

261—215.4 (15F) Threshold application requirements. To be considered for funding under the sports tourism program, an application must meet the following threshold application requirements:

215.4(1) There must be demonstrated local support for the proposed activity.

215.4(2) A detailed description of the project, outlining the sporting event and the plan for promoting it.

215.4(3) The proposed project budget must be spent on marketing, promotions, or infrastructure expenses directly related to the promotion of the sporting event.

215.4(4) Detailed information and projections sufficient to enable the authority to accurately assess the economic impact of the sporting event described in the application. Such information shall include the estimated number of spectators and estimated quality and quantity of advertising and media coverage the sporting event will generate. If the applicant has previously held substantially similar events, the information shall include actual attendance figures from past events and a summary of the advertising and media coverage generated.

[ARC 2980C , IAB 3/15/17, effective 4/19/17]