



## Marshalltown Convention & Visitors Bureau Community Events Grant Guidelines & Application

### Introduction

The Marshalltown Convention & Visitors Bureau (MCVB) accepts applications for community tourism events in order to award grant dollars to assist the events in attracting visitors to Marshalltown.

The Marshalltown Convention & Visitors Bureau sets aside a portion of their budget each year to offer financial assistance for area events. This funding is acquired through the collection of Hotel/Motel tax dollars.

Applications are scored by the potential impact on tourism which relates to the (MCVB) mission statement: *The Marshalltown Convention & Visitors Bureau is dedicated to promoting the Marshalltown area as a destination for meetings, conventions, group tours and recreational activities with an emphasis on overnight business.*

### Requirements Check List

- Contacted the MCVB Executive Director prior to submitting this request.
- Submitted application or postmarked by the **1<sup>st</sup> Monday of January, April, July or October.**
- Organization is a non-profit and a copy of IRS designation letter is attached.
- All** areas of the application are completed.
- Complete project cost information and current quoted estimates are included with the application. (Providing a full budget is recommended.)

### Eligible Costs

Eligible costs include design and production costs for brochures, fliers, posters, direct mail pieces and postage costs.

Placement costs for newspaper, radio, magazine, or television ads and offsite signage.

### Logo/Tagline Requirements

Projects materials must contain the MCVB logo (contact the CVB for proper logo) or the tagline:

**“This project sponsored in part by the Marshalltown Convention and Visitors Bureau.”**

### Funding

All funds awarded must be expended within 6 months of the date of the award notification.

If awarded, the grant evaluation form, included with funding, should be turned in 60 days after the event to receive future funding. Overnight stays in Marshalltown lodging must be included.

Submit a copy of project materials to the MCVB to have on file in order to receive future funding.



## Community Event Grant

**New Event**

**Recurring**

Organization name:

Event name:

Event dates: (month|day|year)

Event location:

Contact person:

Mailing address:

City, State, Zip:

Phone:

Email:

Non-Profit EIN# or Federal Tax ID Number

## Event Description

1. Provide a brief description of your event:
2. Is this an annual event? Yes      No
3. How many years has this event taken place in Marshalltown?
4. How will your event be marketed?

## Tourism Impact

1. Indicate the actual number of individuals that attended the event the last time it was held.

	Estimated/actual numbers for this event the last time it was held.	Projected number for this event this year.
<b>Volunteers/Workers/Vendors</b>		
<b>Attendees</b>		
<b>Total</b>		

2. From where will the attendees be traveling?
3. What is the estimated number of individuals this event will bring to Marshalltown?

Marshalltown Residents	Outside of Marshalltown

4. Will a hotel room block be used? Yes      No
5. Estimate the number of lodging nights to be generated from this event:

(number of rooms X number of nights = total lodging room nights)

Number of Rooms	Number of Nights	Total Lodging Room Nights

6. Name of Hotels/Motels being used:

# Budget Worksheet

## Expenses

Expense Types	Amount
Event Personnel to be Paid (Judges, entertainment)	\$
Facility Rental Fees	\$
Travel (mileage for personnel reimbursement if any)	\$
Lodging Fees (for Personnel)	\$
Equipment Rental/Purchase (tents, bleachers etc.)	\$
Operating Expense of Event	\$
Capital Expense	\$
Other Expense	\$

**Total \$**

## Eligible Cost Requested to be paid by MCVB grant

Eligible Cost Requested to be paid by MCVB grant	Amount
Design Costs for Pre-Advertising (Design/Printing/Brochures/Fliers/Posters)	\$
Direct Mail	\$
Placement Costs for Media Ads	\$
Offsite Signage	\$

**Attach  
estimates  
and or bids**

**Total \$**

## Income

Source	Amount
Registration Fees	\$
Organization Liable for Project - Cash	\$
Other Grants Requested/Received*	\$
Other Income*	\$
MCVB Request Amount	\$

\*Indicates items that require a narrative explanation on an additional sheet. **Total \$**

## Funding

- Total amount requested from Marshalltown Convention & Visitors Bureau: \$  
*Grant requests are based on potential tourism and at the discretion of the MCVB Board.*
- What is the total cost to run your event? \$
- Has your organization received a grant from the CVB in the past? Yes No  
Provide the date and amount of previous grants.

Date	Amount Awarded
	\$
	\$

Date	Amount Awarded
	\$
	\$

- If the MCVB is unable to fund this request, will the event still occur? Yes No  
*Explain:*
- Are funds being set aside for funding future projects? Yes No  
*Explain:*
- Does your event make a profit? Yes No  
If yes, what is done with the profits?

## Application Process

This application begins the process for grant consideration and applicants will be notified within 60 days after the grant application is submitted regarding their funding status.

**I understand projects funded through the Marshalltown Convention & Visitors Bureau must contain the Marshalltown Convention & Visitors Bureau logo and website. I agree to comply with all requirements.**

\_\_\_\_\_  
Signature of person completing application

\_\_\_\_\_  
Date

## Questions

**Val Ruff**, MCVB Executive Director, 641-753-6645, 1-800-697-3155

## Mailing Address

Marshalltown Convention & Visitors Bureau  
Grant Program  
709 South Center Street, PO Box 1000  
Marshalltown, IA 50158  
Email: [cvb@marshalltown.org](mailto:cvb@marshalltown.org)

updated 09/2015 | 01/2017 | 05/2017