



Tourism Development and Marketing Grant Application Checklist

Please review your application carefully using the checklist provided below:

- Is your application typewritten? Handwritten forms are not acceptable.
- Have you included a full description of the project as well as the date(s) if applicable?
- Did you attach sketches or text of ad copy? We'll be looking for acknowledgement of the Bureau's involvement with your project through grant funds. You will also need to include the Bureau's web site so potential attendees can easily access additional information about our community.
- Have you fully explained how the grant funds will be used?
- Have you included copies of bids or price estimates?
- Have you included a full description of the organization making the request?
- Have you explained how you arrived at the estimates in your application?
- Remember, you are applying for money to be used to **attract, develop, or market** an event, meeting or convention, sporting competition or attraction, which will increase overnight stays and/or visitor spending in Cedar Falls. Have to effectively communicated how this will occur?

Characteristics of successful applications:

- Does the timing of your application allow ample opportunity to market your event to visitors?
- In addition to promoting your attraction or event, do your organization or marketing materials make an attempt to partner with others and/or to "sell" the community, encouraging your attendees to spend more time in Cedar Falls or to plan a return visit?
- Successful applicants strive to bring **new** business to the area.