

# LSE Program Application

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## Application for Large Special Event Funding

The requested figures are non-binding estimates, but are crucial to program operation and efficient use of limited dollars. Please assure there is suitable justification for the estimates. Additional information and pledges may be required before funds are awarded. Include out-of-state exhibitors and organizers as attendees unless special consideration desired.

### APPLICANT

Primary CVB:

CVB Contact:

CVB Contact Phone:

CVB Contact Email:

Partner CVBs or Civic Groups:

Other Major Supporters:

### EVENT

Event Name:

Event Organization:

Event Start Date: *(Do not include shoulder dates)*

Event End Date:

Proposed Venue:

Proposed Venue City:

LSE Funds Requested:

Approval Needed By:

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## EVENT INFORMATION

Event Name:

Is there a formal RFP or RFI?      Yes      No

*If Yes, please attach a copy.*

Has this event been held in your community previously?      Yes      No

If so, when:

### Past Events

Year/Dates	Host City	Attendees

### Future Events

Year/Dates	Host City

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## CALCULATION DATA

<b>A ATTENDEES /VISITORS (INCLUDE SPONSORS EXHIBITORS UNLESS SPECIAL CIRCUMSTANCE)</b>	
A-1	<b>Total attendees</b>
A-2	Non-Michigan, overnight %
A-3	Non-Michigan day tripper %
A-4	Michigan resident overnight %
A-5	Michigan day tripper %

<b>B EXPENDITURE AND LODGING DAYS IN AREA</b>	
B-1	Non-Michigan overnight visitors, average # of days (such as 2.5)
B-2	% at hotels, # output
B-3	% with friends, relatives, etc.
B-4	Non-Michigan day-tripper avg days (slightly more than 1.0, such as 1.1)
B-5	% overnight with non-attendee companions (such as 12%)
B-6	Avg. # of hotel nights (likely first whole number below B-1)
B-7	Adults per room (may vary considerably, such as 1.7)
B-8	Average room rate during events (excluding taxes)

<b>C ROOM BASES AREA LODGING FEES/TAXES (excluding state sales taxes)</b>	
C-1	Area lodging tax (%)
C-2	CVB or other promotional fee (8%)

<b>D CASINO SPENDING SUBJECT TO COMMERCIAL GAMING TAX</b>	
D-1	Is event in Detroit? Yes/No

## SPECIAL CONSIDERATIONS

In special instances the Michigan spending of exhibitors and organizers may have exceptional relevance. Please note here or in a separate addendum.

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## BUDGET

### *PLANNED HOST BUDGET COMMITMENT TO SPONSOR/ORGAINIZER*

Do not include the expense of normal CVB, partner staff, volunteer time and normal public operations. Expenses only incurred within 30 days of the event and during the event are eligible.

Total budget planned: \$

Requested from Fund: \$

Committed from local supporters: \$

Additional local support sought: \$

Value of volunteer plans and commitments: \$

Primary uses of LSE fund grant:

## OTHER CONSIDERATIONS

Please provide as an addendum any other economic impacts that may be relevant.

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## GOALS, PRINCIPALS, OBJECTIVES

### Program goals

1. To provide a formalized program for CVBs to attract LSEs.
2. To assist in attracting additional spending into Michigan.
3. To assist in creating incremental state and local tax revenues.
4. To bring into balance the local cost and state revenue gain flow.

### Program principals

1. Apply only to "Large Special Events" that will generate significant incremental state revenues from out-of-state visitor spending.
2. Apply only to events where there is clear inter-state competition.
3. Apply only to events where organizers/sponsors are likely to receive operating costs inducement offers from competing communities in other states.
4. Provide sufficient flexibility that the program can be a useful tool for CVBs while impressing event organizers choosing future venues.
5. Assure proper safeguards; administer with few if any deducts from the MEDC grant.
6. Maintain necessary privacy for CVBs as they compete to host LSEs.

## LSE ELIGIBILITY AND PROGRAM

### Eligible event

1. The event must be multi-state or national (typically an annual event that changes host cities each year).
2. If held in Detroit, the LSE must involve over 4,000 participants (based upon previous years); non-Detroit events must involve at least 1,500 participants.
3. Must span at least 2.5 days (not including preparation).
4. At least 60% of the dollars to be spent in Michigan are likely to be derived from non-Michigan businesses or residents.
5. Has not been hosted by the community in the year previous to the event targeted.
6. Prior to being chosen to receive financial assistance, CVB officials must submit evidence that future public revenue gains will exceed the amount requested.
7. The application must have CVB involvement; joint CVB partnerships and partnerships with other civic or business promotion entities are encouraged.

### Eligible costs

1. Dollars, even if committed years earlier, can only be spent on hosting costs that occur within one month or during the event.
2. Capital expenditures not eligible.
3. Expenditures must meet the normal reimbursement validation and accounting rules of the MEDC, DMCVB, and the local CVB.