



COMMUNITY GRANT APPLICATION

Greater Muscatine Chamber of Commerce & Industry (GMCCI) is introducing grants up to \$5,000 for event services companies and or organizations to produce 2022 events geared towards attracting visitors (MINIMUM PROJECTED ATTENDANCE IS 1,000+ VISITORS). We are seeking events in the following areas: Performing and Visual Arts Events, Food, Wine and Beer Festivals, Cultural Events and Recreational Events.

GMCCI reserves the right to accept or reject any and all grant applications and to grant final acceptance to the proposed grant application that best meets the needs and interests of GMCCI, as determined by GMCCI in its sole discretion. GMCCI will be the sole judge of whether a grant meets the required criteria and review by the Tourism & Hospitality Committee. 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.

DOCUMENTATION REQUIRED

1. INDIVIDUAL/COMPANY BACKGROUND AND QUALIFICATIONS

a. Respondents are requested to provide an overview of your organizational chart, areas of specialization, number of years in operation, etc. Include an overview of similar services provided on a regional and local basis.

Reimbursable Items:

- Print Advertising
- Signage
- Activity Sponsors
- Prizes to be purchased
- Prizes to be volunteered
- Volunteers for individual activities
- Entertainers

APPLICANT INFORMATION

Name of Event: _____

Date Submitted: _____

Event Date(s): _____

Organization Producing Event: _____

FEIN #: _____

Contact Name: _____

Title: _____

Address (City/State/Zip): _____

Email: _____

Phone: _____

Website: _____

Organization Description:

Event Description:

EVENT INFORMATION

Has this event received Grant funds in the past? No Yes Amount: _____

Has this event been held in the past? No Yes

Annual event? No Yes

Number of years held (including upcoming year): _____

What is the estimated number of people this event will bring to the Muscatine area? _____

Participants: _____

Local attendees: _____

Non-local attendees: _____

Who is expected to attend this event? Describe attendees based on interest, age, location, etc.

Will this event generate overnight stays (e.g. attendees, vendors, performers)? If so, how many?

What aspects of the event help to improve quality of life?

How will your event promote cultural diversity?

Will the event encourage others to travel to the Muscatine area or enhance their visit while visiting? _____

If so, how?

What is the most attractive component of the event?

How and where will this event be promoted?

How are you marketing the event outside of Muscatine County?

What partnerships and collaboration are involved in this event? List all involved for-profits, charities, etc.

How would grant funds enhance your event?

BUDGET INFORMATION

Granted amount will not exceed \$5000.00

Please list all sources of funding and amounts, including funding from your own organization along with additional grants and sponsorship dollars.

Source Amount Contributed:

What part of your budget are you seeking funding for i.e. marketing, special event, new programming, etc?

How much total funding are you seeking for these items?

What percentage of your total expenses is this amount?

ACKNOWLEDGMENT

I acknowledge that I have read and I understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree with and will comply with all of the requirements indicated in the grant.

X _____

Signed By:
Date:

Contact Information:
GMCCI
100 W. 2nd Street
Muscatine, Iowa 52761
jhansen@muscatine.com
(563) 263-8895



EVENT GRANT PROGRAM FINAL REPORT

Send completed report (mail or email) to:

GMCCI

100 W. 2nd Street

Muscatine, Iowa 52761

jhansen@muscatine.com

Name of Event: _____

Date Submitted: _____

Event Date(s): _____

Organization Producing Event: _____

Contact Name/Title: _____

Email or Phone: _____

Website: _____

EVENT SUMMARY

Please provide a summary of the event, identifying areas of success and areas needing improvement:

Actual Attendance (total)*see data collection page below:

What additional services may be helpful in planning for this event in the future?



EVENT GRANT PROGRAM DATA COLLECTION

Please include the data requested below with the final report. This should be submitted as a separate Word document or pdf. This information enables us to understand a fuller picture of the impact of your event on the community. Good documentation and follow up will be favorable to recipients who are considering re-application in future years.

1. *Total Festival Attendance*
2. *Non-local Attendance (percent)*
3. *Non-local, out of State Attendance (percent)*
4. *Total Festival Expenditures*
5. *Data for ad placements made with grant funds*

Please include an explanation for your method of determining each number. Suggested methods are included below.

Total Festival Attendance

This is fairly straight-forward for ticketed events, though it does not account for no-shows. It also may not account for those buy tickets for more than one event within a festival. For non-ticketed events, the most effective counting methods depend on the event's structure. Refer to the columns below for recommendations.

Events in a Restricted Area

- Manual counters (work in pairs)
- Electronic counters
- Turnstiles
- Proxy tickets (e.g. wristbands)
- Use separate re-entry gate to avoid double counting or mark in some way
- E.g. Indoor venue

Events in an Open Space

- Divide space into segments and count people at regular intervals
- Determine max possible crowd prior to event to use as a baseline
- Use a tool that counts number of smart phones in a defined area
- Take drone photos during peak times to find max at a single time
- E.g. Park

Non-local Attendance

Non-locals are defined as those who reside outside of Muscatine County. The best way to learn this information is to capture zip code data via tickets sold, in person surveys, or alternative method. The same procedure can be used to find out the percentage of non-locals who live outside of the state of Iowa.

Total Attendee Festival Expenditures

This metric consists of spending for both locals and non-locals. This is a total number of dollars spent as a result of your event. It is determined by sampling attendees to determine spending in multiple categories (e.g. in-festival spending, restaurant spending outside of festival, retail spending outside of festival). Once average spending per attendee is determined, it can be multiplied by the total number of attendees. Please provide rationale for your numbers.

Advertising Data

This can include impressions, engagement, clicks, or other data specifically for advertising placements funded by the grant. This could be through print, digital, radio, or other mediums.