



Frequently Asked Questions-Event Marketing Tourism Grant

What types of events qualify? We like to fund a variety of events. 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 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.

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

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 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 jhansen@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 an event does not guarantee a grant for the same event at a later date. Requests must contain all requested information, which includes the event 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.