



The Marshalltown Convention & Visitors Bureau (MCVB) offers a grant program for planners hosting a local event in Marshalltown. Subject to the proposed events 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.*

Priority will be given to start-up or expanding projects and to projects with a distribution/marketing focus outside of Marshalltown that generate lodging revenue.

Requirements:

- This application must be received by the 1st Monday of April, July, October or January.
- The organization must be a non-profit group. Submit a copy of IRS designation letter.
- All areas of the application must be completed.
- A representative from the grant requesting organization is strongly encouraged to present the event plan to the MCVB prior to the approval of any request.
- All funds awarded must be expended within 6 months of the date of the award notification.
- An evaluation form which accompanies the local 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.
- Placement costs for newspaper, radio, magazine, or television ads and signage (off-site only).

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.”

Cost Reimbursement:

- Complete project cost information and current quoted estimates must be provided with application. Funding may be withheld until estimates are received by the MCVB.
- Applicants must have accurate estimates and should apply for the amount needed to fund the project versus applying for a higher amount in anticipation that the grant will be reduced.



Local Event Grant

New Event

Recurring

Organization name:

Event name:

Event dates: (month|day|year)

Number of people expected:

Contact person:

Mailing address:

City, State, Zip:

Phone:

Email:

Non-Profit or For Profit

EIN#

Total event cost: \$

Total eligible costs: \$

Total requesting from MCVB grant program: \$

Grant requests are based on potential tourism and at the discretion of the MCVB Board.

Event Description

1. Brief description of your event:
2. The grant can be used to fund marketing and promotion costs for local events that create tourism activity. How will your event be promoted? *Please be specific.*

Tourism Impact

1. Where will the visitors that are attending be traveling from?
2. What is the estimated number of visitors this event will bring to Marshalltown?
Marshalltown Residents _____ Outside Marshalltown _____
3. Estimate the number of lodging nights to be generated from this event:
Number of nights _____ X Number of rooms _____ = Total _____
4. Will a room block be used? Yes _____ No _____
5. Name of Hotels/Motels being used:
6. Will this be an annual event? Yes _____ No _____
7. If the Marshalltown CVB is unable to fund this request, will the event still occur?
Explain:
8. 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

Budget Worksheet

Expenses

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

Total: \$

Expenses Requested to be paid by MCVB grant	Amount
Bid Costs	\$
Design costs for Brochures/Fliers/Posters	\$
Direct Mail	\$
Placement Costs for Media Ads	\$
Offsite signage	\$
Motor Coach Rental for Local Tours	\$
Hospitality	\$

Total Request from MCVB Grant: \$

Income

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

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

Total: \$

Application Process

Please sign and date this application. 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 by the Local Grant through Marshalltown Convention & Visitors Bureau must contain the Marshalltown CVB logo and website and agree to comply with this requirement.

Signature of person completing application

Date

Mailing Address:

Marshalltown Convention & Visitors Bureau
Grant Program
709 South Center Street, PO Box 1000
Marshalltown, IA 50158

Fax: 641-752-8373

Email: cvb@marshalltown.org

Questions-Contact:

Val Ruff, MCVB Executive Director
641-753-6645, 1-800-697-3155
vruff@marshalltown.org

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