



Recruitment Fund Management Plan

The purpose of the recruitment fund portion of the Tourism Recovery and Resilience Project is to provide funding to groups or organizations that promote the community by hosting new or expanding events that make a significant economic impact on Minot.

An event can receive funding from the recruitment fund when two of the outcomes are completed within a specific tier and approved by the Recruitment Fund Committee. In addition to funding, the MCVB staff will also support Tier 1 and 2 events with event recruitment, planning, and coordination.

Tier 1 events:

- 75% of participants and guests must be from outside of Ward County
- A minimum of 1000 hotel room nights
- A minimum of 1200 people from outside of Ward County attend the event

Tier 1 funding amount – up to \$35,000

Tier 2 events:

- 75% of participants and guests must be from outside of Ward County
- A minimum of 400 hotel room nights
- A minimum of 500 people from outside of Ward County attend the event

Tier 2 funding amount – up to \$12,000

Tier 3 events:

- 65% of participants and guests must be from outside of Ward County
- A minimum of 200 hotel room nights
- A minimum of 300 people from outside of Ward County attend the event

Tier 3 funding amount – up to \$4500

A 6-person committee, selected by Minot CVB, will review and determine the funding amount for each event. The committee will be made up of: MCVB Executive Director, MCVB Director of Team Events, one appointed representative from City Council on MCVB BOD or another MCVB Board Member, one representative from an education institution (such as Minot State University), one representative from a sporting event, one representative from the community.

Process for event recruitment fund event selection:

- Minot CVB will complete a Pro forma and it will be reviewed by the committee prior to committing funds for an event (sample below)
- Determining factors:
 - Tier qualification
 - Total economic impact
 - The potential of each event for future years in Minot

- All events funded through the Tourism Recovery and Resilience Project will have a clause in the event contract that requires event investments to be returned should the event be cancelled. If the event is cancelled due to force majeure, the event will not be required to repay any non-recoverable expenses. A force majeure includes, but is not limited to, such things as a blizzard, tornado, hurricane, dust storm, plane crash, civil insurrection, flood, wildfire, fire at the facility, major power outage.
- Each event will have a contract with Minot CVB outlining responsibilities of the 2 parties. (sample on page 6/7)

Process for facilitating reimbursement request:

- Minot CVB will front all the costs and request reimbursement from the City of Minot after the event is complete.
- A performance report will be completed on each event and provided with invoice to City of Minot. (sample below)
- All recruitment costs for participating events will be made on a reimbursable basis for eligible expenses.

The funds to be provided must fall into one of the following funding categories:

- Marketing: Funds utilized to promote audience/attendee development.
- Hospitality: Funds utilized to welcome attendees and/or participants to Minot.
- Operations: Funds utilized to support the successful operation of the event.

Recruitment Fund Eligible expenses:

- Facility/Location
- Rental Equipment
- Rental Insurance
- Permits or Fees
- Security
- Décor
- Transportation
- Speakers & Entertainment Fees
- Travel and/or subsidizing a portion of hotel costs
- Referee/coach hotel rooms or meals (no alcohol)
- VIP hotel room costs during FAM (Familiarization) Tour or during event
- Awards and/or Trophies
- Advertising (TV, radio, print, online)
- Electronic Marketing (website, social media, etc.)
- Public Relations
- Printing & Postage
- Promotion, marketing, advertising and programming
- Prizes or promotional items that draw participation
- Site fees and other costs including police support, street closures, Officials, scorekeepers, and other staff required for operation of event
- Rights fees and sanction fees
- Event enhancements; transportation, lower entry fees, banquet costs
- Event operations; to be spent locally

Recruitment Fund Ineligible expenses:

- Alcohol of any type or for any purpose
- Religious or political activities
- Charitable donations
- Ongoing/routine administrative and operational costs that are unrelated to the event for organizations
- Professional legal, engineering, accounting, auditing, or consultant services
- Salaries, wages, or administrative fees that are not directly tied to the event or project
- Building, renovating, and/or remodeling a facility
- Purchase of permanent equipment and/or tangible personal property, including, but not limited to copy machines, computer equipment, other office equipment
- Debts that occurred prior to the event
- Expenses of teams or organizations traveling outside of the Minot area to compete

The recruitment fund for the Tourism Recovery and Resilience Projects seeks to promote respect for all people. In this recruitment fund program, Minot CVB will support organizations that do not intend to deny services, employment, or volunteer involvement on the basis of race, age, ancestry or national origin, sexual orientation, gender, physical or mental disability, or religion. It is not the intent of this policy to deny support for programs that serve specifically defined populations. Additionally, all state and federal guidelines shall be followed in the receipt and distributions of any funding under this program.

Recruitment Fund Distribution – Pro forma

Date: _____

Name of Group: _____

Event Name: _____

Event Dates: _____

What tier is the event expected to be? (Please check the boxes that qualify the event for the tier)

Tier 1 – up to \$35,000

- 75% of participants and guests must be from outside of Ward County
- A minimum of 1000 hotel room nights
- A minimum of 1200 people from outside of Ward County attend the event

Tier 2 – up to \$12,000

- 75% of participants and guests must be from outside of Ward County
- A minimum of 400 hotel room nights
- A minimum of 500 people from outside of Ward County attend the event

Tier 3 – up to \$4500

- 65% of participants and guests must be from outside of Ward County
- A minimum of 200 hotel room nights
- A minimum of 300 people from outside of Ward County attend the event

Projected room nights: _____

Projected attendance from outside of Ward County: _____

Projected Economic Impact: _____

What type of funding is the event requesting:

Marketing: Yes _____ No _____

Hospitality: Yes _____ No _____

Operations: Yes _____ No _____

What specific expenses will be reimbursed by this fund:

Amount approved by committee: \$ _____

Recruitment Fund – Report of Performance

Date: _____

Name of Group: _____

Event Name: _____

Event Dates: _____

Which tier was the event and what requirements did the event meet?

Tier 1 – up to \$35,000

- 75% of participants and guests must be from outside of Ward County
- A minimum of 1000 hotel room nights
- A minimum of 1200 people from outside of Ward County attend the event

Tier 2 – up to \$12,000

- 75% of participants and guests must be from outside of Ward County
- A minimum of 400 hotel room nights
- A minimum of 500 people from outside of Ward County attend the event

Tier 3 – up to \$4500

- 65% of participants and guests must be from outside of Ward County
- A minimum of 200 hotel room nights
- A minimum of 300 people from outside of Ward County attend the event

Final room nights: _____

Final attendance from outside of Ward County: _____

Final Economic Impact: _____

What type of funding is the event requesting for reimbursement:

Marketing: Yes _____ No _____

Hospitality: Yes _____ No _____

Operations: Yes _____ No _____

What specific expenses are requested to be reimbursed by this fund:

Amount requested for reimbursement: \$ _____

(This is a sample event agreement that may be altered to customize for each event.)

EVENT AGREEMENT

This agreement is entered into by and between the Minot Convention & Visitors Bureau and [SECOND PARTY – Hereinafter referred to as the “Event Organizer”]. The term of this agreement shall begin on [BEGIN DATE] and shall continue through its termination date of [END DATE], for the event _____.

The specific terms of this agreement are as follows:

Minot CVB shall provide these items or funds _____
_____ in
exchange for _____ (event) _____ being held in Minot during, _____ (dates) _____.

The event, _____, is expected to generate _____
hotel room nights and _____ visitors from outside Ward County.

At any time if the event is canceled or postponed, this agreement will then dissolve and a new one will be drafted for the rescheduled event. If the event is permanently cancelled by [EVENT ORGANIZER] for any reason, other than due to force majeure, then event expenses in this agreement and incurred by the Minot Convention and Visitors Bureau will be reimbursed by [EVENT ORGANIZER]. A force majeure includes, but is not limited to, such things as a blizzard, tornado, hurricane, dust storm, plane crash, civil insurrection, flood, wildfire, fire at the facility, major power outage.

INDEMINIFICATION AND HOLD HARMLESS AGREEMENT To the fullest extent permitted by law, EVENT ORGANIZER agrees to indemnify, defend and hold harmless the Minot Convention and Visitors Bureau and City of Minot, its officers, agents, volunteers, employees, invitees, and lessees from and against all suits, claims, damages, losses, and expenses, including but not limited to attorneys’ fees, court costs, or alternative dispute resolution costs arising out of, or related to EVENT ORGANIZER’S use of City facilities, buildings, equipment or infrastructure under this agreement involving an injury to a person or persons, whether bodily injury or other personal injury (including death), or involving an injury or damage to property (including loss of use or diminution in value), but only to the extent that such suits, claims,

damages, losses or expenses are caused by the negligence or other wrongdoing of the EVENT ORGANIZER, its officers, agents and volunteers, or anyone directly or indirectly employed or hired by the EVENT ORGANIZER or anyone for whose act as the EVENT ORGANIZER may be liable, regardless of whether caused in part by the negligence or wrongdoing of the City and any of its agents or employees.

Event Organizer

Date

Executive Director, Minot CVB

Date