicants after a public hearing held before the adoption of the budget. The final allocation will be based upon the Council's determination as to the most effective use of funds to promote tourism, conventions, and related activities in Joplin.

Qualifying Applicants:

Applicants can be any not-for-profit organization or for-profit business seeking to produce and promote a **well-defined tourism-oriented** event or attraction. Requirements are as follows:

I. Not-for-profit organizations promoting an event or attraction must provide:

- a) IRS determination letter of non-profit status
- b) Listings of current organization board members and event committee
- c) Proposed budget for this event, showing precisely where grant funds would be applied
- d) Copy of liability insurance

II. For-profit organizations promoting an event or attraction must provide:

- a) List current committee members or board of directors for the event. *Any event initiated by a for-profit organization must have a designated committee or board to govern and organize the proposed event.*
- b) Letter from a financial institution confirming that a separate account has been established to receive and disburse funds only for the event for which the proposal is submitted.
- c) The proposed budget for this event shows specifically where grant funds would be applied.
- d) Copy of liability insurance for the event.

III. A qualifying event is defined as:

An **EVENT** is a single multi-day gathering typically organized and staged by a civic organization or local business. It is centered on celebrating a unique aspect of the community, an agency's services, a historical person or milestone, a culture or tradition, or a local/national holiday. Events that are more likely to attract visitors from 70+ miles (one-way) outside of Joplin and retain them in this area for at least 3 hours will be more likely to be funded.

Regardless of the event's scope and structure, the event's organizing body must qualify for this grant as described in items I or II.

IV. A qualifying attraction is defined as:

A **TOURIST ATTRACTION** is a physical or cultural feature at a place that individual travelers or visitors experience for their specific leisure-related interests. These attractions typically offer natural or cultural value, historical significance, or natural or formed beauty, offering amusement, leisure, adventure, or educational value. A tourism attraction must be able to attract visitors from 70+ miles (one-way) outside Joplin and retain them in this area for at least 3 hours. This is to help broaden Joplin's tourism reach by offering more destination experiences.

Regardless, the attraction's organizing body must qualify for this grant as described in items I or II.

Arts and crafts, farmer's markets, restaurants, service businesses, and the like are generally not considered tourist attractions unless their premises are large enough to provide value-added experiences such as hosting a significant event or specific gathering. Solely, business promotions do not qualify.

Funds can only enrich a tourism attraction's marketing program or evergreen event materials, such as banners, signage, or value-added talent, to draw a larger crowd. Funds cannot be used for construction projects or ongoing operating expenses.



Timetable & Application Process:

1. Application Availability

Event & Attraction Grant applications will be available on the JCVB website, www.visitjoplinmo.com, on **March 26, 2026**. FY2027 grant applications are awarded annually for events scheduled to take place between November 1, 2026, and October 31, 2027.

2. Mandatory Pre-Application Meeting

Whether an organization has applied for or received a JCVB grant in the past, every organization submitting an FY2027 grant application **MUST** attend one **MANDATORY** Pre-Application Meeting. This will give the organization insight into the JCVB's efforts to promote Joplin as a tourism destination and into the changes made to this year's grant program.

Meetings will be held in the JCVB office at **2:00 p.m. on Wednesday, April 8, or 10:00 a.m. on Thursday, April 9.**

By the time of this meeting, the EVENT(S) you are seeking funding for MUST be listed on the VisitJoplinMO.com event calendar!

3. Project Management

A Project Manager must be designated as the primary contact with the JCVB. This person must have detailed knowledge of the event's planning and organization.

4. Application Deadline & Submission

Applications must be received before **5:00 p.m. on Monday, June 1, 2026**. Applications submitted after this deadline will not be eligible for review. **Two (2) copies of the application with supporting documents are required, plus your entire application as a PDF on a flash drive.** Application materials may be mailed or delivered to the JCVB at 602 S. Main Street, Joplin, MO 64801. Applications will not be accepted through email.

5. Application Refusal

The JCVB director reserves the right to refuse to forward any application to the JCVB Advisory Board if it is not completed in accordance with the required guidelines. If errors are found and time permits, the director will inform the applicant so corrections can be made.

6. Grant Presentation & Review

The JCVB Advisory Board will review and score applications at either their June or July meeting - **Tuesday, June 16, or July 21, 2026**. When scheduled, applicants are encouraged to present before the Advisory Board on this date (applicants will be notified of their scheduled time in advance). Each is allowed a 5-minute presentation followed by a 5-minute Q&A per application.

7. Funding Recommendations

The JCVB will prepare a funding recommendation letter with the JCVB Advisory Board recommendations and present it to the Joplin City Council for review and final approval no later than **July 31, 2026**. Applicants will be notified of JCVB Advisory Board recommendations before the City Council meeting.

8. Notification of Funding

Applicants will be notified of City Council approval before **November 1, 2026**. Successful applicants will be required to attend training on the reimbursement and reporting process and to sign contracts with the City of Joplin at that time.

TIPS FOR FILLING OUT THE APPLICATION

Part 1

Overall Application

- **Read the application and the guidelines thoroughly.** If you are unclear about what a question is asking for or whether it applies to your event, call Patrick Tuttle or email him at ptuttle@joplinmo.org. It is better to know for sure than to overlook it and miss out on giving vital information to the Advisory Board.
- **Understand the purpose of the grant.** This grant program is funded through the Joplin Convention & Visitors Bureau (JCVB). The primary purpose of the JCVB is to promote tourism and tourism growth. The JCVB supports many events and attractions, especially unique opportunities that unite our community. However, not all events and attractions align with the JCVB's mission. Examine your use of the grant funds and honestly ask yourself whether this is an opportunity to entice a large demographic to travel to Joplin, pay for hotel accommodations, and bring friends or family along. The Advisory Board is asking this question, too. When completing your application, demonstrate the tourism potential of your event or attraction.
- **Follow instructions.** If a question asks for a detailed description or to give specifics, we are asking for a reason. When the application is reviewed before your presentation, you want to deliver as much information about your event to the Advisory Board as possible. Not including details in your application can send the message that you either have not fully thought out your event or do not value the grant program enough to take the time to include them. It also means that during presentations, you might have less time to convey your event's value and growth potential because you are busy answering the Advisory Board's questions about the details.
- **Be clear.** Remember that the Advisory Board's first impression is the application, and you will not be in the room to explain anything when they read it. Make sure it makes sense to someone outside of your organization.
- **Proofread.** Instances have occurred in which someone did not proofread their finished application and relied solely on spell check. The result? One word made a difference in conveying what the event or attraction was about, which may have resulted in less funding. Attention to detail is essential.

Section 1 of the application

- **Cover Sheet** – Be sure to include ALL the requested information and that the contact information is current.
- **Proposed Budget**
 1. Be as specific as possible on your budget items and as close to actual expenses and revenues as possible. Although budget revisions are allowed, funding is based on the initial application presentation. The Advisory Board and staff want to ensure that what they choose to fund is accomplished.
 2. Highlight or indicate the items in your overall budget for which you are requesting funding through the grant program. Remember, the Advisory Board is reviewing multiple applications. Ensure the items that need funding are identified so the board can make an accurate assessment and decision regarding your request.
 3. Include the percentage of your overall budget that grant funds would make up; the Advisory Board will consider whether the grant funds are a small or large portion of your overall budget. This will factor into events and attractions that have received funding for multiple years.



TIPS FOR FILLING OUT THE APPLICATION

Part 2

- **Marketing Plan**

1. In this section, be very specific. If you are using local television stations, don't just list "local media" but rather include which stations you are using and what kind of advertising you are utilizing with them. In every case, this does matter.
2. Show social media campaigns as a by-month effort.
3. Include the details. It is okay if sponsorships or media contracts are not signed when applying. However, research on rate cards and the cost and ad sizes for the advertising medium for which the funding request is being made is required.
4. Target audience and demographics are required. Who are you trying to reach with your marketing? If you are a first-time event, think about whom you are trying to attract and what the MOST LIKELY demographic you will attract. If you are a returning event, list your past demographics and add any changes or growth plans to reach a larger or new audience.
Attractions: Please provide as many years of attendance/visitor data as possible.

Section 2 of the application

- **Describing your event or attraction** – Make sure that the items asked for in question #1 are easily identifiable. If you choose to outline them in paragraph form, make sure that you highlight, underline, or bold the answers so that they can be found easily. Item "E" of this question is the opportunity for you to "sell" your event to the reader; make sure you describe your event or attraction as accurately as possible.
- **Describing the projects or expenses you are requesting funding** – If a category not asking for funding is listed on the application, mark that item as NONE or N/A. When you list the items you are requesting funding for, describe the item, quantity, and cost. The items you request funding for in this section **MUST** align with those you request and have indicated in your budget.
- **Increasing attendance from the previous year** – What is new with your event or attraction? Describe if you bring in a new activity, a bigger band, or a great demonstration. If you are advertising in new publications or have expanded your online market or social media, describe it here. The Advisory Board will look for any way you are trying to grow and expand your exposure and draw new attendees.
- **Attracting new visitors to Joplin** – Because the primary purpose of this grant program is to generate tourism, this question is incredibly important. Think about ways to get the word out about your event to the surrounding communities. Connect with other convention and visitor bureaus and chambers of commerce to see if they have a *What's Happening* calendar to post on or if they would be willing to display a poster for the event or attraction. Contact radio stations and offer the lucky caller a contest giveaway with admission tickets. Post your activities to college and university event calendars. Think about the events or attractions that have gotten your attention and do something similar. Get creative!

- **Previous event grant recipients must show hotel results** – Events that have received grant funding in previous grant cycles must show a history of hotel usage connected with the event. The room “pick up” must be broken down by property name and include the number of room nights directly attributed to the event.
- **Generating and tracking hotel room nights** – Creating an event or attraction that ensures people will stay the night is challenging.
- If possible, create a late evening pre-event reception, incentive, or evening activity to encourage people to stay in town the night before your event.
- Partner with a host hotel that offers a special room rate and will help track the number of guests registered.
- If you have an admission ticket, offer a discount coupon, post-event premium, or giveaway for attendees, instruct your guests to inform the front desk staff of Joplin Hotels that they are here for your event or attraction.
- Establish a relationship with the sales manager or general manager at each of the hotels to let them know about your event and discuss the number of out-of-town guests who might be visiting. Communicating with hotels allows them to share information about your event or attraction with their staff and guests, increasing the likelihood that they can help track your room nights.
- During your event, conduct a survey or guest book that includes a question about whether and where the attendee stayed the night; when you conduct the post-event hotel summary, you will have a better idea of the accuracy of the numbers. To encourage attendees to complete the survey, offer a drawing for a prize.

**Questions regarding this application or program may be directed to:
Patrick Tuttle at 417-625-4789 or ptuttle@joplinmo.org**



Grant Application Guidelines:

1. Applications

- An organization may submit applications for multiple events. Each application will be evaluated independently.
- Only one (1) application per event may be submitted.
- Organizations awarded funds for multiple events must track, report on, and file reimbursements for each funded event separately.
- Each applicant must include a detailed marketing plan (including ALL marketing efforts, not just those submitted for funding approval) for the event with the application.
- Each applicant must include a detailed estimated overall budget for the event (including items not submitted for funding approval) with the application. Highlight those items specific to grant funding.

2. Funding

- The maximum funding available for any one application is \$25,000.
- All funding is awarded on a reimbursement basis only. Proof of payment by the applicant must be provided to JCVB to receive reimbursement (copies of the invoice and means of payment required).

3. Events

- All events must be held within 20 miles of the Joplin city limits.
- No event may have the promotion of a specific candidate, political party, or platform as its primary purpose.
- Events must be open to the general public and not exclusive regarding attendance. The event must be ADA-accessible and programmatically accessible.
- No event-related marketing efforts may promote lodging facilities located outside of the city of Joplin. Any use of a host hotel must be in Joplin if the event is selected.
- All events must show the potential to generate overnight hotel stays. Applications will be assessed by considering the event's ability to complete the following:
 - a. The ability to attract overnight visitors during previous years (applicable only to repeat events).
 - b. The ability to draw visitors from outside a 70-mile radius of Joplin and/or retain a visitor in this area for at least 3 hours.
 - c. The ability to sustain and grow the event.
 - d. The timing of the event. More points will be awarded to events scheduled during non-peak months (September-March).
 - e. The ability to generate food, beverage, and retail expenditures by out-of-market visitors.
 - f. The ability to project a positive image of Joplin through media activities and advertising efforts. Marketing activities outside the Joplin region will receive more points during the application review.

Grant Application Guidelines continues:

4. Reporting

- **Completion of Project**—If an applicant cannot complete any or all portions of the approved project for which funds have been allocated, the JCVB must be notified in writing immediately. Failure to comply with the required grant reporting may impact future funding decisions and allocations.
- **Marketing Ad Approvals**—All printed and online materials used for marketing and promotion that are being submitted for funding reimbursement must be approved by JCVB staff before printing or submission to publication. The applicant must submit artwork with the art approval form and allow five business days for approval. Materials that have not received prior approval from JCVB staff may not be eligible for reimbursement.
- **Budget Revisions** – Budget revisions for grant-funded items are allowed. However, the number of revisions per application is limited to two (2). All budget revisions must be submitted in writing to Patrick Tuttle at ptuttle@joplinmo.org. Budget revisions must be approved by the JCVB director. Revised budget items that have not been approved may not be eligible for reimbursement.
- **Reimbursements** – All items submitted for reimbursement must be submitted with a reimbursement form. Reimbursements may be submitted intermittently throughout the planning process or in one package at the end of the event. Reimbursements must be submitted with proof of payment, a copy of the original vendor invoice, and a copy of the ad or material (if applicable). NO DOCUMENTATION, NO REIMBURSEMENT. In most cases, reimbursement requests are submitted to JCVB staff on Tuesdays before 11:00 a.m., and a check is mailed the following Friday.
- **Hotel Tracking** – This grant program aims to market Joplin as a tourist destination and generate overnight hotel stays. The hotel tracking component of an event is vital to the reporting process. Applicants are encouraged to keep the hotels informed of their events.
- **Grant Summary** – All event applicants must submit a Grant Summary Form within 60 days of their event. All reimbursement requests must be submitted before the Grant Summary Form is submitted. NO reimbursements will be accepted after the Grant Summary Form has been submitted. Submission of the Grant Summary Form indicates the conclusion of the contract between the JCVB and the grant applicant. Failure to comply with the reporting guidelines may jeopardize the applicant's ability to receive future funding through JCVB.
- **Surveys** – If funding is awarded, the grant recipient must survey attendees onsite during the event, at hotel locations, or electronically as a post-event survey. The JCVB can provide sample questions. Event grant recipients must submit at least 50 completed surveys with their post-event summary.
- **Event Marketing** - It is the responsibility of each event to place its event information on the VisitJoplinMO.com event calendar and keep this information current as the event develops. Updates must be made **at least 6** months and 90, 60, and 30 days out from the event date(s), plus more frequent posts in the weeks before and on the event date. The JCVB can assist with developing a plan, but it is the event's responsibility to stay engaged in marketing efforts. This includes images, artwork, and text. A good marketing plan requires constant activity and should begin the day after the previous year's event.



Eligible Expenditures for Reimbursement:

1. Marketing (Event or Attraction)

- Advertising placement intended for an audience outside of a 70-mile radius of Joplin.
- JCVB must be represented as a sponsor in all grant-funded advertisements.
- Advertisement design and agency (placement) fees (not to exceed 1/3 of the total funding request).
- Marketing may include print, television, radio, website banner ads, direct mail, etc.
- Website development and enhancement (limited to a maximum of \$5,000 in total cost JCVB recommends a bid process for best results or a letter as to why a single source was selected).
- VisitJoplinMO.com and Facebook.com/VisitJoplinMO must be linked to all host electronic sites.
- Advertising on Facebook and other social media platforms is valued more than print formats.
- Only ads approved by JCVB before submission will be eligible for reimbursement.

2. Printing & Postage (Event or Attraction)

- If requesting funding for printed materials, funding can only be for that portion that will be distributed outside a 70-mile radius of Joplin. The JCVB logo must be represented as a sponsor in all funded materials.
- If requesting funding for postage fees for targeted mailings, only materials distributed outside a 70-mile radius of Joplin will be eligible for reimbursement. The City of Joplin's postage machines cannot be used for mailing.

3. Entertainment & Exhibits (Events Only)

- Entertainment and booking fees: Entertainment can be characterized as music/bands, speakers, activities, etc., that will be for the general audience of the event.
- Exhibit costs: Costs associated with renting, securing, building, or transporting a new exhibit that is being utilized specifically for the event.
- Prize money (if identified as enhancing event participants or audience).

Ineligible Items for Reimbursement:

1. Expense NOT approved for funding by the JCVB Advisory Board or revised with JCVB director approval.
2. Salaries and other monetary compensation to event or attraction volunteers or employees.
3. Food and beverage.
4. Mileage or gas expenses due to the distribution of materials.
5. Entertainment or activities not for the general public.

Ineligible Items for Reimbursement continued:

6. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application.
7. Interest or reduction of deficits or loans.
8. Advertising, promotional, or marketing dollars are spent within a 70-mile radius of Joplin, except for radio, if it can be proven that broadcast reaches beyond 60 miles from Joplin.
9. Tools and equipment purchased for construction of an exhibit (building materials or decoration).
10. Grant funds cannot be used for construction projects or ongoing operating expenses.
11. Billboard advertising.



Evaluation Criteria and Scoring:

1. Scoring

A) 100 points are possible for each application.

- 1. 15 points** – **Presentation, in which the event was clearly and concisely explained.**
- 2. 20 points** – **Ability of the event to draw a significant attendance in proportion with the requested dollar amounts.**
- 3. 30 points** – **Ability of the event to attract visitors from outside Joplin (from greater than 70 miles, one-way) and retain them in the area for at least 3 hours.**
- 4. 35 points** – **The ability of the event to generate overnight stays will be awarded points on a sliding scale.**
 - 0 = No room nights**
 - 5 = 1-30 room nights**
 - 10 = 31-50 room nights**
 - 20 = 51-100 room nights**
 - 25 = 101-200 room nights**
 - 30 = 201-300 room nights**
 - 35 = 301+ room nights**

B) Besides the points earned above, each reviewing board member will score your event as to the dollar amount requested versus what they deem an appropriate amount for the ROI your event brings to fulfill the grant program's intent. The thoroughness of your application and presentation, along with the scores from the items above, will be the basis for their scoring.

NOTES--

- Applications will be scored and ranked by the total points received.
- A minimum of 60 points is required to be eligible for funding; however, just because an event receives 60 points does not automatically mean it will receive any funding.

2. Funding Determination

- JCVB has a maximum of \$110,000 allocated for this grant program.
- **A maximum of \$25,000 can be awarded per event.**
- Events receiving the highest point scores will be funded first.
- The JCVB Board reserves the right to recommend partial funding to any applicant.
- If the total funding requested by all applicants exceeds \$110,000, some applications that received the minimum 60 points may not be funded. Just because an applicant scores 60 or higher does not ensure they will receive funding.

FY26 Event & Attraction Marketing Grant Application

Instructions:

- Applicants must complete and submit each application section to qualify.
- Applicants must include **BOTH** the questions and the answers in the application.
- Section one (1) comprises items that will be evaluated during the JCVB staff review.
- Section two (2) comprises items that will be scored during the formal presentation before the JCVB Advisory Board.
- Point values for each question in section two (2) are highlighted in blue.
- Applications must be typed, not handwritten.

** Reminder (page 3, item 5): *The JCVB director reserves the right to refuse to forward any application to the JCVB Advisory Board if the application is not completed within the required guidelines.*

Application Section 1

Complete the following questions and include the required documents:

1. Cover Sheet that includes the following items:

- a. Organization name
- b. Event name
- c. Project manager/General manager name(s)
- d. PM/GM phone number
- e. PM/GM email address
- f. Organization address, city, state, zip
- g. Organization phone number
- h. Organization president
- i. Website address and all social media pages
- j. Total \$ amount requested in grant
- k. Event dates
- l. Event location

NOTE: "C" and "H" above will be required to sign the grant contract unless otherwise indicated.

2. List of committee members or board of directors

3. Proof of Liability Insurance

4. IRS Determination Letter of non-profit status (if applicable)



Application Section 1 continued.

5. A copy of the proposed budget for the event that includes the following items:

- a. Total event budget or production budget (for marketing), including items ***NOT*** covered by this grant
- b. Total amount requested in this application
- c. Percentage (%) of total budget represented by this grant request
- d. Indication of which items in the total budget are being submitted for funding approval

6. A copy of the detailed Marketing Plan must include the following items:

- a. All marketing activities locally and those taking place outside the 70-mile radius of Joplin for which funding has been requested
- b. Names of all publications, radio/television stations, websites, and additional media being used
- c. Costs, ad sizes, and flight dates
- d. Audience and demographics
- e. Indication of which items listed in the marketing plan are being submitted for funding approval
- f. Up to five (5) examples/samples of marketing materials, if available
- g. Sponsorship packet and/or letters of support

NOTE: Following the grant review, this plan may need to be revised based on the funding received.

7. City of Joplin involvement – describe any assistance from the City, including:

- a. Grant or sponsorship dollars
- b. In-kind services such as manpower and use of city facilities
- c. Other services, including participation in planning committees, etc.

8. Event Goal – outline if this is a fundraiser, for-profit event, or other for your business or organization.

9. Other

- a. If you have requested funding for anything not covered under the eligible expenditures section of the Guidelines (page 9), provide a detailed description of the item's cost, target audience, and any other information that might help the Advisory Board adequately assess the merits of your request.
- b. If the application is for a **SPORTS EVENT**, please contact the Joplin Sports Authority (JSA) to learn what support they can offer. The conversation results **MUST** be included in this section detailing the support JSA will provide, if any.

Application Section 2:

This section will be scored during the formal presentation before the JCVB Advisory Board.

Limit this section to three pages typed, using a 12-point font. Single-sided documents on white paper. All questions MUST be answered. Indicate N/A if not applicable. Weighted point values are in ().

1. Describe your event clearly and concisely. Include the following items in the description:

- a. Name of event
- b. Dates of event (single-day events are discouraged)
- c. Location of event
- d. How many years has the event taken place
- e. Description, objective, and purpose of the event
- f. Target audience
- g. Where will your attendees come from (Joplin, Tulsa, Texas, St. Louis, etc)
- h. Estimated number of attendees
- i. Estimated number of room nights generated
- j. Estimated number of attendees who are day-trippers (from outside Joplin but will not spend the night)

2. Describe the specific projects or expenses for which grant funds have been requested.

Be sure to include the cost of each item next to the description. These items should match those indicated on the budget submitted with the application. Examples of eligible expenses include:

- a. Brochures or other printed material – *include a description of the item, number of copies to be printed, size, black and white or color, and where and how the material will be distributed. If costs exceed \$3,000, three (3) written bids must be included.*
- b. Materials for activities – *list all materials and costs for each. Describe the target audience for each activity and indicate where the activity will take place. If costs exceed \$3,000, three (3) written bids must be included.*
- c. Website development and enhancement – *describe the purpose of the proposed website or enhancements. Please provide copies of your proposal if the project exceeds \$3,000. Website funding is limited to \$8,000.*
- d. Exhibit – *indicate the time frame of the exhibit, any special events planned around the exhibit, and examples of successes with this exhibit in other venues.*
- e. Entertainment – *describe proposed entertainment and indicate the target audience and a proposed schedule for entertainment.*
- f. Prize money – *describe any cash prizes given and the criteria for winning such prizes.*

3. Presentation, in which the event was clearly and concisely explained (15 points possible)

4. Ability of the event to draw a significant attendance in proportion with the dollar amount being requested (20 points possible)

- Describe the key points of your event that will create a draw attendees in.



Application Section 2 continued:

5. Ability of the event to attract visitors from outside Joplin (from greater than 70 miles one-way) and retain them in the area for at least 3 hours (30 points possible)

- Describe how your event will draw people from outside the local market or attract new visitors to Joplin. This includes overnight visitors, day trips from 70+ miles, one-way trips outside Joplin, and retaining a visitor in this area for at least 3 hours.

6. Ability of the event to generate overnight stays (35 points possible)

- Describe how this project will generate overnight hotel stays within the Joplin tax base (the origin of the grant funding). Detail the method for tracking out-of-town guests. Points will be awarded on a sliding scale.

Resource List

Free Calendar Listings:

www.visitjoplinmo.com

www.visitmo.com

www.festivalnet.com

www.festivalsandevents.com

www.news-leader.com

Social Media Outlets:

facebook.com/VisitJoplinMO

facebook.com/downtownjoplin

facebook.com/Joplinslocalfamilyfun

facebook.com/Route66JoplinMO

Vendor Listings:

www.festivalnet.com

www.festivalsandevent.com

www.missourifairsandfestivals.com

www.oaff.com

www.kansasfairsassociation.com

Additional Information:

www.ifea.com – International Festival and Events Association (education and webinars for event growth)

www.ascap.com – American Society of Composers and Publishers (music licensing)

www.bmi.com – Broadcast Music, Inc. (music licensing)

www.missouriartscouncil.org/touring.aspx - (list of artists and musical touring acts in Missouri)