



Tourism Development and Marketing Grant Application

Purpose:

The City of Cedar Falls and its Tourism & Visitors Bureau offers grant monies to be used to **attract, develop, or market** an event, meeting or convention, sporting competition or attraction, which will bring visitors to Cedar Falls thereby increasing overnight stays and/or tourism spending.

Applications:

Applications for financial assistance can be submitted to the Cedar Falls Tourism and Visitors Bureau at any time until funds for the year are depleted. Applications received by the 5th of the month will generally be discussed at the following board meeting unless staff requests additional information during the screening process. **We highly recommend applying for funding at least 90 days prior to your intended project.**

Eligible Applications/Expenses:

Projects eligible to receive funding are limited to events, attractions and projects that will potentially create overnight tourism and/or encourage tourism-related economic activity in Cedar Falls.

Examples of successful projects include the design and/or production costs of brochures, direct mail pieces, fliers, posters, advertising design/layout, advertising placement in newspaper, magazine, radio and television or internet web site development, bid fees, travel show materials and booth fees, and travel expenses. If you have questions about eligible projects, please call the bureau at any time.

General Instructions:

Grant application must be typewritten with a full description of the organization making the request, the project or event date if applicable, and a complete description of how funding will be used. **Sketches or mock-ups are helpful, and bids or price estimates are required.**

All projects must contain the Cedar Falls Tourism and Visitors Bureau logo with telephone number and web site address and tagline "This project sponsored in part by the Cedar Falls Tourism and Visitors Bureau". Camera-ready or digital art will be supplied to successful applicants. Samples or documentation must be submitted to the Bureau within thirty days after completion of the project. Failure to do so may jeopardize funding. There will be no exceptions granted for the logo or tagline requirement.



Applicants who receive funding will also be expected to provide a full accounting of approved expenditures and a brief evaluation of the event or project within thirty days after its completion. A form will be provided for this evaluation.

TOURISM DEVELOPMENT AND MARKETING GRANT APPLICATION

Date:

PROJECT IDENTIFICATION:

Contact Person:

Organization:

Address:

Telephone:

Fax:

E-mail:

PROJECT DESCRIPTION:

Please define your project including the date (if applicable).

Please indicate specifically how the monies will be spent and how it will impact tourism in the community.

Photos, sketches or mock-ups are helpful.

Bids and price estimates are required.

1. How much money are you requesting from this grant program?
2. What percentage of the total project cost does this request represent?
3. Are you receiving grants from additional sources? If so, from whom and how much?
4. How would your project be affected if you would not receive funding from the Tourism and Visitors Bureau or if you would receive less than you requested?
5. What is the estimated number of visitors this project will bring to Cedar Falls?

6. From where do you anticipate these visitors will come and why?
7. What is the estimated number of lodging nights you anticipate this project will generate and how did you arrive at this figure?
(ie: number of guests rooms anticipated x number of nights stayed)
8. Has this event taken place in Cedar Falls before?
9. If not, was it held elsewhere and how many lodging nights were generated?
10. Will this be an annual project?
11. What would you say is the most compelling reason for the bureau to support your project financially?
12. In addition to funding, are there other specific ways the bureau can be of assistance to you?

Signed by:

Dated:

PLEASE FEEL FREE TO ATTACH ADDITIONAL INFORMATION, SAMPLES, ETC. THAT MAY SUPPORT YOUR APPLICATION AND RETURN TO:

Cedar Falls Tourism and Visitors Bureau
Hudson Road, Cedar Falls, Iowa 50613
(319) 268-4266 (800) 845-1955 Fax (319) 277-9707

Since funding from this grant program is uncertain, please do not rely on this grant as part of your annual operating budget. Application with incomplete information may jeopardize funding.