



## DEPARTMENT OF LAND USE AND ECONOMIC DEVELOPMENT

Mayor  
City Attorney  
Director of Finance  
Director of Land Use & Economic Development  
Economic Development Coordinator

### AGENDA HOTEL/MOTEL REVIEW COMMITTEE April 8, 2025 9:30 A.M.

**IN PERSON:** MAYOR'S CONFERENCE ROOM  
FAIRVIEW HEIGHTS CITY HALL  
10025 BUNKUM ROAD

1. CALL TO ORDER
2. PUBLIC PARTICIPATION
3. APPROVAL OF MINUTES:
  - a. Yearly meeting of April 3, 2024
4. REVIEW GRANT APPLICATIONS RECEIVED
  - a. Salute to the Arts
  - b. Wheels for Warriors
5. FINALIZE RECOMMENDATIONS TO ADMINISTRATION COMMITTEE
  - a. Funding Recommendations
6. ADJOURN

Per City Code 36-2-7, proceeds resulting from the imposition of the Hotel/Motel Tax shall be appropriated into a special fund to be used and applied for the promotion and development of tourism and conventions in the City of Fairview Heights. The primary responsibility of the Hotel/Motel Review Committee is to convene and make recommendations to the City Council as to the orderly disbursement of funds collected. As a Home Rule Municipality, the City Council reserves the right to utilize Hotel/Motel Tax funds for general operations.

**HOTEL/MOTEL REVIEW COMMITTEE  
MINUTES  
CITY OF FAIRVIEW HEIGHTS  
Wednesday, April 3, 2024**

The Hotel/Motel Review Committee was called to order by Mayor Mark Kupsky at 10:10 a.m. in the Municipal Complex, Conference Room, 10025 Bunkum Road, Fairview Heights, IL 62208.

Members Present: Mayor Mark Kupsky, Director of Finance Gina Rader, Director of Land Use & Development Dallas Alley, and City Attorney Garrett Hoerner.

Also, in attendance were Karen Kaufhold, Amanda Schwartz, Doug Shoemaker, Sharon Kassing, and Randy Pierce

Recorder: Kathy Frawley

**APPROVAL OF MINUTES**

Motion and second were made by Director Dallas Alley/City Attorney Garrett Hoerner to approve the March 20, 2023 Hotel/Motel Review Committee minutes. Motion carried on a voice vote.

**REVIEW GRANT APPLICATIONS RECEIVED**

Director Dallas Alley stated two applications were received.

**2024 MIDWEST SALUTE TO THE ARTS - REQUEST \$55,000**

Sharon Kassing represented the Midwest Salute to the Arts and presented their request. Sharon went over some of the history. Sharon stated this year the Midwest Salute would be targeting email, media call for entry and would be promoting Fairview Heights more in the advertising. Sharon stated new to the Midwest Salute to the Arts would be a Story Studio and partnering with Art Village to have a sculpture exhibit with no more than 25 artists. Questions and comments were discussed. Request attached hereto and made a part of these minutes.

**2024 MIDWEST WINGFEST - REQUEST \$50,000**

Doug Shoemaker represented the Midwest Wingfest and presented their request. Doug stated the hours of the Wingfest would be reduced this year. Doug stated that on Saturday there would be a car show instead of a car cruise, there would be more radio advertisements, and would like to reduce food vendors and add more veteran group vendors. Doug stated that this year the Midwest Wingfest is all about making people aware of what the event is for and what it is about. Doug also stated that there would be new popular bands. Doug stated that their goal is to increase quality. Questions and comments were discussed. Request attached hereto and made a part of these minutes.

Director Dallas Alley moved to allocate the amount of \$48,000.00 to the Midwest Salute to the Arts and \$42,500.00 to the Midwest Wingfest and to forward to the Finance Committee. Seconded by City Attorney Garrett Hoerner. Motion passed on a voice vote.

Meeting adjourned – 11:17 a.m.

Respectfully submitted,

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Recorder

FISCAL YEAR 2025-2026

# HOTEL / MOTEL TAX GRANT FUNDING PROGRAM

Applicant Packet



*Adopted: January 20<sup>th</sup>, 2015,*

*Updated & Recommended for Acceptance: February 9<sup>th</sup>, 2016,*

*Approved by City Council: February 16, 2016*

**February 2025**

Dear Potential Hotel / Motel Grant Applicants,

The City of Fairview Heights Business Alliance Commission (BAC) appreciates your interest in the Hotel/Motel Grant Funding Program. The funding for this program is generated from a local tax applied to overnight stays at hotels in Fairview Heights. The purpose of the program is to promote overnight stays in local hotels by providing funding assistance to events that bring people to our community. Therefore, projects that encourage overnight stays are preferred in accordance with State statutes.

This packet is designed to provide you with all the documents needed from beginning to end of the funding cycle. Please refer to the checklist provided on the following page to assist you throughout the process. Funding will cover expenses in Fiscal Year 2025/2026, which runs from May 1, 2025 to April 30, 2026. Expenses can occur only during this time period. Please try to be as complete as possible within the application. For those questions which do not apply to your application, simply insert "n/a" or "not applicable". You may also attach additional documentation, as you feel necessary.

One hard copy and one electronic copy of your application must be received at the Fairview Heights Municipal Complex, 10025 Bunkum Road, Fairview Heights, Illinois 62208 by 5:00 p.m. on Thursday, March 6, 2025 – no exceptions. The applications should be marked to the attention of Heather Hinson – Economic Development Coordinator. Electronic versions can be sent to [heather.hinson@cofh.org](mailto:heather.hinson@cofh.org).

All applications will be submitted to the Economic Development Coordinator, and referred to the Director of Land Use and Economic Development. Based on guidelines of the attached policy, the Director and Review Committee\* shall make funding recommendations to the City's Aldermanic Finance Committee. Following a review by the Finance Committee, the awarding of funds concludes via adoption of a Resolution by the City Council.

If you have any questions regarding the process and/or City requirements, please contact Heather Hinson at [heather.hinson@cofh.org](mailto:heather.hinson@cofh.org). Thanks again for your interest in this program. We look forward to receiving your application.

Respectfully,

Dallas Alley,  
Director of Land Use and Economic Development

\*Mayor, Finance Director, Land Use and Economic Development Director, Economic Development Coordinator, and City Attorney

## CHECKLIST

**APPLICANT:** \_\_\_\_\_

- \_\_\_\_\_ Grant Application (Exhibit "A" or "E" – see procedures) is completed and signed.
- \_\_\_\_\_ One paper copy and one electronic copy is submitted to the City's Staff Liaison.

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### *\*For Committee / City Use Only\**

- \_\_\_\_\_ Considered by Review Committee
- \_\_\_\_\_ Recommendation to Finance Committee
- \_\_\_\_\_ Finance Committee Recommendation

#### **City Council Review:**

\_\_\_\_\_ Funding Denied      \_\_\_\_\_ Funding Approved      \$\_\_\_\_\_ Funding Amount

#### **Post Award Requirements**

- \_\_\_\_\_ Exhibit "B" (Hotel/Motel Tax Funding Agreement) has been completed by both parties.
- \_\_\_\_\_ Exhibit "C" (Waiver and Release) has been completed and signed by organization.
- \_\_\_\_\_ All applicable permits / licenses have been acquired by the Organization.
  - \_\_\_\_\_ Not Applicable
  - \_\_\_\_\_ Reviewed by Director of Land Use & Economic Development
  - \_\_\_\_\_ Reviewed by Director of Parks and Recreation
  - \_\_\_\_\_ Reviewed by Liquor Commissioner
- \_\_\_\_\_ All Insurance requirements/forms have been submitted.
  - \_\_\_\_\_ Not Applicable
  - \_\_\_\_\_ Staff Review / Initials
- \_\_\_\_\_ Funds Distributed
- \_\_\_\_\_ Exhibit "D" (Post-Event Report) has been completed and returned to the City for 2024 (if applicable)

## **HOTEL / MOTEL TAX GRANT FUNDING POLICY**

### **Background:**

Per City Code 36-2-7, proceeds resulting from the imposition of the Hotel/Motel Tax shall be appropriated into a special fund to be used and applied for the promotion and development of tourism and conventions in the City of Fairview Heights. The primary responsibility of the "City of Fairview Heights Hotel / Motel Sub-Committee" is to convene and make recommendations to the City Council as to the orderly disbursements of funds collected. As a "Home Rule Municipality", the City Council reserves the right to utilize Hotel/Motel tax funds towards general operations.

### **Policy:**

It is the express intent of the City Council and the "Hotel/Motel Grant Funding Program" that residue taxes collected and available from the Hotel/Motel Tax Fund are to be used for the following purposes:

1. Community Cultural Events
  - a. Continuing event heritage.
  - b. Nurture new events.

Further, it is the intent of the City Council that an event receiving a grant may have funds split among the following expense categories that will then be apportioned to the above purposes:

1. Direct event programming costs.
2. City services needed to protect public safety and property.
3. Promotional and marketing costs.
4. Permanent beautification or public improvement costs.

### **Procedural Guidelines:**

1. Grant application requests shall be in writing using a common format/form.
  - 1) For requests in excess of \$2,500 use "Exhibit A"
  - 2) For requests equal to or below \$2,500 use "Exhibit E – Short Form"
2. Requests shall be submitted by March 6<sup>th</sup>, 2025.
3. The City's staff liaison shall assemble the grant request packets and forward the completed requests to the City Review Committee.
4. The Director of Economic Development shall collect all grant application submissions and distribute to the Review Committee\* for a future meeting.
5. The Review Committee shall grade each application using the Evaluation Worksheet (Exhibit "F").
6. The Review Committee shall report via memo and display the requested amount vs. the recommended grant decisions to the Aldermanic Finance Committee.
7. The Finance Committee shall review the committee's recommendation and forward a funding resolution to the City Council.
8. The City Council shall approve the grant awards by resolution upon review of committee recommendation and with regard to budget restrictions and conformance with policy and procedure guidelines established herein.

9. The "Hotel/Motel Tax Funding Agreement" (Exhibit "B") shall be executed by the Mayor of the City of Fairview Heights and the receiving organization.
10. The "Grant Waiver and Release" (Exhibit "C") shall be executed by the receiving organization.
11. Funds shall be disbursed in the following manner:
  - 1) One-third of the grant will be awarded immediately after May 1, 2025;
  - 2) One-third of the grant will be awarded 10 days prior to the actual event; and
  - 3) One-third of the grant will be awarded within 10 days of submission of the Post-Event Report.
12. In the event an applicant who receives a reimbursement fails to fully execute the event due to negligent activity that results in citation or permit being revoked, the organization may be required to return the reimbursement and not be eligible for future grant awards until the amount is repaid.
13. Changes in the use of grant funds (as stated in the application) after funds have been awarded must be requested to the Committee in writing. The Committee shall review the request and make a recommendation to the City Council for approval or denial.
14. Event data shall be summarized and reported to the Committee within 90 days of the end of the event of program. A complete financial accounting will be included on a form provided by the Committee (Exhibit "D").

Examples of eligible expense category are as follows:

a. *Community Cultural Events*

i. Art Fairs /  
Exhibits/Festivals

ii. Art Education

### **Conclusion:**

The Hotel/Motel Tax funds should be used to develop the culture and heritage of the community that helps define the community and make it attractive to visits by non-residents, and in all other respects nurtures our community as a point of destination for the traveling public and increasing the appeal for new businesses and quality of life for the residents of Fairview Heights. The overall goal is to increase the number of hotel stays in our community and to extend the stays of travelers and thereby increasing taxes for funds available to the city.

\*Mayor, Finance Director, Land Use and Economic Development Director, Economic Development Coordinator, and City Attorney

## EXHIBIT "A"

### HOTEL/MOTEL FUND GRANT APPLICATION

(For Requests in excess of \$2,500)

#### Organization Information

- 1) Name and Address of Applicant (Organization):

Midwest Salute to the Arts

PO BOX 2032

Fairview Heights IL

- 2) Website Address: MidwestSalute.com

- 3) Contact Person:

a) Name: Sharon Kassing

b) Phone: 618.792.4675

c) Fax: NA

d) Email: skassing@midwestsalute.com

- 4) Is this a Non-Profit Organization? Yes ☒ No ☐

- 5) Status of Organization (i.e. Foundation, Corporation, etc): 501 (c) 3

- 6) Agency Tax ID # 61-1519199

#### Event Information

- 7) Fiscal Year of the Event: 2025-2026

- 8) Name of the Event: 37th Midwest Salute to the Arts

- 9) Date(s) of the Event: August 22,23,24, 2025

- 10) Location of the Event: Moody Park on Longacre

- 11) Description of the Event:

Three day juried art festival featuring up to 100 artists, live entertainment, Artist demonstration, children's activities including our Children's Creation Station, where kids create their own masterpieces and our one-of-a-kind "kids only" Art Gallery, where children shop for their own piece of art donated by the participating artists.

Our event is held in a beautiful park setting with a VIP Sponsor Mixer on Friday night.

See below for a link to the 2024 Midwest Salute to the Arts Booklet:

[https://issuu.com/hearstmidwest/docs/midwestsalutetothearts2024?fr=xKAE9\\_zU1NQ](https://issuu.com/hearstmidwest/docs/midwestsalutetothearts2024?fr=xKAE9_zU1NQ)

12) Funding Request Amount: \$ 55,000

13) Projected Attendance for the Event: 30000

14) Expected Overnight Stays for the Event: 100

15) Description / Purpose of Funding Request:

The Midwest Salute to the Arts Council is requesting funds from the City of Fairview Heights so that we may continue to hold this City's nationally recognized event in August. Fairview Heights signature event is held in beautiful Everett Moody Park on Longacre, in the HEART of Fairview Heights IL. As costs have increased over the years, we feel the requested amount is necessary to maintain the high standards that the Midwest Salute to the Arts has grown to represent. We respectfully ask that the committee consider awarding funds in support of the 37th Midwest Salute to the Arts in August. All funds will be invested into the production of the event through advertising, marketing, and development of a successful Art show while striving to improve our cities hardscape with Public Art. The Salute is solely based on unpaid volunteer hours. We believe in our mission and the support of Arts in our community.

16) Other Sources of Project Funding:

Individual Donations: \$ 5400

Grants: \$ 10000 applied/pending outcome

Private Businesses: \$ 9000

17) Do you anticipate the need for "in-kind" services from City resources or staff? If so, please describe the nature of your request along with an estimated number of hours needed. Yes,

Fairview Heights Police Department for security: 168 hours; Security has been provided by the FHPD since the beginning of the Art Show in 1988. Fairview Heights Parks Laborer to assist during the open hours of event: 2 to 3 as assigned by the parks department.

The Midwest Salute to the Arts as always appreciates any and ALL assistance from the City of Fairview Heights and is many departments.

18) Continuing / New Activity:

a) Is this event... New \_\_\_\_\_ Continuing XX

b) Do you expect it to be an Annual Event? Yes XX No \_\_\_\_\_

c) Do you anticipate requiring regular and continued funding? Yes XX No \_\_\_\_\_

d) Did you receive funding last year? Yes XX No \_\_\_\_\_

e) If "d" = yes,

i) What amount did you receive? \$ 48,000

ii) Did you meet the Post-Event Reporting Requirements? Yes XX No \_\_\_\_\_

19) Sponsors

If applicable, please list key sponsors that donate funds or provide "in-kind" services, along with the pledged amount anticipated for the event.

|   | SPONSOR                 | AMOUNT OF SPONSORSHIP |
|---|-------------------------|-----------------------|
| 1 | Please see attachment I |                       |
| 2 |                         |                       |
| 3 |                         |                       |
| 4 |                         |                       |
| 5 |                         |                       |

20) Benefits to City Tourism:

Describe how this activity attracts and/or contributes to tourism and overnight stays in the City of Fairview Heights.

The Salute will be hosting up to 100 artists many of them with companions to our city. Those of which will stay in our city Hotels and surrounding area.

Food and Beverage tax will be generated from artists and visitors to our event Thursday through Sunday night. Along with outside visitors coming to our event.

Food and Beverage Vendors at the event will also be responsible for paying their own sales tax.

21) Additional Information:

Provide any additional information which will assist the City in evaluating your project and its benefit to the City of Fairview Heights (attachments are welcomed).

We are pleased to announce:

The 37th Midwest Salute to the Arts will again be partnering with ArtVillage Fairview Heights for their 3rd Annual Outdoor Sculpture Exhibition Curated by Catharine Magel; Aug 22-24, 2025  
Moody Park, Fairview Heights IL

Please see attachment II

22) Event / Project Budget

Please list all revenues and expenses, on a separate sheet (similar format) if necessary. Complete project expense information must be provided on this document. Quoted estimates must be provided when possible and when not possible, describe in an attachment how the expense was estimated.

**Revenues:**

|                                           |          |
|-------------------------------------------|----------|
| Hotel / Motel Tax Grant                   | \$ _____ |
| <a href="#">Please see attachment III</a> | \$ _____ |
| _____                                     | \$ _____ |
| _____                                     | \$ _____ |
| _____                                     | \$ _____ |
| _____                                     | \$ _____ |
| _____                                     | \$ _____ |

**Total Revenues:** \$ \_\_\_\_\_

**Expenses:**

| Expenditure Types | Amount   |
|-------------------|----------|
| _____             | \$ _____ |
| _____             | \$ _____ |
| _____             | \$ _____ |
| _____             | \$ _____ |
| _____             | \$ _____ |
| _____             | \$ _____ |

**TOTAL EXPENSES:** \$ \_\_\_\_\_

23) If you are a previous recipient of Hotel/Motel Funds, attach Exhibit "D". If previously provided, please disregard.

24) Attach Event Plan and Budget; Timeline for upcoming event; Marketing efforts

25) Can event occur without city financial assistance: \_\_\_ Yes ☒ No

26) Has event previously been held in Fairview Heights: ☒ Yes \_\_\_ No If yes, how many years in existence? 37 years

27) Projected sales tax generation: Event \_\_\_\_\_ Indirect \_\_\_\_\_

28) Number of volunteers associated with event? 200+

29) Nonprofit or for profit event? nonprofit

30) Address security, traffic control for event, and Health Department and Fire Department approval in Event Plan? ☒ Yes \_\_\_ No

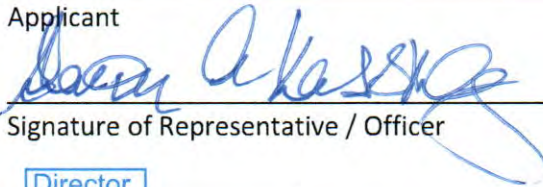
31) Why should event be funded? Attach narrative.

I certify the information contained in this application is complete, accurate, and fully discloses the scope and intent of my request for funding from the Hotel/Motel Tax Grant Program. I agree to comply with the City's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

By signing this application, I accept and agree to be bound by the terms and conditions of the Hotel/Motel Tax Grant Program as administered by the City of Fairview Heights in compliance with current federal, state and local laws.

Sharon A Kassing

Applicant



Signature of Representative / Officer

Director

Title

March 5, 2025

Date

## EXHIBIT "B"

### Hotel / Motel Tax Funding Agreement

This sets forth the agreement ("Agreement") between the City of Fairview Heights ("City") and \_\_\_\_\_ (the "Organization"), with its principal place of business at \_\_\_\_\_, relating to the use of Hotel/Motel Tax Funds.

#### 1) Use of Funds

The Organization agrees to use the Funds for the Event/Project described in the Hotel/Motel Tax Funding Application. The application is attached as Exhibit "A" to this Agreement and incorporated herein by reference. The Organization agrees that any Hotel/Motel Tax funds received can only be used to directly promote tourism and the convention and hotel industry, in accordance with State Statutes

#### 2) General Terms

- a) Location: The Organization agrees the Event must be located in the City of Fairview Heights corporate limits, extra-territorial jurisdiction or in sufficiently close proximity as to reasonably attract tourists to the City of Fairview Heights.
- b) Status of Organization: The Organization must be an organization or corporation governed by a board of directors. Applicant must also be in good financial standing and financial safeguards in place to protect public funds.
- c) Promotional Materials and Sponsorship: The Organization agrees that any promotional material must contain the City of Fairview Heights "Crossroads of Prosperity" logo, which can be supplied by the City upon request. The Organization also agrees the City must be listed as a sponsor/partner of the event or project. The Organization agrees to provide a copy of all advertisements for the Event/Project.
- d) Audit: The Organization agrees the City has the right to audit the books or financial records of Organization if it receives Hotel/Motel Occupancy Tax revenues.
- e) Notification Requirements: The Organization agrees to notify overnight lodging establishments in writing of the upcoming Event and provide the City with proof of that notification.

#### 3) Permits & Licenses

If applicable, the Organization agrees to comply with all permits and license requirements of the event, and acknowledges the receipt of the Hotel/Motel Tax Grant is contingent upon a review of such by the Director of Land Use & Development, Director of Parks & Recreation, and Liquor Commissioner.

#### 4) Insurance

Any organization receiving Hotel/Motel Tax Grant Funds shall be required to meet the current conditions set forth within the City's Revised Code of Ordinances section 29-2-1 (Group Activities). Those requirements include the following:

- Original Certificate of Insurance (Public Liability Insurance - \$1,000,000 per occurrence) must be submitted to the City Clerk's Office ten (10) working days prior to the event.

- In the event liquor/beer is sold at the event, an Original Certificate of Insurance must be directed to the Liquor Commissioner (Liquor Liability - \$1,000,000 per occurrence) ten (10) working days prior to the event.
- Carnival Ride Companies will be required to provide an Original Certificate of Insurance (Liability Coverage - \$1,000,000 per occurrence) ten (10) working days prior to the event.

5) Reporting and Reimbursement

The Organization is responsible for completing the Post Event Report Form (Exhibit "D") with the finalized information explaining the Hotel Occupancy Tax Revenues within 90 days of the Event. The Organization must provide receipts for review to affirm that the expenses comply with the stated purposes during the application process. The report will be reviewed by City staff and the Tourism Committee. Failure to submit the report may result in future funding disqualification.

6) Termination

Either party may terminate this Agreement if the other commits a material breach of this Agreement; provided, however, that the terminating party has given the other written notice and the other party has failed to remedy or cure the breach within ten (10) days of such notice.

7) Remedies

If the City terminates this Agreement as a result of the Organization's breach, then in addition to any other remedies to which the City may be entitled by reason of such breach, the City shall have the right to the recovery of all Hotel Occupancy Tax Revenues distributed to the Organization upon request. In addition, the City shall have the right to any attorney's fees incurred in the recovery of Hotel Occupancy Tax funds given to the Organization.

8) Venue

Venue for any dispute arising out of this Agreement shall be in St. Clair County, Illinois.

City of Fairview Heights

Applicant / Recipient

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: Mayor

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## EXHIBIT "C"

### HOTEL / MOTEL GRANT WAIVER AND RELEASE OF ALL CLAIMS

Whereas, \_\_\_\_\_ ("Organization") has applied for and  
been approved by the City of Fairview Heights ("City") for a grant of Hotel / Motel Tax funds for

\_\_\_\_\_.

NOW, THEREFORE, in consideration of the grant of Hotel / Motel Tax funds from the City, Grantee hereby agrees that in the event that, or as a result of the program or event sponsored by the Grantee, the City is made a party defendant in any litigation or any claim or demand is made against the City, the Grantee shall defend, indemnify, and hold harmless the City, its officers, agent, commissioners, and employee, individually and collectively, from and against any and all suits, claims, demands, set offs, or other actions, including but not limited to judgments arising therefrom. The obligation of the Grantee shall include and extend to payment of reasonable attorneys' fees for the representation of the City and its said officers, agents, commissioners, or employees in any litigation or investigation and includes expenses, court costs, and all other fees associated with any litigation, claim, or demand, or appeal.

ORGANIZATION / GRANTEE: \_\_\_\_\_

SIGNER: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

**EXHIBIT "D"**  
**POST-EVENT REPORT**

**ORGANIZATION INFORMATION**

Fiscal Year of the Event: 2025-2026

Name of the Event: \_\_\_\_\_

Date(s) of the Event: \_\_\_\_\_

Funding Amount Received: \$ \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

**PROJECT OR EVENT**

*The Organization is encouraged to attach copies of receipts, contracts, etc which display the use of the grant funds received.*

How were the funds actually used?

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What was the actual percentage of events costs covered by the grant? \_\_\_\_\_%

If applicable, what was the estimated hours of "In-Kind" services provided by city staff? \_\_\_\_\_

What is your estimate of the actual attendance at the event? \_\_\_\_\_

Number of volunteers participating in event? \_\_\_\_\_

How many room nights were generated at Fairview Heights hotels by attendees of this event? \_\_\_\_\_

What issues, if any, could be better addressed in the future?

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What method did you use to determine the number of room nights generated?

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What marketing initiatives did you utilize to promote hotel and activity for this event?

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Please Submit completed form to:

City of Fairview Heights  
Attn: Heather Hinson, Economic Development Director  
10025 Bunkum Road  
Fairview Heights, IL 62208

## EXHIBIT "E"

### HOTEL/MOTEL FUND GRANT APPLICATION – SHORT FORM

*(For Requests Equal to or Less than \$2,500)*

#### Name and Address of Applicant (Organization):

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#### Contact Person:

Name: 

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Phone: 

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Fax: 

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Email: 

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#### Event Information

1. Name of the Event: 

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2. Date(s) of the Event: 

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3. Location of the Event: 

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4. Description of the Event & Purpose of Funding Request:

5. Funding Request Amount: \$ 

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6. Projected Attendance for the Event: 

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7. Expected Overnight Stays for the Event: 

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*"Our mission is to provide a successful forum to bring art to the region and promote art appreciation,  
while helping to impact art lovers in our city and surrounding region."  
Art for Everyone, Art Every Day!*

The Mission of the Midwest Salute to the Arts is to provide a successful forum to bring art to the region and promote art appreciation for all ages.

Our goal is to share this experience with young and old alike, while bringing additional sales tax revenue to the City from visitors and artists alike, while enjoying our many restaurants and retail shopping.

The Midwest Salute to the Arts all volunteer Council is requesting \$55,000 from the City of Fairview Heights so that we may continue to hold this City's nationally recognized event in August. This **signature** event is held in beautiful Everett Moody Park on Longacre, in the **HEART** of Fairview Heights IL. As costs have increased over the years, we feel the requested amount is necessary in order to maintain the high standards that the Midwest Salute to the Arts has grown to represent. We also recognize that the committee will receive requests from other important and equally deserving organizations.

We respectfully ask that the committee consider awarding funds in support of the **37th Midwest Salute to the Arts** in August. The Arts Council would like to use any additional funds for:

- **Operational Expenses:** The \$55,000 will be used to fund the operational expenses to make the event happen. (See attached proposed budget for further breakdown.)
- **Advertising Campaign:** 2025 funding will also be used for an increased/enhanced advertising campaign to target artist awareness of The Midwest Salute to the Arts and to increase the quality and number of artists who apply to our show. This will also help create more awareness of the arts in our community.

The Midwest Salute to the Arts has a rich history of success, attracting thousands of visitors and showcasing the incredible talent of artists from across the region. Our event has consistently received positive feedback from both participants and attendees, highlighting its impact on the local arts community and economy.

Thank you for your consideration.

Respectfully,

The Midwest Salute to the Arts Council



## 2025 Sponsors

|                                         |                         |
|-----------------------------------------|-------------------------|
| City of Fairview Heights(pending)       | \$55000 35+ Years       |
| Ameren Illinois Grant (applied/pending) | \$                      |
| Kassly Mortuary LTD.                    | \$3000 36+ years        |
| Scott Credit Union                      | \$3000 18+years         |
| Pyramid Electric                        | \$300 11+ years         |
| Howenstein Family Dentistry             | \$2000 27+ years        |
| Morgan Stanley Paul Baeske              | \$2000 4 years          |
| Renewal by Anderson                     | \$2000 6+ years         |
| Collins & Sons Flooring America         | \$500 5 years           |
| Heartland Bank & Trust                  | \$1000 7 years          |
| Associated Bank                         | \$2500 8 years          |
| Andria's Steakhouse                     | \$750 New               |
| Holland Construction                    | \$300 7 years           |
| George A Lanxon Piling Sales INC        | \$500 30+ years         |
| Mark Kern Chairman St Clair Co Boards   | \$500 10+ years         |
| Mayor Mark Kupsky                       | \$300 Award underwriter |
| Becker, Hoerner & Ysursa P.C.           | \$500 5+ years          |
| First Mid-Illinois Bank                 | \$750 5+ years          |
| Edward Jones Joel Pierce                | \$300 New               |
| Kona Ice of Alton & University City     | \$400 New               |
| Janet Freed ReMax                       | \$300 2 years           |
| Memorial Hospital                       | \$250 9+ years          |
| HSBS St Elizabeth's-Family Health       | \$250 5+ years          |

The Midwest Salute to the Arts is a Non-Profit Organization under Section 501 (c) (3) of the Internal Revenue Code.  
P.O. Box 2032 Fairview Heights IL, 62208  
[www.midwestsalute.com](http://www.midwestsalute.com)



|                                        |                 |
|----------------------------------------|-----------------|
| Representative Jay Hoffman             | \$250 9+ years  |
| Pat & Mel Baeske                       | \$1000 5+ years |
| Collins & Sons Flooring America        | \$500 3+ years  |
| Dennis Baricevic                       | \$250 27+ years |
| John & Marti Baricevic                 | \$500 28+years  |
| D Jacknewitz                           | \$100 30+ years |
| Steve & Marty Bausano                  | \$550 11+ years |
| Michael & Yvonne Doonan                | \$200 6+ years  |
| Alderman Brenda Wagner & Gary Crawford | \$300 4 years   |
| Alderman Barbara Brumfield             | \$300 4 years   |
| Alderman Harry Zimmerman & Pat Peck    | \$300 4 years   |
| Alderman Bill Poletti                  | \$100 4 years   |

#### In-Kind Sponsors

|                               | In-Kind Value | Years     |
|-------------------------------|---------------|-----------|
| Hearst Community Media Group  | \$15000+      | 7+ years  |
| Traube Tent & Structures      | \$1,000       | 33+ years |
| BND                           | \$3000        | 20+ years |
| Munie Greencare Professionals | \$5,000       | 1 year    |
| TechKnow Solutions            | \$5,000       | 10+ years |
| J Harris Photography          | \$3000        | 5 years   |
| Tilted Tulip Floral & Gift    | Priceless     | 3 years   |
| Better News Papers            | \$1,000       | 34+ years |
| Aspen Waste                   | \$1,500       | 10+ years |
| Concept Shoe Repair           | \$2,500       | 10+ years |
| Dutch Hollow Supplies         | \$1500        | 3 years   |
| Market Place Magazine         | \$1000        |           |



|                                           |           |           |
|-------------------------------------------|-----------|-----------|
| Effinger's Garden Center                  | \$500     | 33+ years |
| St Clair County Transit(Cooling Trolly)   | Priceless | 5+ years  |
| Amie like the Song Graphic Design         | \$2000    | 6+ years  |
| Grand Rental Station                      | \$500     | 33+ years |
| BreakThru Distributors                    | Priceless | 6+years   |
| Chick Fritz                               | Priceless | 6 years   |
| The Goleaner Family                       | Priceless |           |
| Millennia Professional Services           | \$250     | 26+ years |
| Discover Downstate ILINOIS(15%disc)       |           | 16+ years |
| 88.7 WSIE Jazz Radio                      | 3000      | 3 years   |
| FKG Oil (Moto Mart)                       | \$100     | 13+ years |
| Cope Marine                               | \$400     | 4+ years  |
| Gil Klein                                 | \$100     | 5+years   |
| Nothing Bundt Cakes                       | \$750     | 5+ years  |
| Hawaiian Brothers                         | \$250     | 2 years   |
| Raisin Cane's                             | \$252     | 3 years   |
| Bella Vista Winery                        | \$350     | 2 years   |
| Poppo's Pizzeria & Pub                    | \$250     | New       |
| Momma's House Treats & Eats               | \$200     | New       |
| Los Amigo's Mexican Restaurant            | \$200     | 2 years   |
| Wendy's                                   | \$100     | 7+ years  |
| McDonalds                                 | \$100     | 7+ years  |
| St Clair Bowl                             | \$100     | 7+ years  |
| Fazoli's                                  | \$50      | 6+ years  |
| McAllister's                              | 450       | 6+ years  |
| Pizza Hut                                 | \$50      | 7+ years  |
| 1 <sup>st</sup> National Bank of Waterloo | ATM       |           |
| Smoothie King                             | \$400     | 2 years   |



*"Our mission is to provide a successful forum to bring art to the region and promote art appreciation, while helping to impact art lovers in our city and surrounding region."  
Art for Everyone, Art Everyday!*

We are thrilled to announce:

The 37<sup>th</sup> Midwest Salute to the Arts will again be partnering with  
ArtVillage Fairview Heights for their 3rd Annual Outdoor Sculpture Exhibition

Curated by Catharine Magel; Aug 22-24, 2025

Moody Park, Fairview Heights IL

## FINANCIAL RESPONSIBILITY

- ❖ As always, Salute is 100% operated and produced by unpaid volunteers. The members of the Board invest countless hours of donated time, talent & labor throughout the year.
- ❖ We are a 501c (3) non-profit organization, and as such, are audited by an outside accounting firm.
- ❖ We have always provided the City with our previous year's financials, and a proposed budget analysis for the current year.
- ❖ The Salute will be hosting up to 100 artists, many of them with companions to our city. Those of which will stay in our city Hotels and surrounding area.
- ❖ Food and Beverage tax will be generated from artists and visitors to our event Thursday through Sunday night. Along with outside visitors coming to our event.
- ❖ Food and Beverage Vendors at the event will also be responsible for paying their own sales tax i.e.; Bella Vista Winery, Knights of Columbus, Takozz Food Truck & more!

Here are a few of the things the Arts Council is doing to continue to create an exciting direction for the **37<sup>th</sup> Midwest Salute to the Arts**:

- 11<sup>th</sup> Annual Midwest Salute to the Arts Kick Off event hosted by Associated Bank held Thursday, July 24, 2025. 6-8pm
- This year we have added Artist, Linda Lawson to demonstrate work and exhibit during the Kick Off event.



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*Art for Everyone, Art Everyday!*

- Our Next Midwest Salute Fundraiser will be held Saturday, April 12, 2025, at Knights of Columbus Hall in Fairview Heights. Join us for a Fun evening of Trivia!
- Increased Enhanced Advertising with our major ad sponsors focusing on increased Web and Social Media ads. Featuring: **The City of Fairview Heights & Midwest Salute to the Arts**
  - Hearst Media Community Group with the Edwardsville Intelligencer & Alton Telegraph, Print, digital & social media Campaigns
  - BND print & digital
  - Herald Publications (Better Newspapers) Ads and Salute inserts leading up to the event; Fairview Heights Tribune, Scott AFB, Troy & Mascoutah papers
  - Market Place Magazine 2 page spread
  - Breese Journal Ads
  - O'Fallon Weekly Ads
  - Discover Downstate Illinois Tourism Guides & social media campaigns
  - Great Day 4 St. Louis live Thank you to the City!
  - KTVI – Studio STL segment plus FB post on FOX2 FB & IG
  - KSDK – Shout Out FB posts week up to Salute
  - Live Remote KTRS 550 Live Remote with the Inside/Out Show
  - Live Remote WSIE 88.7 & radio ads ran for the 4 weeks prior to Salute
  - IHeart Media with KLOU 103.3 & 107.7
  - KY98 & KEZK Ads
  - ZAPP Call for Entry (nationwide)
  - Artfair Calendar
  - Artfair Source Book
  - Sunshine Artist Magazine ad & digital Plus! Write up in the December Magazine
  - Sauce Magazine – Social media ads

-Continual improvement to our Mobile Friendly Website & increased scheduled Social Media postings and advertising on Facebook & Instagram



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while helping to impact art lovers in our city and surrounding region."  
Art for Everyone, Art Everyday!*

## SPONSORS

We are aggressively seeking major sponsorships for:

1. In kind services (thus saving on expenses) \$38,000+
2. Advertising, where we can trade advance media advertising for on-ground acknowledgements.
3. Trade of \$40,000+
4. Operational needs, such as food, drinks, golf carts, Décor, Cooling Station, Hospitality, ..... (fill in the blanks!)
5. Corporate Sponsorships to date over 100 letter/emails have been distributed. Now in the process of personal follow up.
6. Updated Sponsorship Package

## Advanced Sales

**Our pre-purchase program in an Advanced Sales Art Patron format, called Masterpiece Money, is back, and we need your help! After consulting with art fairs in several other cities, we have observed the financial benefits of advance sales, which can contribute to 10% to 25% of total art sales.**

**Get involved and make a difference! Your participation in the Masterpiece Money program will not only support local artists but also enhance the overall success of our event. Purchase your Masterpiece Money in advance and be ready to spend it at the event**

### **How Masterpiece Money Works:**

1. **Purchase in Advance:** Art patrons can purchase Masterpiece Money in advance, which will be included with all invitational tickets mailed in the month prior to the event.
2. **Use at the Event:** Masterpiece Money can be used to buy artwork at the event, giving patrons a convenient and exciting way to support artists.
3. **Boost Attendance:** We predict this will enhance attendance, as invitees will have Masterpiece Money to spend, making the event more engaging and enjoyable.



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*Art for Everyone, Art Everyday!*

## **Grants**

MICROSOFT 365 ENTERPRISE E2 (Re Grant Awarded 2025) 8<sup>th</sup> year

- ❖ Email – Microsoft Exchange
- ❖ Instant Messaging
- ❖ Network Meeting(go to meeting)
- ❖ Share Point-content management
- ❖ File Sharing Storage

Ameren Illinois (applied)

Illinois Cultural Data Project (applied)

Illinois ARTS Council Agency (applied)

Walmart Community Grant (applied)



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**Midwest Salute to the Arts  
Projected Budget  
Expenses 2025**

| <b>Area</b>                             | <b>Budget<br/>Amount</b> |
|-----------------------------------------|--------------------------|
| Advertising/Promotions/Art Book/Website | \$62,000.00              |
| Artist Awards Gala                      | \$1500.00                |
| Children's Gallery                      | \$500.00                 |
| Children's Entertainment                | \$2,000.00               |
| Children's Workshop                     | \$500.00                 |
| Competition/Judging                     | \$18,400.00              |
| Entertainment                           | \$6,000.00               |
| Food Court                              | \$1000.00                |
| General Administration                  | \$2,500.00               |
| Grounds/Equipment                       | \$17000.00               |
| Hospitality                             | \$750.00                 |
| Friday Night Gala                       | \$2,500.00               |
| Sponsorship Development                 | \$250.00                 |
| SWIC Student Exhibit                    | \$300.00                 |
| Souvenirs                               | \$1500.00                |
| Kick Off Event                          | <u>\$1500.00</u>         |
| <b>Total Expenses</b>                   | <b>\$118,200.00</b>      |

**Projected  
Income 2025**

| <b>Area</b>         | <b>Budget<br/>Amount</b> |
|---------------------|--------------------------|
| Children's Area     | \$1500.00                |
| Artists Competition | \$35,000.00              |
| Food Court          | \$500.00                 |
| Fund Raising        | \$3,500.00               |
| Souvenirs           | \$1000.00                |
| Sponsorship/Grants  | <u>77,000.00</u>         |
| <b>Total Income</b> | <b>\$118,500.00</b>      |

## Midwest Salute to the Arts

Location: Fairview Heights, IL  
 Dates: Aug. 23-25, 2024  
 Contact: Midwest Salute to the Arts  
 Website: [MidwestSalute.com](http://MidwestSalute.com)  
 Email: [skassing@midwestsalute.com](mailto:skassing@midwestsalute.com)  
 Phone: 618-792-4675  
 Venue: 100% outdoors  
 Space fees: \$325 to \$650  
 Exhibitors: 90+  
 Attendance estimate: 8,000

### FASTAUDIT SHOW SCORES BY ARTISTS

|                          |     |
|--------------------------|-----|
| Sales .....              | 6.6 |
| Quality of Work .....    | 8.5 |
| Balance of Mediums ..... | 8.8 |
| Prestige of Show .....   | 8.3 |
| Attendance .....         | 5.8 |
| Weather .....            | 6.5 |
| Advertising .....        | 8.6 |
| Management .....         | 9.2 |
| Artist Treatment .....   | 9.2 |
| Artist Amenities .....   | 9.3 |
| Judging and Awards ..... | 9.1 |
| Layout .....             | 9.4 |
| Load-In/-Out .....       | 9.4 |
| Parking .....            | 9.4 |
| (1=lowest; 10=highest)   |     |

### COMPILED FROM FASTAUDIT REVIEWS

The Midwest Salute to the Arts is one of the longest running art festivals in southern Illinois. Eighty-eight percent of the artists who reviewed 2024's event said they would exhibit again.

"We love this show. It's classy and well-done," said a wood artist who made \$2,000. "We participate every year. The show directors, volunteers, and customers are excellent. Well organized. Great communication. Very enjoyable. They treat artists very well."

One mixed media artist reported \$4,200 in sales. This artist would do the show again due to the nice people.

The community support is why an artist whose medium is painting wants to be invited back. The artist made \$7,000.

A wood artist who had \$1,150 in sales would return. "Hot weather may have affected attendance," the artist said.

A jewelry artist whose sales totaled \$2,500 would as well, saying it was a well-produced and organized show.



Attendees are ready to shop at last August's Midwest Salute to the Arts.  
 Photo courtesy of Paul Seibert



With his paintings as the backdrop, Robert Cornman poses with a youngster during the Midwest Salute to the Arts.  
 Photo courtesy of Sharon Kassing

Sales totaled \$1,200 for a wood artist who wants to do the show again due to the excellent staff.

### Show Hours Comments

A ceramicist who made \$2,000 would not return. This artist thought the hours were too long and was disappointed in the caliber of the award winners.

A mixed media artist also thought the hours — until 10 p.m. Friday and 8 p.m. Saturday — were too long. This artist did not say how much was made and might do the show again.

### More Feedback

An artist whose mediums are drawing and printmaking would not participate again due to poor sales and attendance. The artist did not say how much was made and suggested all sponsors/non-artists be placed in their own area or near the food trucks.

A wood artist who had \$2,000 in sales would return.

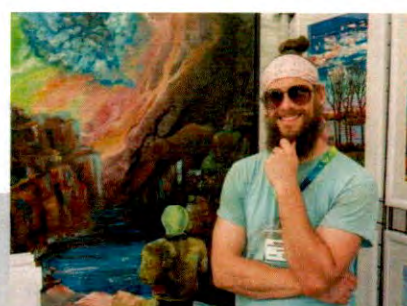


Clay artist Bill Bowen is ready for the Midwest Salute to the Arts.

Photos courtesy of Jay Harris



Robert Asselmeier shows the variety of his work during the Midwest Salute to the Arts.



Michigan artist Robert Barrett is surrounded by some of his pieces at the Midwest Salute to the Arts.



Mixed-media artist Sharon Aach received an Award of Excellence for her work at the Midwest Salute to the Arts.



Glass artists Christy and Tony Bodnar, of Collinsville, Illinois, were among the exhibitors at the Midwest Salute to the Arts.



Mixed-media artist Emily Cross traveled from St. Louis to participate in the Midwest Salute to the Arts.



Sue and Mark Ferguson, of Racine, Wisconsin, received an Award of Excellence at 2024's Midwest Salute to the Arts.



Pictured with her work at the Midwest Salute to the Arts is jewelry artist Kathy Fields.



Among the artists exhibiting at the Midwest Salute to the Arts was Shelby Nichols.

An artist whose medium is painting made \$2,500. "I would give it another try," the artist said.

A jewelry artist's sales were close to \$1,300. The artist would participate again and said, "It has a lot of potential — need wealthy people from St. Louis to come to Fairview Heights."

A fine art artist who reported about \$1,100 in sales would do the show again. "It's always pretty hot out, but that hasn't been too detrimental most years," the artist said. "I also like the people who run the fair."

A jewelry artist who made \$1,100 said, "Attendance could have been better, but the event was well presented." The artist would return.

An artist whose medium was painting would do the show again because the promoter treats the artists well. "The organizers do all they can to make this show a success. I'm not sure why sales are low this year — no fault of the organizers," said this artist who made \$450.

Also interested in future participation is another artist whose medium was painting. This artist made \$8,400 and said, "I like it when the artists are treated well."

### SHOW PROMOTER'S SELF-REVIEW

The Fairview Heights Arts Council considered the 36th annual Midwest Salute to the Arts a success. "With 90-plus artists exhibiting, every booth location was filled. As usual, we had a great diversity of artists in all of our 10 fine arts categories," said Paul Seibert.

The nonprofit arts council sponsors and creates the show. Seibert is a volunteer member of that council.

He said while daytime temperatures were high, they were not the extreme temperatures they experienced in 2023. Plus, there was no rain or wind, making it a comfortable event for exhibitors and attendees.



Photographer Matthew Piper converses with an attendee during the Midwest Salute to the Arts.  
Photo courtesy of Jay Harris



Andrew Rola is busy with customers at the Midwest Salute to the Arts. He received Best of Show for his artwork.  
Photo courtesy of Jay Harris



Illinois artist Gregory Pratt is pictured with some of his photography during the Midwest Salute to the Arts.  
Photo courtesy of Jay Harris



Activity continues in the evening at the Midwest Salute to the Arts.  
Photo courtesy of Michael Davenport

"As this is an outdoor arts fair, weather is important though not within our control," Seibert said. "Friday night attendance exceeded our expectations. Sunday attendance was somewhat lower than expected."

Attendance was estimated at 8,000, with Seibert saying the International Festival of Nations in nearby St. Louis likely competed for attention that weekend.

### What Artists Said

"Without exception, artists raved about how we took care of them," he said. Artists commented on the easy in and out; event being organized, well-run, and well-curated; level of hospitality; nice amenities; beautiful setting; music and food; good communication pre-event; electricity set up; nice sidewalk paths for attendees; engaged judges; and real bathrooms.

"Art sales were mixed. Most of our exhibitors reported good sales. Several reported disappointing sales," Seibert said. "Overall foot traffic seemed lower this year than other recent years. Perhaps the St. Louis International Festival of Nations, not usually on the same date, drew from our usual attendance."

### What the Promoter Learned

Responses from exhibiting artists suggested the show's hours be adjusted. "Numerous comments inferred that closing an hour earlier each day would be appreciated," he said. "We will be considering that."

### Their Best Improvement

"We added additional food trucks again this year. And we always look to improve our support of our exhibiting artists," Seibert said.

His message to those considering this show is, "Come here to be taken care of. Allow us to use the words of our exhibiting artists." One said, "The committee, council, and the volunteers — you all are amazing. I want to thank you for all you do — completely amazing — the time, planning, and benefits for all the artists. You all truly care about us."

Another artist said, "The artists are treated so well. Volunteers are great. Very good organization. You guys are awesome. We love it here!"

# Save the Date

MIDWEST



## Salute to the ARTS 2025



# August 22-24

## Weekend before Labor Day!

LEARN MORE AT

[midwestsalute.com](http://midwestsalute.com)



# Save the Date

MIDWEST *Salute to the*  
**ARTS**  
2025



# August 22-24



## Weekend before Labor Day!

discover **DOWNSTATE**  
**ILLINOIS** enjoy **illinois**



LEARN MORE AT  
[midwestsalute.com](http://midwestsalute.com)



**FAIRVIEW  
HEIGHTS**  
Crossroads of Prosperity

Wingfest 2025

FISCAL YEAR 2025-2026

FINAL

# HOTEL / MOTEL TAX GRANT FUNDING PROGRAM

Applicant Packet



## FAIRVIEW HEIGHTS

*Adopted: January 20<sup>th</sup>, 2015,*

*Updated & Recommended for Acceptance: February 9<sup>th</sup>, 2016,*

*Approved by City Council: February 16, 2016*

February 2025

Dear Potential Hotel / Motel Grant Applicants,

The City of Fairview Heights Business Alliance Commission (BAC) appreciates your interest in the Hotel/Motel Grant Funding Program. The funding for this program is generated from a local tax applied to overnight stays at hotels in Fairview Heights. The purpose of the program is to promote overnight stays in local hotels by providing funding assistance to events that bring people to our community. Therefore, projects that encourage overnight stays are preferred in accordance with State statutes.

This packet is designed to provide you with all the documents needed from beginning to end of the funding cycle. Please refer to the checklist provided on the following page to assist you throughout the process. Funding will cover expenses in Fiscal Year 2025/2026, which runs from May 1, 2025 to April 30, 2026. Expenses can occur only during this time period. Please try to be as complete as possible within the application. For those questions which do not apply to your application, simply insert "n/a" or "not applicable". You may also attach additional documentation, as you feel necessary.

One hard copy and one electronic copy of your application must be received at the Fairview Heights Municipal Complex, 10025 Bunkum Road, Fairview Heights, Illinois 62208 by 5:00 p.m. on Thursday, March 6, 2025 – no exceptions. The applications should be marked to the attention of Heather Hinson – Economic Development Coordinator. Electronic versions can be sent to [heather.hinson@cofh.org](mailto:heather.hinson@cofh.org).

All applications will be submitted to the Economic Development Coordinator, and referred to the Director of Land Use and Economic Development. Based on guidelines of the attached policy, the Director and Review Committee\* shall make funding recommendations to the City's Aldermanic Finance Committee. Following a review by the Finance Committee, the awarding of funds concludes via adoption of a Resolution by the City Council.

If you have any questions regarding the process and/or City requirements, please contact Heather Hinson at [heather.hinson@cofh.org](mailto:heather.hinson@cofh.org). Thanks again for your interest in this program. We look forward to receiving your application.

Respectfully,

Dallas Alley,  
Director of Land Use and Economic Development

\*Mayor, Finance Director, Land Use and Economic Development Director, Economic Development Coordinator, and City Attorney

## CHECKLIST

APPLICANT: Midwest Wingfest, Inc - Wheels for Warriors

- ☒ Grant Application (Exhibit "A" or "E" – see procedures) is completed and signed.
- ☐ One paper copy and one electronic copy is submitted to the City's Staff Liaison.

---

### *\*For Committee / City Use Only\**

- ☐ Considered by Review Committee
- ☐ Recommendation to Finance Committee
- ☐ Finance Committee Recommendation

#### City Council Review:

☐ Funding Denied      ☐ Funding Approved      \$  Funding Amount

#### Post Award Requirements

- ☐ Exhibit "B" (Hotel/Motel Tax Funding Agreement) has been completed by both parties.
- ☐ Exhibit "C" (Waiver and Release) has been completed and signed by organization.
- ☐ All applicable permits / licenses have been acquired by the Organization.
- ☐ Not Applicable
- ☐ Reviewed by Director of Land Use & Economic Development
- ☐ Reviewed by Director of Parks and Recreation
- ☐ Reviewed by Liquor Commissioner
- ☐ All Insurance requirements/forms have been submitted.
- ☐ Not Applicable
- ☐ Staff Review / Initials
- ☐ Funds Distributed
- ☐ Exhibit "D" (Post-Event Report) has been completed and returned to the City for 2024 (if applicable)

## **HOTEL / MOTEL TAX GRANT FUNDING POLICY**

### **Background:**

Per City Code 36-2-7, proceeds resulting from the imposition of the Hotel/Motel Tax shall be appropriated into a special fund to be used and applied for the promotion and development of tourism and conventions in the City of Fairview Heights. The primary responsibility of the "City of Fairview Heights Hotel / Motel Sub-Committee" is to convene and make recommendations to the City Council as to the orderly disbursements of funds collected. As a "Home Rule Municipality", the City Council reserves the right to utilize Hotel/Motel tax funds towards general operations.

### **Policy:**

It is the express intent of the City Council and the "Hotel/Motel Grant Funding Program" that residue taxes collected and available from the Hotel/Motel Tax Fund are to be used for the following purposes:

1. Community Cultural Events
  - a. Continuing event heritage.
  - b. Nurture new events.

Further, it is the intent of the City Council that an event receiving a grant may have funds split among the following expense categories that will then be apportioned to the above purposes:

1. Direct event programming costs.
2. City services needed to protect public safety and property.
3. Promotional and marketing costs.
4. Permanent beautification or public improvement costs.

### **Procedural Guidelines:**

1. Grant application requests shall be in writing using a common format/form.
  - 1) For requests in excess of \$2,500 use "Exhibit A"
  - 2) For requests equal to or below \$2,500 use "Exhibit E – Short Form"
2. Requests shall be submitted by March 6<sup>th</sup>, 2025.
3. The City's staff liaison shall assemble the grant request packets and forward the completed requests to the City Review Committee.
4. The Director of Economic Development shall collect all grant application submissions and distribute to the Review Committee\* for a future meeting.
5. The Review Committee shall grade each application using the Evaluation Worksheet (Exhibit "F").
6. The Review Committee shall report via memo and display the requested amount vs. the recommended grant decisions to the Aldermanic Finance Committee.
7. The Finance Committee shall review the committee's recommendation and forward a funding resolution to the City Council.
8. The City Council shall approve the grant awards by resolution upon review of committee recommendation and with regard to budget restrictions and conformance with policy and procedure guidelines established herein.

9. The "Hotel/Motel Tax Funding Agreement" (Exhibit "B") shall be executed by the Mayor of the City of Fairview Heights and the receiving organization.
10. The "Grant Waiver and Release" (Exhibit "C") shall be executed by the receiving organization.
11. Funds shall be disbursed in the following manner:
  - 1) One-third of the grant will be awarded immediately after May 1, 2025;
  - 2) One-third of the grant will be awarded 10 days prior to the actual event; and
  - 3) One-third of the grant will be awarded within 10 days of submission of the Post-Event Report.
12. In the event an applicant who receives a reimbursement fails to fully execute the event due to negligent activity that results in citation or permit being revoked, the organization may be required to return the reimbursement and not be eligible for future grant awards until the amount is repaid.
13. Changes in the use of grant funds (as stated in the application) after funds have been awarded must be requested to the Committee in writing. The Committee shall review the request and make a recommendation to the City Council for approval or denial.
14. Event data shall be summarized and reported to the Committee within 90 days of the end of the event of program. A complete financial accounting will be included on a form provided by the Committee (Exhibit "D").

Examples of eligible expense category are as follows:

a. *Community Cultural Events*

- i. Art Fairs /  
Exhibits/Festivals

ii. Art Education

**Conclusion:**

The Hotel/Motel Tax funds should be used to develop the culture and heritage of the community that helps define the community and make it attractive to visits by non-residents, and in all other respects nurtures our community as a point of destination for the traveling public and increasing the appeal for new businesses and quality of life for the residents of Fairview Heights. The overall goal is to increase the number of hotel stays in our community and to extend the stays of travelers and thereby increasing taxes for funds available to the city.

\*Mayor, Finance Director, Land Use and Economic Development Director, Economic Development Coordinator, and City Attorney

## EXHIBIT "A"

### HOTEL/MOTEL FUND GRANT APPLICATION

(For Requests in excess of \$2,500)

#### Organization Information

- 1) Name and Address of Applicant (Organization):

Midwest Wingfest, Inc  
812 Bassett Street  
O'Fallon IL 62269

- 2) Website Address: www.midwestwingfest.com

- 3) Contact Person:

a) Name: Doug Shoemaker  
b) Phone: (618) 795-0790  
c) Fax: \_\_\_\_\_  
d) Email: d.shoemaker@hfmloans.com

- 4) Is this a Non-Profit Organization? Yes ☒ No ☐

- 5) Status of Organization (i.e. Foundation, Corporation, etc): Sole 3

- 6) Agency Tax ID # 45-1161443

#### Event Information

- 7) Fiscal Year of the Event: 2025-2026

- 8) Name of the Event: Wheels for Warriors ; presented by Midwest Wingfest

- 9) Date(s) of the Event: Oct 3 : 6:00-9:00 , Oct 4 : 8:30-8:00pm

- 10) Location of the Event: Moody Park

- 11) Description of the Event: Wingfest is a family friendly event featuring chicken wings, food vendors, and live music. We have vendor awards for best wings, a wing eating contest, kids area, sponsor booths, and beverages. A car show will be on Saturday.

12) Funding Request Amount: \$ 30,000.<sup>00</sup>

13) Projected Attendance for the Event: 2000.<sup>00</sup>

14) Expected Overnight Stays for the Event: —

15) Description / Purpose of Funding Request:

*Funding will be used for advertisement and promotion, along with infrastructure. This includes electric, sanitary, stage/lights, safety barriers, and security.*

16) Other Sources of Project Funding:

Individual Donations: \$ 1000.<sup>00</sup>

Grants: \$                     

Private Businesses: \$ 10,000.<sup>00</sup>

17) Do you anticipate the need for "in-kind" services from City resources or staff? If so, please describe the nature of your request along with an estimated number of hours needed.

*Signage and barricades from public works. (6 hrs.)*

18) Continuing / New Activity:

a) Is this event...

New        Continuing ✓

b) Do you expect it to be an Annual Event?

Yes ✓ No       

c) Do you anticipate requiring regular and continued funding?

Yes ✓ No       

d) Did you receive funding last year?

Yes ✓ No       

e) If "d" = yes,

i) What amount did you receive? \$ 38,000

ii) Did you meet the Post-Event Reporting Requirements?

Yes ✓ No

19) Sponsors

If applicable, please list key sponsors that donate funds or provide "in-kind" services, along with the pledged amount anticipated for the event.

|   | SPONSOR                  | AMOUNT OF SPONSORSHIP |
|---|--------------------------|-----------------------|
| 1 | Chick Fritz Distributing | \$500.00              |
| 2 | Homestead Financial      | \$1500.00             |
| 3 | ReMax                    | \$2000.00             |
| 4 | Car Max                  | \$2500.00             |
| 5 | Morrison Plumbing        | \$1000.00             |

20) Benefits to City Tourism:

Describe how this activity attracts and/or contributes to tourism and overnight stays in the City of Fairview Heights.

Wingfast draws a crowd from throughout the region, resulting in revenue generated through sales tax and hotel stays.

21) Additional Information:

Provide any additional information which will assist the City in evaluating your project and its benefit to the City of Fairview Heights (attachments are welcomed).

Narrative: Midwest Wingfest Hotel/ Motel Application 2025

The Midwest Wingfest has been a very successful, family friendly event for the last fourteen years (barring extreme weather or a pandemic). The event has provided a positive atmosphere for members of our community, the surrounding regions, and people from across the country to get together, enjoy great food, music, and discover what Fairview Heights has to offer. In addition to the fun of event itself, our city benefits from an intense marketing campaign across the region and from the ancillary spending which occurs in our city but not actually on the event grounds, like retail sales and hotel stays.

This year, Wheels for Warriors, presented by Midwest WingFest will be a change from prior formats. We are changing our date (now Oct 3<sup>rd</sup> & 4<sup>th</sup>), structure, and location this year. After the events on Saturday night last year, CBL and event organizers have decided not to have the event at St. Clair Square. Our plan is to move the event to Moody Park, scale down the size, and focus on a one-day event. We plan to start a little earlier on Saturday, and have the event closed shortly after dark, with times running 8:30am to 8:00pm. Friday night will be from 6:00pm to 9:00pm.

Security has always been a top priority for Midwest Wingfest, and we learned last year that we need an adjustment. Any event catering to a large crowd has to be prepared for possible issues. We have been working with the FHPD to complete after incident planning meetings and with their assistance we have updated recommendations for protecting everyone at the event. In addition to the during event security, we ensure there is security on the premises throughout the night and during the hours when the event is not open to the public. Safety of our guests, above and beyond security, has been a focus of our planning. With large crowds also exists the potential for health related issues. We ensure that we have trained medical response teams available during the entire event. We also plan proactively by having cooling stations, misters, and water available when we are facing extreme heat situations.

For 2025, as in years past, Midwest Wingfest will work closely with the local fire department and the health department to ensure that every aspect of the event is safe for our vendors, our volunteers, and our guests. The fire department will once again inspect all temporary structures for safety and ensure all of the vendors have the necessary fire suppression devices. All vendors must also have the necessary equipment, according to health department guidelines, to ensure safe preparation and serving of food items. This is a requirement of all of our vendors and they will not be permitted to do any kind of business until they have passed inspection.

## Initial Outline of Events:

Rebranding of the event to "Wheels for Warriors presented by Midwest Wingfest". Event held in Moody Park and scaled back for first year.

### Friday October 3<sup>rd</sup> – 6:00-9:00 p.m.

- Private event in the evening to honor local heroes with live entertainment, auctions, guest speakers and dinner

### Saturday October 4<sup>th</sup> – 8:30 a.m. to 8:00 p.m.

- Public Area – ends at 6:00 p.m., Moody Park completely closed at 6:00 for private event
- Flags throughout the park, city to request Rotary to put flags up in Fairview Heights
- Car Show 8:30-12:30
- Patriotic Convoy – route to be determined, arrives in Moody Park at approximately 11:30
- Touch a Truck – military and first responder vehicles 12:00-5:00
- 19<sup>th</sup> annual wing eating contest
- Kids Area
- Climbing Wall
- Food out of the main pavilion?
- Private / VIP Area -Fenced in ball diamond closes at 8:00 p.m., considered VIP section fee to enter
- Live Music
- Food vendors
- Beer tent
- Parking – will need several people to direct parking to maximize the number of cars in the field.
- Barricades between the parking area and the activity area
- Ball field utilized for the live music, only one access point for PD to control
- Possible partnership with Backstoppers, they have several events in Missouri but not a big presence in Illinois - Executive Director Lt. Col. Lawrence M. O'Toole

22) Event / Project Budget

Please list all revenues and expenses, on a separate sheet (similar format) if necessary. Complete project expense information must be provided on this document. Quoted estimates must be provided when possible and when not possible, describe in an attachment how the expense was estimated.

**Revenues:**

Hotel / Motel Tax Grant

|  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |
|  |

\$ Attached Budget

|    |
|----|
| \$ |
| \$ |
| \$ |
| \$ |
| \$ |
| \$ |
| \$ |

**Total Revenues:**

\$ \_\_\_\_\_

**Expenses:**

Expenditure Types

|  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |
|  |

Amount

\$ Attached Budget

|    |
|----|
| \$ |
| \$ |
| \$ |
| \$ |
| \$ |
| \$ |
| \$ |

**TOTAL EXPENSES:**

\$ \_\_\_\_\_

| Vendor/ Sponsor Name            | Description                    | Payment    | Deposit            |
|---------------------------------|--------------------------------|------------|--------------------|
| <b>REVENUES</b>                 |                                |            |                    |
| <b>REVENUE SPONSOR</b>          |                                |            |                    |
| City of FVH                     | Sponsorship                    |            | \$30,000.00        |
| Morrison Plumbing               | Sponsorship                    |            | \$1,000.00         |
| Homestead Financial             | Sponsorship                    |            | \$1,500.00         |
| CarMax                          | Sponsorship                    |            | \$2,500.00         |
| Chick Fritz                     | Sponsor                        |            | \$5,000.00         |
| Clayborn, Canty, MZ, Pankey     | Individual Sponsors            |            | \$1,000.00         |
| ReMax                           | Sponsorship                    |            | \$2,000.00         |
|                                 |                                |            | <b>\$43,000.00</b> |
| <b>REVENUE EVENT</b>            |                                |            |                    |
| Wing Eating Registration        | Wing Eating Registration       |            | \$200.00           |
| CASH Event                      | CASH Event                     |            | \$40,000.00        |
|                                 | 1500 people x \$20             |            | <b>\$16,200.00</b> |
|                                 | 5000 beer sales                |            |                    |
|                                 |                                |            |                    |
| <b>REVENUE VENDORS</b>          |                                |            |                    |
| Vendor Booth (5 Business)       | Booth Rental                   |            | \$0.00             |
| Vendor Booth (2 non profit)     | Booth Rental                   |            | \$0.00             |
| Sponsor/Vendor Booths (2)       | Booth Rental                   |            | \$0.00             |
|                                 |                                |            | <b>\$0.00</b>      |
|                                 |                                |            |                    |
| <b>TOTAL REVENUE 2025</b>       |                                |            | <b>\$59,200.00</b> |
| <b>EXPENSES</b>                 |                                |            |                    |
| <b>EXPENSES OPERATIONAL</b>     |                                |            |                    |
| Web Hosting                     | Website                        | \$500.00   |                    |
| Kerber, Eck, & Breckle          | Tax Prep                       | \$1,500.00 |                    |
| Tents                           | Traube and Armbruster          | \$2,000.00 |                    |
| Audacy                          | Radio Advertising              | \$8,000.00 |                    |
| Web Domain Purchase             |                                | \$200.00   |                    |
| Schmale Insurance Agency        | Liability & Liquor Ins.        | \$7,000.00 |                    |
| City of FVH                     | Liquor Permit                  | \$50.00    |                    |
| City of Fairview Heights        | Permits: Electric & Inspection | \$150.00   |                    |
| ILCC                            | Liquor License                 | \$75.00    |                    |
| Eating Contest Trophies         |                                | \$300.00   |                    |
| Gifts for Individuals - Doug    | Signage                        | \$1,000.00 |                    |
| Supplies- General               |                                | \$500.00   |                    |
| Chick Fritz - Delivery \$15,000 | BEER                           | \$5,000.00 |                    |
| VIP Booth Supplies              | Food, plates, etc              | \$1,000.00 |                    |
| Fryers                          | Repairs- Professional Kitchens | \$200.00   |                    |
| Wing Eating Contests            |                                | \$300.00   |                    |
| Best Wing Contests              | Vendors                        | \$300.00   |                    |
| A1 Rental                       | Bar top tables/ equipment      | \$1,000.00 |                    |
| Artic Ice                       | Ice & Trailer                  | \$2,000.00 |                    |

|                               |                       |             |             |
|-------------------------------|-----------------------|-------------|-------------|
| Kuna Food Service             | Chicken Wings         | \$2,000.00  |             |
| Pyramid Electric              | Electric inspect      | \$350.00    |             |
| Shirts, Token , Wristbands    |                       | \$500.00    |             |
| Shytower Sound Industries     | Stage, lights, sound  | \$8,000.00  |             |
| Green2Go                      | Generators & Cabeling | \$5,000.00  |             |
| FHPD Security                 |                       | \$5,000.00  |             |
| Ferrelli Gas                  | Gas Tanks             | \$1,700.00  |             |
|                               |                       | \$53,625.00 |             |
|                               |                       |             |             |
| <u>EXPENSES CAPITAL</u>       |                       |             |             |
| Supplies                      | Generator, cords      | \$0.00      |             |
| Radio Purchase                | Radio Purchase        | \$0.00      |             |
| Fryers                        |                       | \$0.00      |             |
|                               |                       | \$0.00      |             |
|                               |                       |             |             |
| <u>EXPENSES ENTERTAINMENT</u> |                       |             |             |
|                               |                       |             |             |
| Live Music                    | Entertainment         | \$5,000.00  |             |
|                               |                       | \$5,000.00  |             |
|                               |                       |             |             |
| TOTAL EXPENSES 2025           |                       |             | \$58,625.00 |
|                               |                       |             |             |
|                               |                       |             | \$575.00    |
|                               |                       |             |             |
|                               |                       |             |             |
|                               |                       |             |             |
|                               |                       |             |             |
|                               |                       |             |             |

23) If you are a previous recipient of Hotel/Motel Funds, attach Exhibit "D". If previously provided, please disregard.

24) Attach Event Plan and Budget; Timeline for upcoming event; Marketing efforts

25) Can event occur without city financial assistance: \_\_\_ Yes ☒ No

26) Has event previously been held in Fairview Heights: ☒ Yes \_\_\_ No If yes, how many years in existence?

27) Projected sales tax generation: Event NA Indirect \_\_\_\_\_

28) Number of volunteers associated with event? 100

29) Nonprofit or for profit event? Non-Profit

30) Address security, traffic control for event, and Health Department and Fire Department approval in Event Plan? ☒ Yes \_\_\_ No

31) Why should event be funded? Attach narrative.

I certify the information contained in this application is complete, accurate, and fully discloses the scope and intent of my request for funding from the Hotel/Motel Tax Grant Program. I agree to comply with the City's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

By signing this application, I accept and agree to be bound by the terms and conditions of the Hotel/Motel Tax Grant Program as administered by the City of Fairview Heights in compliance with current federal, state and local laws.

Midwest Wingfest, Inc.  
Applicant

Doug Shoemaker  
Signature of Representative / Officer

President  
Title

3/6/2025  
Date

  
CFO

## EXHIBIT "B"

### Hotel / Motel Tax Funding Agreement

This sets forth the agreement ("Agreement") between the City of Fairview Heights ("City") and

\_\_\_\_\_ (the "Organization"), with its principal place  
of business at \_\_\_\_\_, relating to the use of Hotel/Motel Tax Funds.

1) Use of Funds

The Organization agrees to use the Funds for the Event/Project described in the Hotel/Motel Tax Funding Application. The application is attached as Exhibit "A" to this Agreement and incorporated herein by reference. The Organization agrees that any Hotel/Motel Tax funds received can only be used to directly promote tourism and the convention and hotel industry, in accordance with State Statutes

2) General Terms

- a) Location: The Organization agrees the Event must be located in the City of Fairview Heights corporate limits, extra-territorial jurisdiction or in sufficiently close proximity as to reasonably attract tourists to the City of Fairview Heights.
- b) Status of Organization: The Organization must be an organization or corporation governed by a board of directors. Applicant must also be in good financial standing and financial safeguards in place to protect public funds.
- c) Promotional Materials and Sponsorship: The Organization agrees that any promotional material must contain the City of Fairview Heights "Crossroads of Prosperity" logo, which can be supplied by the City upon request. The Organization also agrees the City must be listed as a sponsor/partner of the event or project. The Organization agrees to provide a copy of all advertisements for the Event/Project.
- d) Audit: The Organization agrees the City has the right to audit the books or financial records of Organization if it receives Hotel/Motel Occupancy Tax revenues.
- e) Notification Requirements: The Organization agrees to notify overnight lodging establishments in writing of the upcoming Event and provide the City with proof of that notification.

3) Permits & Licenses

If applicable, the Organization agrees to comply with all permits and license requirements of the event, and acknowledges the receipt of the Hotel/Motel Tax Grant is contingent upon a review of such by the Director of Land Use & Development, Director of Parks & Recreation, and Liquor Commissioner.

4) Insurance

Any organization receiving Hotel/Motel Tax Grant Funds shall be required to meet the current conditions set forth within the City's Revised Code of Ordinances section 29-2-1 (Group Activities). Those requirements include the following:

- Original Certificate of Insurance (Public Liability Insurance - \$1,000,000 per occurrence) must be submitted to the City Clerk's Office ten (10) working days prior to the event.

- In the event liquor/beer is sold at the event, an Original Certificate of Insurance must be directed to the Liquor Commissioner (Liquor Liability - \$1,000,000 per occurrence) ten (10) working days prior to the event.
- Carnival Ride Companies will be required to provide an Original Certificate of Insurance (Liability Coverage - \$1,000,000 per occurrence) ten (10) working days prior to the event.

5) Reporting and Reimbursement

The Organization is responsible for completing the Post Event Report Form (Exhibit "D") with the finalized information explaining the Hotel Occupancy Tax Revenues within 90 days of the Event. The Organization must provide receipts for review to affirm that the expenses comply with the stated purposes during the application process. The report will be reviewed by City staff and the Tourism Committee. Failure to submit the report may result in future funding disqualification.

6) Termination

Either party may terminate this Agreement if the other commits a material breach of this Agreement; provided, however, that the terminating party has given the other written notice and the other party has failed to remedy or cure the breach within ten (10) days of such notice.

7) Remedies

If the City terminates this Agreement as a result of the Organization's breach, then in addition to any other remedies to which the City may be entitled by reason of such breach, the City shall have the right to the recovery of all Hotel Occupancy Tax Revenues distributed to the Organization upon request. In addition, the City shall have the right to any attorney's fees incurred in the recovery of Hotel Occupancy Tax funds given to the Organization.

8) Venue

Venue for any dispute arising out of this Agreement shall be in St. Clair County, Illinois.

City of Fairview Heights

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: Mayor

Date: \_\_\_\_\_

Applicant / Recipient

By: *Michael, CFO*

Name: *Doug Shanahan*

Title: *President*

Date: *3/6/25*

## EXHIBIT "C"

### HOTEL / MOTEL GRANT WAIVER AND RELEASE OF ALL CLAIMS

Whereas, \_\_\_\_\_ ("Organization") has applied for and  
been approved by the City of Fairview Heights ("City") for a grant of Hotel / Motel Tax funds for  
\_\_\_\_\_.

NOW, THEREFORE, in consideration of the grant of Hotel / Motel Tax funds from the City, Grantee hereby agrees that in the event that, or as a result of the program or event sponsored by the Grantee, the City is made a party defendant in any litigation or any claim or demand is made against the City, the Grantee shall defend, indemnify, and hold harmless the City, its officers, agent, commissioners, and employee, individually and collectively, from and against any and all suits, claims, demands, set offs, or other actions, including but not limited to judgments arising therefrom. The obligation of the Grantee shall include and extend to payment of reasonable attorneys' fees for the representation of the City and its said officers, agents, commissioners, or employees in any litigation or investigation and includes expenses, court costs, and all other fees associated with any litigation, claim, or demand, or appeal.

ORGANIZATION / GRANTEE: \_\_\_\_\_

SIGNER: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

**EXHIBIT "D"**  
**POST-EVENT REPORT**

**ORGANIZATION INFORMATION**

Fiscal Year of the Event: 2025-2026

Name of the Event: \_\_\_\_\_

Date(s) of the Event: \_\_\_\_\_

Funding Amount Received: \$ \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

**PROJECT OR EVENT**

*The Organization is encouraged to attach copies of receipts, contracts, etc which display the use of the grant funds received.*

How were the funds actually used?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What was the actual percentage of events costs covered by the grant? \_\_\_\_\_%

If applicable, what was the estimated hours of "In-Kind" services provided by city staff? \_\_\_\_\_

What is your estimate of the actual attendance at the event? \_\_\_\_\_

Number of volunteers participating in event? \_\_\_\_\_

How many room nights were generated at Fairview Heights hotels by attendees of this event? \_\_\_\_\_

What issues, if any, could be better addressed in the future?

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What method did you use to determine the number of room nights generated?

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What marketing initiatives did you utilize to promote hotel and activity for this event?

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Please Submit completed form to:

City of Fairview Heights  
Attn: Heather Hinson, Economic Development Director  
10025 Bunkum Road  
Fairview Heights, IL 62208

*(For Requests Equal to or Less than \$2,500)*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

1. Name of the Event: \_\_\_\_\_
2. Date(s) of the Event: \_\_\_\_\_
3. Location of the Event: \_\_\_\_\_
4. Description of the Event & Purpose of Funding Request:  
  
\_\_\_\_\_
5. Funding Request Amount: \$ \_\_\_\_\_
6. Projected Attendance for the Event: \_\_\_\_\_
7. Expected Overnight Stays for the Event: \_\_\_\_\_