



Marshalltown Convention & Visitors Bureau
Meetings | Conventions | Sporting Events | Tournaments
Grant Guidelines & Application

Introduction

The Marshalltown Convention & Visitors Bureau (MCVB) reviews grants four times a year for planners hosting their event in Marshalltown. **This application must be received by the 1st Monday of January, April, July or October.**

A representative from the organization requesting the grant is strongly encouraged to contact the MCVB Executive Director prior to submitting the grant application.

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

All grants are subject to the potential impact on tourism as it 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.
- Turned in application or postmarked by the 1st Monday of January, April, July or October.
- Organization is a non-profit group 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.)

Funding

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

Brochures, fliers and/or posters must contain the Marshalltown Convention & Visitors Bureau logo or acknowledgement must be placed on printed materials to recognize funding.

Grant evaluation form included in grant 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.

Eligible Costs

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

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

Bid costs to obtain conventions, meetings, sporting events or tournaments (a portion may be funded).

Motor coach rental to be used for local tours; transportation costs between scheduled Marshalltown meeting/lodging facilities.



Grant Application

 **Meetings | Conventions**

 **Sporting Events | Tournaments**

Organization name:

Event name:

Event date(s): (month|day|year)

Event location:

Contact person:

Mailing address:

City, State, Zip:

Phone:

Email:

Non-Profit EIN#

Event Description

1. Provide a brief description of your event:
2. Is this an annual meeting, convention, sporting event or tournament? Yes No
3. In what month/year was this event last held in Marshalltown?
4. How will your event be marketed?

Tourism Impact

1. Indicate the actual number of participants and spectators 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.
Participants		
Spectators		
Total		

2. Where will the participants and spectators be traveling from?
3. What is the estimated number of participants 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, referees, speakers)	\$
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	Amount
Bid Costs (a portion may be funded)	\$
Design Costs for Pre-Advertising (Design/Printing/Brochures/Fliers/Posters)	\$
Direct Mail	\$
Placement Costs for Media Ads	\$
Offsite Signage	\$
Postage Cost for Pre-Meeting Mailings	\$
Motor Coach Rental for Local Tours	\$
Total \$	

Attach estimates and or bids

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

1. Total amount requested from Marshalltown Convention & Visitors Bureau: \$
Grant requests are based on potential tourism and at the discretion of the MCVB Board.
2. What is the total cost to run your event? \$
3. 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
	\$
	\$

4. If the MCVB is unable to fund this request, will the event still occur? Yes No
Explain:
5. Are funds being set aside for funding future projects? Yes No
Explain:
6. 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

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