

GAIA COMMUNITY EVENT CREATION AND ENHANCEMENT GRANT

Purpose: The purpose of this program is to promote and expand cultural, music, and other quality of life enhancing events in the area. These events should financially benefit the sponsoring entity while providing an economic benefit opportunity from the attendance to businesses in the community.

Eligible Entities: State & County entities, Cities, Schools, Chamber of Commerce, Economic Development groups, non-profit entities, local clubs, churches, fair associations, festivals, all-school reunion committees, etc. who are sponsoring the event. Events where businesses are providing entertainment within their business in a for-profit setting are not eligible.

Maximum Grant: The maximum amount of reimbursement per grantee application is up to 50% of the out-of-pocket expense related to the development or expansion of the event not to exceed \$1,000. Note: Grants may be approved at a less than 50% level at the discretion of the GAIA board's review of the cost to benefit and risk being taken by the event sponsor(s).

Grant Application: To be considered groups shall provide a written proposal indicating the history of the event. This proposal shall include details regarding the portion of the event that is being expanded including an estimate of the cost and other sponsorships being utilized. New events shall provide details for the creation of the event as well as the projected benefit to the community and respective local businesses. Events providing an entertainment opportunity with a portion of the profit being used to enhance the community will receive higher priority.

Grant Approvals: There is a limited amount of funds available for this grant, and applications will be scored by the GAIA Board based on the impact had on the event and community. Approvals will only be granted for requests made *prior* to the beginning of any expansion or creation of event. All approvals are subject to funds being available for this program. Projects will be individually reviewed for acceptability by the GAIA Board of Directors before approval. Events utilizing this program must occur in 2021 unless otherwise approved by the GAIA Board of Directors. **Note: Materials and hired labor used must be purchased locally in the respective community unless not otherwise readily available.**

APPLICATION PROCESS

- ◆ All applicants must submit an application form (attached) as well as a synopsis of the event development or expansion. Further supporting information may be requested by the board of directors.
- ◆ Applicants will be notified by the GAIA office as to board decisions within two weeks of submission unless otherwise stated at time of submission.