**Section 510.320 Eligible Uses of Grant Funds**

a) Eligible Projects and Activities – Activities eligible for funding include, but are not limited to, the following costs associated with attracting and hosting events:

1) Advertising and marketing activities directed toward areas outside of 50 miles from the event;

2) Transportation and housing;

3) Prize/award money;

4) Building or equipment rental;

5) Receptions and banquets;

6) Registrations;

7) Entertainment and speakers;

8) Programming;

9) Photography, postage and printing;

10) Audiovisual;

11) Telemarketing;

12) Promotional items; and

13) Temporary staff.

b) Ineligible Projects and Activities – Activities that are ineligible for funding include, but are not limited to, the following:

1) Developing or making permanent improvements to facilities;

2) Purchase of equipment;

3) Normal payroll or operating expenses; and

4) Purchase of alcoholic beverages.

c) Grant Funds cannot be used to assist one community in attracting an existing Illinois event from another Illinois community. If multiple eligible Illinois entities apply for a grant associated with attracting the same event, no entity will receive Grant Funds for the attraction of that event. If an Illinois entity is successful in its bid and gets the event, Grant Funds may be available to that entity for the hosting of the event.

d) Costs associated with hosting existing or repeat events will not be eligible unless documentation can be provided that the event was secured in direct competition with other states or significant enhancements will be made to the event to increase the attendance from travel outside 50 miles.

(Source: Amended at 32 Ill. Reg. 13443, effective July 29, 2008)