



## Tourism Development Funding Application

### Purpose

The City of Cedar Falls and its Tourism Division offer funding to be used to attract, develop, or promote a meeting or convention, sporting competition, special project, event, or attraction that will bring visitors to Cedar Falls, thereby increasing overnight stays in hotels and/or tourism spending.

### Applications

Applications for financial assistance can be submitted to Cedar Falls Tourism at any time. Applications will be considered the Tourism Board until funds for the fiscal year (July - June) are depleted. **Applications MUST be received at least 90 days prior to your intended event or project.**

### Eligible Applications - Events/projects that bring overnight visitors to Cedar Falls.

Meetings/conferences/conventions, tradeshow, amateur athletic events, military, and other reunions. New community events may qualify if significant marketing is done outside of a 50-mile radius and hotel blocks are set up and tracked. \*Political events are not eligible.

In awarding funds, greatest consideration is given to events based on the following criteria:

- Economic impact on the community
- Multiple day events which encourage overnight stays in Cedar Falls
  - This is demonstrated through working with the Tourism staff to set up room blocks at hotels and a follow-up report from the hotels following the event
- Ability to draw a majority of participants from more than 50 miles out-of-town
- Development of new events with the potential to recur annually or retention and expansion of significant existing events
- Events held during off-peak or shoulder seasons, example January or August. Contact Tourism staff for dates
- Demonstrated need for funding

### Eligible Expenses

Venue and equipment rental, transportation, speakers/entertainment/officials, or regional event marketing.

\*Alcohol and gifts are not eligible. If you have questions about eligible expenses, please contact Cedar Falls Tourism at any time.

### Instructions

Application must be typed with a full description of the organization making the request, the project or event date, and a complete, itemized description (see budget outline in application) of how the funding will be used.

Cedar Falls Tourism must receive the same level of acknowledgement as any sponsor at same financial level. At minimum the Tourism logo must be included in all printed and electronic event/project publications. A higher level of acknowledgement is expected for higher awarded amounts.

Applicants receiving funding must track visitor attendance and hotel usage. **To receive funding a full accounting of approved expenditures and a brief evaluation of the event/project must be completed within 45 days of its completion.** A form will be provided if funds are awarded. Contact Tourism staff if any delays are expected.



### TOURISM DEVELOPMENT FUNDING APPLICATION

Date of Application:

Event/Project Name:

Date of Event/Project:

Organization:

Contact Name:

Email/Phone:

Amount Requested:

Purpose for Funds:

- Venue Rental
- Transportation
- Marketing
- Other (describe):

Event Description (please attach schedule/agenda if applicable):

Site/Location(s) of the Event:

Estimated Percent of Attendance from Outside of a 50-Mile Radius of Cedar Falls:        %

Estimated Number of Participants and Hotel Room Nights in Cedar Falls:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL
Hotel Rooms								
Estimated Attendance								

-more-

**Event History** (skip section if you are applying for a new event)

Previous Year Host Site:

Previous Year Number of Hotel Rooms:

How is your organization enhancing the event from previous years?

**Additional Information**

Are you receiving additional funding from other sources? If so, please list.

Will this become an annual event in Cedar Falls?

**Recognition of Financial Support**

Cedar Falls Tourism must receive the same level of acknowledgement as any sponsor at same financial level. At minimum Cedar Falls Tourism must be included in all printed and electronic event/project publications. A higher level of acknowledgement is expected for higher awarded amounts.

How will financial support be acknowledged?

**Expense Budget**

Attach total project budget or use the budget worksheet included with the application.  
*Bids and/or price estimates supplied by your vendor(s) are required.*

**Deadlines**

Applications must be submitted at least 90 days in advance of the event. Applications received before the 5<sup>th</sup> of the month will be reviewed at that month's board meeting, if received after the 5<sup>th</sup> of the month it will be reviewed at the following month's meeting. Applications with incomplete information may jeopardize funding.

\_\_\_\_\_  
Signed by:

\_\_\_\_\_  
Date:

**RETURN TO:**

Cedar Falls Tourism, 6510 Hudson Road, Cedar Falls, Iowa 50613  
jennifer.pickar@cedarfalls.com | 319-268-4266

**TOURISM DEVELOPMENT FUNDING APPLICATION  
BUDGET WORKSHEET**

Complete/edit form below or attach separate budget documentation.

<b>Expenses:</b>	
Venue Rental	
Meals	
Transportation	
Hotel	
Entertainment	
Insurance	
Miscellaneous	
<b>Income:</b>	
Registrations and/or Tickets	
Merchandise Sales	
Sponsorships/Grants	
Programs Advertisements	

**Please share any budget comments here:**

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