

# 2019



## 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, 2019.
- Applicants must submit marketing details or visitor information 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.**



**2019 CVB GRANT APPLICATION**  
*for* **MARSHFIELD events & attractions**

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 2018? \_\_\_\_\_

How many overnight hotel stays are anticipated for 2019? \_\_\_\_\_

How many people are estimated to attend your event in 2019? \_\_\_\_\_ 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
- Social Media: \_\_\_\_\_
- 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 eligible for the “featured events list” on the CVB website, with 4,000 + views per month on average, and will be included in CVB social media posts targeting visitors, with over 12,000 Facebook followers!***

Return Form To:  
Marshfield CVB, 700 S. Central Ave., Marshfield, WI 54449 or scan and email to:  
[info@visitmarshfield.com](mailto:info@visitmarshfield.com)



## Grant Event Summary Form

Return within 2 weeks after your event

1. Event Name: \_\_\_\_\_
2. Event Organizer: \_\_\_\_\_
3. Event Date(s): \_\_\_\_\_
4. Estimated Attendance: \_\_\_\_\_ Estimated Out-Of-Town: \_\_\_\_\_

*Please describe the method used to estimate attendance, such as registration forms, Hotel Reservations Report, ticket sales, newspaper article describing crowd, private group, etc. If a private group was utilized to collect data through surveys and other methods, please include their information:*

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5. List Host Hotel(s) used: \_\_\_\_\_

Number of Rooms used for your event: \_\_\_\_\_

Hotel Reservation Report (from hotel) attached:  Yes  No (if no please explain why)

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6. List other hospitality services used during your event such as restaurants, caterers, room rentals, bus and taxi rentals, musicians, etc.:

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7. Evaluate the success of your event based upon its impact on tourism and the community:

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8. Forms of marketing utilized- please include examples if possible:

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9. How were grant dollars used at the event and/or for marketing and promotion?

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Return Form To:  
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