



Visit Muscatine Event Marketing Tourism Grant Application

Purpose:

Greater Muscatine Chamber of Commerce & Industry (GMCCI) is offering grant up to \$1,000 grants to be used to **attract or promote** an event, sporting competition, or attraction that will bring visitors to Muscatine, thereby increasing overnight stays in area hotels and/or tourism spending.

Applications:

Applications for financial assistance can be submitted to the GMCCI at any time until funds for the year are depleted. **Applications MUST be received at least 60 days prior to your intended event.** Requests from both for-profit and nonprofit groups are welcomed. Political or religious event requests will not be considered. Events must aim to draw visitors to Muscatine County. You will need to be able to prove that your event will work to do so by outlining your plan for marketing efforts in the application.

Eligible Applications/Expenses:

Eligible expenses are limited to events, attractions that create overnight stays and/or encourage tourism-related economic activity in Muscatine.

Items that may be funded through this grant include:

- design and/or production and mailing of brochures, postcards, fliers, and posters
- digital marketing and social media campaigns **that reach outside of Muscatine County**
- advertising, design and placement in media outlets **that reach outside of Muscatine County**

General Instructions:

Grant application must have a full description of the organization making the request, the event date if applicable, and a complete, itemized description of how funding will be used. **Sketches or mock-ups are helpful. If you are seeking funding for advertising, please include a draft of your intended message, target audience and media outlets.**

All events must contain the tagline "This event sponsored in part by Visit Muscatine, and our logo and web site, which is VisitMuscatine.com. Digital art will be supplied upon request. Funding is made available in the form of reimbursement.

Applicants who receive funding will be expected to track visitor attendance and hotel usage and provide a full accounting of approved expenditures and a brief evaluation of the event within thirty days after its completion. A form will be provided for this evaluation.



**Visit Muscatine
Event Marketing
Tourism Grant Application**

Date of Application: _____

Date of Event: _____

Event Name/Title: _____

Contact Person: _____

Organization: _____

Address: _____

Telephone: _____ **E-mail:** _____

Event Description:

How will your event bring visitors to our community?

How much money are you requesting?

Are you receiving additional grants or funding from other sources? If so, from whom and how much?



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Please provide an overall budget for your event.

If this request is for advertising assistance, how did you make your media/vendor choices?

Do you have plans for additional advertising beyond that outlined in the above question? Please share your overall marketing plans.

How many visitors/participants do you anticipate and for how long?

How many will travel at least 50 miles to attend?

How did you arrive at this figure?

From where do you anticipate these visitors will come and why?

What actions will you take or how will you obtain this information so a report can be made after your event.



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Has this event taken place in Muscatine before? _____

If not, was it held elsewhere? If so, where and how many lodging nights were generated?

Will this be an annual event?

How is your organization improving or enhancing the event from the last time it was hosted? (If applicable)

Is there potential for this event to grow? If so, how?

Signed by: _____ Dated: _____

**PLEASE FEEL FREE TO ATTACH ADDITIONAL INFORMATION, SAMPLES, ETC. THAT MAY
SUPPORT YOUR APPLICATION AND RETURN TO:**

GMCCI

100 W. 2nd Street

Muscatine, Iowa 52761

jhansen@muscatine.com

(563) 263-8895

**REQUEST FOR PAYMENT/REIMBURSEMENT FROM
GMCCI**

Date: _____

Applicant: _____

Please Make Check Payable to: _____

Address: _____ Phone Number: _____

City: _____ Zip Code: _____

Event: _____

Event Coordinator: _____ Phone Number: _____

Total Event Expense: _____ Total Award: _____

Vendor Name & Address	Invoice Number	Check Number	Amount

(Please use additional page if necessary)

IMPORTANT - REQUIRED DOCUMENTATION CHECKLIST:

- copy(ies) of paid invoices
- completed reimbursement request (this document)
- one copy of each grant-funded advertisement or of the finished event if applicable – this should show how acknowledgment of sponsorship was accomplished – for Facebook ads/boosted
- posts, include screen shots and target audience
- evidence of reciprocal link to website if applicable
- post event evaluation

Please send or email required documents to address listed below:

**Visit Muscatine
100 W. 2nd Street
Muscatine, Iowa
jhansen@muscatine.com
(563) 263-8895**



Post Event Evaluation

Contact: _____

Event Description: _____

Event Date(s): _____

Was your event successful? How do you measure success?

Estimated Event Attendance Overall: _____ Number of visitors from 50+ miles away: _____

From where did they come? _____

Demographics of Attendees: _____

How did you arrive at these figures? _____

Is there potential for this event to grow in the future and if so, how?

Facility(ies) Used: _____

Were you satisfied with the facility and service(s)? Yes No Comments: _____

Hotel/Motel(s) Used: _____

Number of lodging nights created by your event/attraction: _____

(number of rooms x number of nights)

What effort did you undertake to arrive at this figure? _____

What services did Visit Muscatine provide for this event? _____

Were you satisfied with these services? Yes No Comments: _____

Do you plan to hold your event in Muscatine again? Yes No

When? _____

What additional services might you find helpful in planning this event again? _____

Do you believe our financial assistance helped increase the number of out-of-town visitors that came to your event or as a result of your event? _____

On what do you base your answer to the previous question? Did you track your promotions? If so, how? _____

Which of your advertisements or activities do you believe was most successful and why? _____

Are there any additional comments you wish to make? _____

*** Please be sure to attach copies or scripts of your ads and invoices.**

*** Please also send evidence that you provided a reciprocal link to our web site where applicable.**