

Evansville Convention & Visitors Bureau  
**Special Events Policy**



Evansville Convention & Visitors Bureau | 401 S.E. Riverside Drive | Evansville, Indiana 47713  
(800) 433-3025 | (812) 421-2200 | (812) 421-2207 Fax | [VisitEvansville.com](http://VisitEvansville.com)

## PURPOSE

The Evansville Convention & Visitors Bureau has adopted this Special Events Policy in order to provide uniform guidelines for event organizers, producers, promoters and sponsors (collectively referred to as “Organizers”) to request assistance for marketing, promoting or producing a special event.

A “special event” is defined as:

1. An event or promotion which will occur during a limited period of time (e.g., day, multiday, week, weekend, annual), and
2. Promoted, designed and managed by private entrepreneurs who depend on public attendance or participation, and
3. Is in whole or in part directly beneficial to the Evansville, Indiana taxing district, having a substantial visitor economic impact on the taxing district and/or significant overnight accommodations sales.

This Special Events Policy will be provided to all organizers requesting special events assistance from the Evansville Convention & Visitors Bureau (ECVB). It is the intention of this special events policy to attract events that are or will become financially self-supporting and not require annual funding assistance.

## REQUESTS FOR ASSISTANCE

The ECVB is authorized to provide for three types of support for special events, and applicants may apply for any and/or all types of support:

1. Non-financial support through public relations, collateral distribution, website, calendar of events listing, visitor information services.
2. Indirect financial support for advertising and marketing, which will be approved in advance by the ECVB. 50% of approved funds will be provided upon approval. The balance of funding will be provided upon final summary and review of receipts and budgets for the event.
3. Direct support for operational expenses, which must be repaid to the ECVB immediately following the event. The organization will provide a guarantor and sign a promissory note payable to the ECVB.

All special events assistance requires written approval of the ECVB. Organizers must submit a written request for assistance to the ECVB. Deadlines for submitting applications for assistance vary and are described in Sections I, II, and III below.

Submit requests to:

Executive Director  
Evansville Convention & Visitors Bureau  
401 SE Riverside Drive  
Evansville, IN 47713



All requests for assistance under Sections I II and/or III must, at a minimum, provide detailed description of the special event, including the following information:

- Name and general description of event
- Desired location(s)
- Desired dates and times
- A detailed description of all activities planned during the special event
- Sponsor list (specify confirmed sponsors and anticipated sponsors)
- Vendor/exhibitor list (if applicable)
- Attendance (anticipated)
- Sleeping rooms required – daily and total (anticipated)
- Event map
- Security/safety plan for patrons, including emergency aid facilities and personnel
- A complete budget with estimated income and expenses
- A plan for all advertising and promotion of the special event
- Copies of available promotional materials (i.e., flyers, commercials, videos, etc.)
- Previous experience of organizer
- History of event (if previously produced)

Details in the written request are encouraged. The ECVB will notify the requesting organizer of the approval or denial of the request at its earliest convenience.

The ECVB reserves the right to approve or disapprove the suitability of any particular element of a proposed special event at its sole and absolute discretion. The ECVB reserves the right to deny assistance to any special event that may be inconsistent with the policies and goals of the ECVB. Decisions made by the Special Event Grant Committee may be appealed to the ECVB Board of Commissioners. The ECVB Board's decision on an appeal is final.

## **I. Request for Assistance to Promote a Special Event (not requiring funding)**

The ECVB will consider providing non financial support through one or more of the following

- Public relations (through ECVB)
- Collateral distribution
- Website calendar of events
- Printed calendar of events
- Visitor information services (1-888 support, phone center, fax-back, etc.)
- Evansville Visitors Center Welcome Center display
- Stock photography
- Stock video footage
- ECVB official logo

*Deadline for applications: 45 days prior to the event*

## **II. Request for Assistance to Promote a Special Event (requiring indirect funding)**

The ECVB will consider providing indirect financial support that includes “non-financial support” listed in Section I (above), plus advertising and marketing assistance that may include one or more of the following:

- Website
- Newspaper
- Magazines
- Trade publications
- Radio
- Television
- Cable TV
- Billboards
- Trade shows
- Media production
- Media placement

Any and all consideration for advertising mediums will be evaluated based on the overall economic impact produced by an event, as well as the media value as it directly impacts the destination.

Following the Special Event Grant Committee's review and recommendations any advertising and marketing assistance will require the following provisions:

- All promotion and advertising materials and budget must be approved in advance by the ECVB Commission (or staff if so authorized by the Commission).
- All paid promotion and advertising will be paid by the organizer and reimbursed by the ECVB upon proof of placement and payment.
- The ECVB may require the organization to solicit competitive bids on all expenditures.

All special events requesting indirect funding assistance will be required to supply full details as described in the "REQUEST FOR ASSISTANCE" section (above). In addition, the amount of funding assistance requested must be provided.

Deadline for applications: January 31 and June 30. Grants may be submitted at any time but will be reviewed by the Special Event Committee (Committee) at its discretion. The applicant must be prepared to demonstrate to the Committee and Commission how the project will be beneficial to the tourism industry in Vanderburgh County, and may be requested to appear before the Committee to answer questions.

The ECVB reserves the right to fund all or in-part or to decline the request of the organizer based on the projected economic impact to the tourism industry of Evansville, Indiana and Vanderburgh County. Special event funding recommendations are not final until the request has been reviewed and received voted approval by the board of Commissioners of ECVB.

### **III. Request for Operational Assistance for a Special Event (requiring direct funding)**

The ECVB will consider providing financial support in the form of a loan to any special event applicant requiring direct financial assistance for (but not limited to) the following operational expenses:

- Logistics (power, lighting, fencing, barricades, sanitation, clean-up, etc.)
- Security (private or police)
- Emergency services (EMS, fire, air rescue, etc.)
- Entertainment (talent, transportation, accommodations, etc.)
- Staging (stage, sound & lighting)
- Insurance
- Prize money
- Facilities rental

Operational assistance funding is subject to the following provisions:

- All applicants for loans provided by the ECVB shall submit a detailed financial statement on a ECVB approved form and must pass a credit check.
- Any Loan may, at the sole discretion of the ECVB, be required to be personally guaranteed by the organizer.
- All loans provided by the ECVB will be repaid net 30 days following the event.
- Loan repayment to the ECVB must be budgeted by the organizer as a primary expense, and the loan must be repaid before any other obligations, including (but not limited to) other loans, profit sharing, donations, etc.
- Event organizers unable to repay loans based on event profitability must make financial arrangements for repayment within 90 days following the conclusion of the event.
- Upon default of loan, organizer must repay loan proceeds and will be responsible for reasonable costs and attorney fees associated with the collection of the debt by the ECVB.

**All special events requesting operational assistance will be required to supply full detail as described in the “REQUESTS FOR ASSISTANCE” section (above). In addition, the amount of operational funding assistance requested must be provided.**

***Deadline for applications: January 31 and June 30.***

Grants may be submitted at any time but will be reviewed by the Special Event Committee (Committee) at its discretion. The applicant must be prepared to demonstrate to the Committee and Commission how the project will be beneficial to the tourism industry in Vanderburgh County, and may be requested to appear before the Committee to answer questions.

## GENERAL PROVISIONS FOR SPECIAL EVENT ASSISTANCE

### Funding Limitations

The ECVB reserves the right to approve, restrict or deny funding based on the performance projections of all special events. All funding provided to an approved special event will be in accordance with all state and local regulations regarding the proper use of tourist development tax collections.

Consideration for funds will not exceed one current budget year and will require a detailed special event summary and a new application for the next fiscal budget year.

The request for funding assistance must be received no later than January 31 and June 30 in order to be considered for the upcoming calendar year (January 1 to December 31).

### Permits

Organizers must secure and maintain at their cost all licenses, permits and/or other authorizations necessary to conduct the special event. Organizers must provide the ECVB with copies of all such required licenses, permits, and/or authorizations at least ten (10) days prior to the beginning of the special event.

### Compliance with Laws

Organizers agree to comply with all laws, regulations and ordinances applicable to the special event. All special events must meet the public safety criteria of the City of Evansville, Vanderburgh County, and Evansville Fire and Police Departments. All police, security, fire protection, emergency medical required by the special event permit(s) or required by the above-named agencies must be paid for by the organizer a minimum of ten (10) days in advance of the special event.

### Sanitation and Clean-Up

Organizers are responsible for sanitation and clean-up related to the special event. Organizers are responsible for coordinating with the City of Evansville and/or Vanderburgh County to ensure that toilet facilities are provided as required by the County Health Department. All organizers are responsible for providing the required number of trash containers and the disposal thereof. All costs for clean-up during and after the special event are the responsibility of the organizer. The ECVB will require proof of advance payment of toilet, sanitation and clean-up services a minimum of ten (10) days in advance of the special event.

### Vendors, Exhibitors & Sponsors

The organizer must provide to the ECVB lists of all vendors, exhibitors and sponsors participating in the event. The ECVB reserves the right to approve, decline or dismiss (in advance or on site) any vendor, exhibitor or sponsor whose conduct, merchandise, services, displays advertising, promotional materials and/or activities may be inconsistent with the policies and goals of the ECVB.

The lists of vendors, exhibitors and sponsors must be provided to the ECVB at the time of application, and monthly updates must also be provided. Updated lists must be provided ten (10) days prior to the event; thereafter, organizer must notify the ECVB of any additions on a daily basis.

## **Advertising and Promotions**

All content of banners, signage, and advertisement to be installed for a special event must be approved by the ECVB a minimum of ten (10) days prior to installation. All advertising and promotional material including (but not limited to) internet, radio, television, fliers, brochures and newspaper ads must be approved by the ECVB a minimum of ten (10) days prior to publicizing the special event.

A “special event sign-ordinance waiver” must be obtained from the City of Evansville and or Vanderburgh County no less than 45 days prior to the event.

All products or services to be sold, given away or sampled by the organizer must be consistent with the policies and goals of the ECVB and therefore must be approved by the ECVB prior to distribution.

## **Conduct at Special Events**

Offensive language, gestures, reckless driving or unruly conduct will not be tolerated at any event approved for assistance by the ECVB. Organizers are responsible for the behavior of all spectators, visitors, guests, participants or invitees to a special event. Improper conduct or the inability to control conduct may result in the loss of future funding for the event or organizer.

## **Insurance and Indemnification**

Organizers must obtain and maintain at their own expense, for the specified dates of the special event (including setup and takedown), general and public liability insurance naming the following as additional insured:

- Evansville Convention and Visitors Bureau
- Evansville Visitors Center, Inc.
- Evansville Events, Inc.
- City of Evansville
- Vanderburgh County

Comprehensive liability insurance must be obtained from an insurance carrier approved by the ECVB in the amount of at least \$1,000,000.00 per occurrence for personal injury, bodily injury and property damage. Such policy must be in a form acceptable to the ECVB and must require the insurer to give the ECVB written notice of any modification or cancellation. Organizers must provide ECVB with a copy of the certificate of insurance at least ten (10) days prior to the special event.

Organizers must indemnify, and hold the ECVB, EVC, EVVLEVENTS, City of Evansville, Vanderburgh County, their officers, directors, elected officials, agents, representatives, employees and volunteers harmless from and against any and all claims, suits, expenses, damages or other liabilities, including reasonable attorney fees and court costs, arising out of bodily injury or property damages resulting from or in connection with the special event.

## **Cancellation**

The ECVB reserves the right to demand repayment of all funding allocated to an applicant and/or special event as a result of event cancellation. It will be the responsibility of the organizer to insure the successful completion of the special event. If the organizer elects to cancel the proposed event, the organizer will be responsible for all funds spent or obligated at the time of cancellation.