



Community Event/Sporting Event Grant Guidelines & Application

Introduction

Marshalltown Area Chamber of Commerce Tourism accepts applications for community tourism events in order to award grant dollars to assist the events in attracting visitors to Marshalltown.

Chamber Tourism 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.

Requirements Check List

- Contacted the Tourism Director prior to submitting this request. (Contact Andrew Potter at apotter@marshalltown.org or 641-753-6645)
- Submitted application or postmarked by the **1st day of January, April, July or October.**
- Organization is a non-profit
- 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. There are other eligible costs available for operational expenses as well.

Logo/Tagline Requirements

Projects materials must contain the Chamber Tourism logo or the following language.

“This project sponsored in part by Marshalltown Area Chamber of Commerce Tourism.”

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.

Community/Sporting Event Grant

New Event

Recurring

Organization name:

Event name:

Description of event:

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

Application -1

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?

5. Any additional information on your event that you want to share?

Tourism Impact

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

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

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, officials)	\$
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 Tourism	Amount
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Design Costs for Pre-Advertising (Design/Printing/Brochures/Fliers/Posters)	\$
Direct Mail	\$
Placement Costs for Media Ads	\$
Offsite Signage	\$

**Attach
estimates
and or bids**

If other eligible costs are needed for your event please contact Tourism Director Andrew Potter

Total \$

Income

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

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

Funding

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

Date	Amount Awarded
	\$
	\$

Date	Amount Awarded
	\$
	\$

- If Chamber Tourism 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 Marshalltown Area Chamber of Commerce Tourism must contain their logo and website. I agree to comply with all requirements.

Signature of person completing application

Date

Questions

Andrew Potter, Tourism Director 641-753-6645 apotter@marshalltown.org
You will receive a confirmation email acknowledging receipt of your application materials. If you do not receive an acknowledging receipt within 7 days contact our office.

Mailing Address

Marshalltown Area Chamber of Commerce Tourism
Grant Program
709 South Center Street, PO Box 1000

Marshalltown, IA 50158

Email: apotter@marshalltown.org