



DEVELOP

Come up with a great idea to bring visitors to play & stay in Muscatine



PLAN

Get started planning your event by applying for a grant today



SHARE

Build the excitement by promoting your event with others



REPORT

Report back with all of the amazing things that happened at your event

MAKE MEMORIES IN MUSCATINE

The Greater Muscatine Chamber of Commerce & Industry (GMCCI) is offering grants to be used for events or activities that will bring visitors to Muscatine. The #MakeItMuscatine Event Grant is offered to groups and organizations that undertake qualifying events which will maximize the exposure of our community by having positive experiences. Our goal is to increase overnight stays in area hotels and generate more tourism spending.

WWW.MUSCATINE.COM

GREATER MUSCATINE CHAMBER OF COMMERCE & INDUSTRY

100 W 2ND ST | MUSCATINE, IA 52761 | (563) 263-8895 | CHAMBER@MUSCATINE.COM



Frequently Asked Questions

What types of events qualify?

We like to fund a variety of events and activities. Eligible expenses are limited to events that create overnight stays and/or encourage tourism-related economic activity in Muscatine.

What are the eligibility requirements?

Requests from both for-profit and nonprofit groups are welcomed. Political or religious project requests will not be considered. Projects must aim to draw visitors to Muscatine County. You will need to be able to prove that your project will work to do so by outlining your plan for marketing efforts in the application.

Are there items that aren't funded?

Yes, the items that are not considered for funding include the following:

- Salaries, wages or administrative fees
- Purchase of permanent equipment, land, buildings, or construction services (capital expenditures)
- Fundraising events
- Trust or endowments
- Debt reduction efforts or ongoing deficit operations
- Programs with religious or sectarian purposes that are part of scheduled religious services
- Expenses incurred before the start date of the grant
- Programs which aid or service political campaigns or political groups
- Performances and exhibitions not accessible to the general public

How much will I receive?

You will be granted up to a maximum of \$1,000. The processing of funding will be on a reimbursement basis pending the verification of receipts for eligible purposes.

What can I use it for?

Examples of expenses and items that may be funded include: design and/or production of marketing collateral, targeted advertising campaigns that reach outside of the county, venue and equipment rental, entertainment, and performance service fees.

How do I apply?

Please complete the application form and submit in person to the GMCCI office located at 100 W 2nd St. You may also send the completed form by email to chamber@muscatine.com.

When do I receive the money?

After completing and submitting the application you will receive a response to indicate the next steps of your request. It may take 10-14 business days for the funds to be awarded by check once you have submitted your receipts upon the completion of work. An updated W-9 will be required with every funding request.

PLEASE NOTE: An event grant provided for a project does not guarantee a grant for the same project at a later date. Requests must contain all requested information, which includes the project budget and a narrative about the event. As a grant recipient, you will be required to provide a final report, send digital photos, and submit receipts to prove your expenditures. Other requirements may be negotiated at the time of approval. Program guidelines are subject to change.



#MAKEITMUSCATINE EVENT GRANT

Application Form

Please confirm your grant amount and the purposes for the grant that you are requesting below. Note that there is no guarantee that you will qualify for the grant amount you request. The final grant amount that you will qualify for will be determined by the Tourism & Hospitality Committee. Your application must be completed and returned with the requested documentation in order for the grant review process to begin.

Contact Information

Full Name

Email

Phone

About Your Business/Organization

Name

Street Address

City

Zip

Industry

Years In Operation

of Employees

Annual Revenues

Grant Request

What is the amount that you are requesting?

What will the grant be used for?

Have you prepared an event management plan? (Please attach)



Event Description

Describe the event in 100 words or less. Include what the request is for, who will benefit and specifically how the event grant will help to make your event a success.

Outline

Use the following questions in the order listed to provide a narrative of your event. You may attach an additional page.

- What is the business/organization's mission statement, purpose or services as it relates to this event?
- What impact will this event have on tourism in Muscatine?
- What is the estimated number of hotel or lodging stays you anticipate?
- How did you arrive at this figure?
- From where do you anticipate these visitors will come and why?
- How many of these participants do you anticipate will travel at least 50 miles to attend?
- What actions will you take or how will you obtain this information so a report can be made after your event?
- How will you acknowledge GMCCI in your public relations efforts?
- What actions will you take or how will you obtain this information so a report can be made after your event?

Budget

Please provide a budget describing all funding sources including the names of other organizations to which you are applying. Designate which sources are secured and which are anticipated. Then provide a breakdown of expenses into categories. As a recipient of a #MakeItMuscatine Event Grant, you will be required to provide a final narrative report, digital photos of your event, and proof of GMCCi acknowledgement. You must provide this information and invoices or receipts for funding within sixty (60) days of your event date.



#MAKEITMUSCATINE EVENT GRANT

Event Summary Form

Name of grant recipient:

Name of event:

Date of event:

Estimated attendance:

Estimated attendance from outside Muscatine County:

How was attendance estimated?

Hotel rooms used - please include data from hotel blocks, plus any estimates you have from surveys, comments from attendees, etc.

Hotel Name: # of rooms used:

Hotel Name: # of rooms used:

Hotel Name: # of rooms used:

Hotel Name: # of rooms used:

Hotel Name: # of rooms used:

General assessment of event:

Summary of marketing efforts: *(name of media outlet, date published or distributed etc.)*

Please include samples of advertising or marketing pieces.