



Twin Cities Gateway 2024 Grant Program Guidelines

Grant Program Purpose:

Twin Cities Gateway (TCG) is the visitors' bureau representing the member cities of Anoka, Arden Hills, Blaine, Coon Rapids, Fridley, Ham Lake, Lino Lakes, Mounds View, New Brighton, and Shoreview. The primary purpose of the Twin Cities Gateway grant program is to provide 1:1 matching grant funds to support the development and promotion of new events, to enhance and expand existing events, or, to bid or host an event, or activity that will increase the number of overnight visitors staying in the TCG destination area, as well as to stimulate tourism-related visitor spending and economic impacts.

Eligible Use of TCG Grant Funds:

TCG grant funding may only be used for marketing and promotion beyond the TCG geographical area, or to assist in offsetting costs for bidding or hosting an event or activity in a Twin Cities Gateway member city, or cities.

1:1 Match Required:

Any applicant receiving a TCG grant must provide a 1:1 cash match in actual out-of-pocket expenses for the grant funds received. This match may also be provided by a media partner if the net value is equal to the TCG grant funding. Entry fees, in-kind donations, or staff time are not eligible for the matching funds.

Grant Categories:

- **TCG Grant Applications:** Any organization, or entity, other than those with political or religious affiliations, may apply for a Twin Cities Gateway grant for an amount of \$1,000 - \$10,000 via completion all requested grant application materials, including a federal tax identification number. TCG may decline grant requests that do not demonstrate economic impacts or measurably increase the awareness of Twin Cities Gateway. One-day events must generate at least 10,000 participants or attendees and are eligible for up to \$2,500, provided the 1:1 match requirement is met.

- **TCG Direct Grant Awards:** Twin Cities Gateway may make direct grant awards of up to \$5,000 annually for events that will generate overnight visitors, or significant tourism-related benefits and economic impacts in and throughout the ten member cities of the TCG destination area.
- **Special Grants:** the TCG Board of Directors may at its discretion and at any time consider special grant requests that fall outside the criteria and guidelines established if the proposed event or activity is deemed to have the potential to maximize overnight hotel room stays; stimulate member city visitor-related economic impacts; or increase awareness

Any TCG grant recipient will be required to provide proof of general liability insurance or be an additional insured on an existing policy.

Grant applications will be reviewed at a regularly scheduled Board of Directors meeting. Grant applications should be reviewed at least 60 days prior to the date(s) of the event for which the TCG grant funding is requested.

TCG Board Meeting Date:

March 19, 2024
 June 18, 2024
 September 17, 2024
 December 17, 2024

Application must be received by:

March 5, 2024
 June 4, 2024
 September 3, 2024
 December 3, 2024

Grant Payments:

If TCG grant funding is approved, 50% of the funds approved will be released to the recipient upon the execution of a written TCG grant Agreement. The TCG Grant Agreement will identify how the TCG grant funds may be used, as well as which of the recipient event expenses may be utilized to meet the 1:1 match.

The 50% balance of the grant funds will be released upon the receipt and final approval of the required event summary report and documentation of expenses for the required 1:1 matching funds via copies of contracts, invoices, or receipts of eligible expenses.

For More Information:

Al Stauffacher / al@tcgateway.com / 612-269-0441

Twin Cities Gateway Grant Program Criteria:

- Twin Cities Gateway grant funding is limited and is based on an annual budgeted amount. This may limit the funding availability or reduce the amount of funding available for grant applications. Available funding and grant awards are subject to TCG Board of Directors approval.
- All events and activities receiving TCG grant funding must be held within the boundaries of one or more of the participating Twin Cities Gateway member cities, which include: Anoka / Arden Hills/ Blaine / Coon Rapids / Fridley / Ham Lake / Lino Lakes / Mounds View / New Brighton / Shoreview.
- All TCG grant recipients must: 1) provide a Federal Tax ID number; 2) meet all local zoning regulations; 3) have any required and necessary permits or variances; and 4) comply with all applicable local and state regulations, and, 5) maintain general liability insurance
- No event, activity, or conference receiving TCG grant funding may have as its purpose the promotion of political candidates, political parties, or political activities; or that of religious organizations or religious affiliations.
- An event, activity, or conference receiving TCG grant funding must include TCG lodging properties as options for overnight accommodations.
- Any event or activity receiving TCG grant funding must include the TCG logo in print and collateral materials produced for the event or activity and provide a link to the www.tcgateway.com, website, if applicable.
- The TCG Board of Directors may decline to fund grant requests for events that have been in existence for ten or more years, or those that do not generate measurable economic impacts within TCG's member cities.
- Twin Cities Gateway will provide via a written agreement approval for all expenses eligible for TCG grant funding, as well as identify the items the grant recipient may use to meet the 1:1 matching funds requirement.
- Grant applicants awarded TCG grant funding must provide a brief summary report of the event and documentation via copies of receipts, or invoices for expenses incurred to demonstrate how the TCG grant funds and the required 1:1 in matching funds were utilized.



**2024 Twin Cities Gateway Grant Application
(please provide the following)**

1. Date of grant request
2. Name of Organization or Entity Applying for Grant
3. Federal Tax ID # of Organization or Entity Applying for Grant
4. Primary Contact's Name / Phone / Email / Mailing Address
5. What is the grant amount requested? Do you have the 1:1 cash match?
6. What is the total estimated event / activity budget?
7. Name of event / activity for which grant funding is requested?
 - Is this a new event / activity?
 - Is this a recurring or annual event or activity?
 - What is the proposed location for the event?
 - Is this event / activity being held in conjunction with any other?
8. Provide a brief description and overview of the event, including:
 - Estimated number of attendees / participants
 - Origin of attendees / participants, e.g. metro area / non-metro
 - Estimated number of overnight hotel stays generated in TCG area
 - Describe the visitor-related economic impacts that will be created.
9. How will your organization track, measure and evaluate the event?
10. Please identify the specific line item expenditures for which TCG grant funds and the required 1:1 matching funds will be utilized.
11. For more information, or to apply, please send grant application materials to:

Al Stauffacher
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