



## Grant Program

**Application must be received at least 90 days prior to event**

**Complete this cover sheet and return it along with your application materials.**

Organization Name: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Begin Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Number of People Expected: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Total Event Cost: \$ \_\_\_\_\_ Total Eligible Costs\*: \$ \_\_\_\_\_

Total requesting from Marshalltown CVB Grant Program: \$ \_\_\_\_\_

*Grant requests are typically limited to no more than 25% of eligible costs\*.*

**For office use only:**

Date Received: \_\_\_\_\_

Committee Reviewed: \_\_\_\_\_

Board Reviewed: \_\_\_\_\_

*\*See page 2 for a list of eligible costs*

## **Marshalltown Convention & Visitors Bureau Grant Program Guidelines**

### **Grant Program Purpose:**

To provide limited funds for assistance to non-profit groups in bringing additional overnight visitors to Marshalltown.

### **Requirements:**

- The organization must be a non-profit group.
- All areas of the application must be completed.
- Materials must be received by the deadline.
- All funds awarded must be expended within 12 months of the date of the award notification.
- Email applications are not accepted at present.
- A copy of project materials should be submitted to the CVB to have on record.

### **Logo/Tagline Requirements:**

- Projects must contain the Marshalltown CVB logo, or the tagline "This project sponsored in part by the Marshalltown Convention and Visitors Bureau."

### **Eligible Costs:**

- Eligible applicants are limited to meetings, conventions, and events/tournaments that create tourism activity for the Marshalltown area.
- Eligible costs include design and production costs for brochures, fliers, posters, direct mail pieces; postage costs for pre-meeting/convention mailings; design and production and placement costs for newspaper, radio, magazine, or television ads; signage (off-site only); bid costs to obtain tournaments; convention motor coach rental to be used for local tours; transportation costs between scheduled Marshalltown meeting/lodging facilities.
- Eligible costs **DO NOT** include speaker costs, door prizes, trophies/awards, printing costs for on-site programs or materials, cost for referees, umpires or officials, cost of lodging rental/meals/entertainment.
- Priority will be given to start-up or expanding projects and to those projects with a distribution/marketing focus outside of Marshalltown that generate lodging revenue.

### **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.
- Grants are limited to a maximum of 25% of project costs or \$1,000 (whichever is lowest). A cash match is required, in-kind contributions and staff costs cannot be used as part of the cash match.
- Grants may be awarded in the form of co-op advertising opportunities; MCVB reserves the right to design/produce and submit the ad.

### **For More Information/Questions:**

Contact the Marshalltown CVB at 641.753.6645, 800.697.3155 or [cvb@marshalltown.org](mailto:cvb@marshalltown.org).

# Marshalltown Convention & Visitors Bureau Grant Program Application

*Incomplete applications will be disqualified.*

## Event Identification:

1. What is the name of your event? \_\_\_\_\_

Brief description of your event:

2. The grant can be used to fund marketing and promotion costs for meetings, conventions, tournaments and events that create tourism activity for Marshalltown. What will your event promote? *Please be specific.*

3. What other activities are planned in the community during your event? Do you plan to integrate your event with these activities?

4. It is recommended that you provide a draft or copy of a previous event materials (i.e. promotional materials, agenda, registration form), which would be similar to the one you are applying for. Is a sample of your materials attached? (check one)

Yes \_\_\_\_\_ No \_\_\_\_\_

If this is a **first time** event, check here: \_\_\_\_\_

## Project Budget:

1. List eligible costs (see page 2) below and reference to the attached estimates. Quoted estimates for **all** eligible costs must be included with application materials. (Examples: ad rate sheet from publication, quote from graphic designer for ad design, quote detailing placement costs, estimate from printer listing details such as quantity, paper type, size, colors, cost, etc.)

Vendor	Amount	Attachment #
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2. It is highly recommended that your full event budget be included with this application. If not attached, please list the source(s) of all revenue/income.

Source of matching funds	Amount
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3. If you anticipate net proceeds for your project, how will those proceeds be used? *Please be specific.*

4. What services (paid or in-kind) are you receiving from the city of Marshalltown?

Street Department -  
Police Department -  
Park & Recreation -

5. The grant program is designed to be “seed money” to encourage growth of meetings, conventions, tournaments and events that create tourism activity. The grant program is not designed to be a continued funding source.

Has your organization received a grant from the CVB in the past?

Yes \_\_\_\_\_ No \_\_\_\_\_

- If you answered YES, please answer following:

- Amount(s) of previous grant(s): \$ \_\_\_\_\_

- Date(s) of previous grant(s): \$ \_\_\_\_\_

- What new marketing element will be implemented that was not part of the project(s) in the past?

6. Grant requests are typically limited to no more than 25% of eligible. What grant amount are you requesting today? \$ \_\_\_\_\_

**Project Administration:**

1. The mission of the Marshalltown Convention & Visitors Bureau is to enhance the economy of Marshalltown by promoting the area for overnight visitors. In accordance to the MCVB's mission, the grant program is targeted at marketing events, which will attract visitors to the Marshalltown area and generate lodging revenue.

A. Where will the guests that are attracted by your event be coming from? (Please be specific)

B. What is the estimated number of people this event will bring to Marshalltown?  
Marshalltown residents \_\_\_\_\_ Outside Marshalltown \_\_\_\_\_

C. Estimate the number of lodging nights to be generated from this project:  
# of nights \_\_\_\_\_ X # of rooms \_\_\_\_\_ = Total \_\_\_\_\_

D. Number of hotel/motel rooms reserved at:

America's Best Value Inn	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
AmericInn Motel & Suites	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Best Western Regency Inn	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Colonial Motel	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Comfort Inn	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Economy Inn	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Executive Inn	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Flamingo Motel	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Franklin Motel	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Hampton Inn & Suites	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Super 8 Motel	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____
Tremont Historic Inn on Main	1 <sup>st</sup> night _____	2 <sup>nd</sup> night _____

2. Will this be an annual project? Yes \_\_\_\_\_ No \_\_\_\_\_

3. If the Marshalltown CVB is unable to fund this request, will the event take place or what would have to be changed?

4. How will you evaluate if your event was effective?

## 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 Marshalltown Convention & Visitors Bureau Grant Program must contain the Marshalltown CVB logo and website and agree to comply with this requirement.**

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

\_\_\_\_\_  
Date

## Application Checklist:

- \_\_\_\_\_ Completed application form
- \_\_\_\_\_ Quoted estimate(s) attached
- \_\_\_\_\_ Draft or “mock-up” is attached (not required, but highly recommended)

## 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](mailto:cvb@marshalltown.org)

## Questions?

Contact MCVB Director, Shannon Espenscheid  
641.753.6645, 800.697.3155 or [cvb@marshalltown.org](mailto:cvb@marshalltown.org)