

2018



GRANT PROGRAM GUIDELINES

The purpose of the Marshfield Convention & Visitors Bureau (MCVB) Grant Program is to support, foster, and promote events, attractions or activities that attract visitors from outside Wood/Marathon County. Visitors create economic impact by staying at local hotels, eating at restaurants, shopping and spending money in our community.

The goal of this program is to assist tourism events or attractions to become established and self-supporting. Funding for subsequent years may be reduced and may dissolve after the third year. The MCVB reserves the right to fund a project as a Legacy Grant (sustaining grant) if the project is deemed to have significant impact on tourism in the Marshfield area.

Procedure for Applicants

- The event organizer must submit a Grant Application to the MCVB Director by January 31, 2018.
- Applicants must submit a detailed line-item marketing budget with application.
- Applicants must target attendees OUTSIDE of Wood/Marathon County. The goal is to have at least 25 - 50% of attendees from outside of our area.
- A Host Hotel(s) must be designated, with the organizer setting up a hotel room block prior to event. ***A "Grant Summary Form" and "Hotel Reservation Report" must be submitted to MCVB within 2 weeks following the conclusion of the event. Failure to do so may hinder additional grants.***



2018 CVB GRANT APPLICATION
for MARSHFIELD EVENTS
Please return by January 31, 2018

I am completing this application on behalf of a:

Attraction **Community Event** **Festival** **Sporting Event** **Other** _____

Applicant Name: _____ Contact Phone: _____

Organization: _____ Contact Email: _____

Mailing Address/P. O. Box: _____

City/State/Zip: _____

Website (if available): _____

The mission of the Marshfield Convention & Visitors Bureau is to promote economic activity from visitors with overnight hotel stays being a focus, as well as to create spending in our hospitality sector and retail environments. Events or attractions with potential or proven track records of significant overnight hotel stays will be the focus of grant funding consideration.

TO QUALIFY FOR THIS GRANT

- Provide information regarding how many overnight stays your event/attraction generates or may generate;
- You must set up group (room) blocks or group rates for events (the CVB can assist you if necessary; *(If additional help is needed to determine how to track the amount of overnight stays, please contact the CVB)*)
- There is a "3 year" award limit, and the award level may decrease over the 3 years, unless event is organized to increase out of town attendance, or a new visitor appeal is added;
- Only one (1) application may be submitted per organization
- Applications that focus on marketing and promotion plans for events, multi-day events or attractions will be prioritized.

Name of Event/Attraction: _____

Location: _____

Dates: _____ Hours: _____ Is your event . . . New Established

How many overnight hotel stays did your event generate in 2017? _____

How many overnight hotel stays are anticipated for 2018? _____

How many people are estimated to attend your event in 2018? _____ Past attendance: _____

Has your organization secured supplemental funding?

If yes, please describe:

How do others find out about your event? Please check all that apply:

- Private Mailing List
- Website: _____
- Newspaper: _____
- Radio: _____
- TV: _____
- Other: _____

Describe additional details about your event, and how you would use grant funding to market the event and/or make it more appealing to potential overnight visitors:

Requested Funding Amount (**Up to \$1,000**): _____

NEW!!! . . . Grant award winners will be “featured events” on the CVB website, with 2,000 to 3,000 views per month, and will be included in CVB social media posts targeting visitors, with almost 10,000 Facebook followers!

Return Form To:
Marshfield CVB, 700 S. Central Ave., Marshfield, WI 54449 or
info@visitmarshfield.com