



SEA Grant Guidelines

GRANT PROGRAM

The purpose of the Sports & Events Authority Grant is to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays, and create a desire to return to the area.

First consideration will be given to *new* festivals, sport(s) tournaments, conferences, conventions, seminars, and special events benefiting Mitchell, South Dakota.

ELIGIBILITY

- Non-profit organizations, volunteer managed organizations, for-profit LLCs, and individuals may apply.
- Events must have an impact on overnight stays / generate hotel and motel room nights sold within Mitchell, South Dakota.

APPLICATION GUIDELINES

- All grant applications must be completed in its entirety, detailed and accurate, include required event budget, and authorized by applicant - only complete applications will be considered.
- All submitted grant applications must be presented to the SEA Advisory Committee at the next subsequent committee meeting.
- Events must create a positive image of Mitchell.
- Events must have an impact on overnight stays / generate hotel and motel room nights sold within Mitchell, South Dakota.
- A portion of the awarded funding must be used towards marketing the event to promote tourism in Mitchell, South Dakota.



SEA ADVISORY COMMITTEE REVIEW CRITERIA

- Projected tourism impact, including visitor spending and hotel/motel room nights generation.
- Level of community impact and public benefit.
- Quality of the proposed event.
- Evidence of careful financial planning.
- Evidence of need and sustainability/growth potential.

APPLICATION PROCEDURES

- Please complete and submit 45 days before event.
- Grant applications are reviewed monthly, the second Tuesday at 2 PM in the City Hall - Council Chambers.
- The Mitchell SEA Advisory Committee requires a short presentation about the submitted grant application.
- The Mitchell SEA Advisory Committee reviews and evaluates applications, completing a standard rating form, and makes recommendations as a group.
- Approximately 2 days after the approval/denial of the application, an email will notify applicant of grant status.
- The Mitchell SEA Advisory Committee reserves the right to accept or reject any application(s) - all decisions made by the SEA Advisory Committee are final
- The Mitchell SEA Advisory Committee reserves the right to request 1/2 of grant funds are disbursed prior to the event and **the second 1/2 are disbursed, post-event - AFTER SUBMISSION OF REQUIRED FOLLOW-UP EVALUATION FORM & FINANCIALS.**

INELIGIBLE ORGANIZATIONS & PROGRAMS

- Organizations that discriminate on the basis of race, color, creed, gender, national origin, or sexual orientation.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Individuals and organizations that have not fulfilled all previous grant administrative guidelines.