

## PURPOSE

The purpose of the Visit Greater Grand Forks Event Funding Program is to provide funding to groups or organizations that promote the community by hosting new or expanding events that address the following criteria (in order of importance):

1. Ability to make a significant economic impact on Greater Grand Forks.
2. Strategic plan to draw attendees living outside a 50-mile radius of Grand Forks and East Grand Forks and potential for repeatable annual growth.
3. Events lasting multiple days and/or large enough in attendance to be recognized regionally or beyond.
4. Promote Greater Grand Forks as an entertainment, recreation and tourism center.
5. Events with sponsorships from additional sources (financial and in-kind).

## ADMINISTRATION

Visit Greater Grand Forks administers and funds the program.

## FUNDING TYPES

- **Marketing:** Funds utilized to promote audience/attendee development.
- **Hospitality:** Funds utilized in an effort to welcome attendees and/or participants to Greater Grand Forks.
- **Operations:** Funds utilized to support the successful operation of the event.

## INELIGIBLE FUNDING

- **Donations:** Funds awarded may not be utilized to make charitable donations.
- **Agency:** Funds awarded may not be utilized for ongoing or routine administrative and operational costs for applicant organizations.
- **Visit GGF Items:** Funds awarded may not be used for items provided complimentary by Visit Greater Grand Forks such as signage, name badges, bag tags, etc.

## APPLICATION PROCESS

Only **complete applications** will be considered and **must include** the following\*:

- Application form
- Marketing plan of how the event will be promoted locally and non-locally (template provided)
- Event budget with major revenue and expense elements (template provided)
- Event management outlining overseeing body
- Event schedule with major activities, participants and venues
- Zip/postal code report of attendees/participants from previous year (does not apply to first-time events)

***\*Applications not including all six of the above items will not be considered for funding.***

## APPLICATION DEADLINE

Applications are accepted three times annually with the following deadlines\*:

- January 15
- May 15
- September 15

***\*Event must occur at least 60 days following the application deadline to be considered.***

## AWARD PROCESS

- Funding awards will be decided by a review committee made up of volunteers, appointed by the Visit Greater Grand Forks Board of Directors, to include the Executive Director three times annually.
- Funding is contingent on the event reasonably occurring as proposed and within the projected time frame.
- Applicants must notify the Visit GGF Executive Director if significant changes are expected that would impact the event as proposed.
- The full amount awarded will be dispersed following completion of the event when the following has been received within 60 days of event completion and reviewed to the satisfaction of the Visit GGF Executive Director:
  - Completed Request for Funds/Evaluation report (supplied by Visit GGF)
  - Documentation of marketing activities
  - Documentation of Visit GGF's sponsorship recognition
- Visit GGF may withdraw funding or request the return of funds for events that are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates.

## QUESTIONS

Any questions about the program may be directed to Julie Rygg, Visit Greater Grand Forks Executive Director, at 701.746.0444 or [julie@visitgrandforks.com](mailto:julie@visitgrandforks.com).



## CONVENTION DEVELOPMENT FUND // *Application*

APPLICATION DATE:

AMOUNT REQUESTING:

LEGAL NAME OF APPLYING ORGANIZATION:

ORGANIZATION TYPE:

NON-PROFIT

FOR PROFIT

MISSION OF ORGANIZATION:

MAILING ADDRESS/CITY/STATE/ZIP CODE:

CONTACT PERSON & TITLE:

PHONE:

EMAIL ADDRESS:

WEBSITE URL:

EVENT NAME:

EVENT DESCRIPTION:

EVENT LOCATION(S):

EVENT DATE(S)

EVENT TYPE:

CONVENTION/CONFERENCE

TOURNAMENT/COMPETITION

FESTIVAL/SPECIAL EVENT

ARTS/PERFORMANCE/CONCERT

OCCURRENCE:

ANNUALLY

ONE-TIME

PERIODICALLY

PLEASE LIST PROJECTED LOCATIONS ATTENDEES/PARTICIPANTS WILL BE COMING FROM:

WHY WAS THE SPECIFIC AMOUNT REQUESTED:

HOW FUNDS WILL BE UTILIZED:

ADDITIONAL SPONSORS WITH FINANCIAL COMMITMENT:

*If none are committed, please provide list from previous year's event.*

HOW WILL THIS FUNDING AWARD BE RECOGNIZED (check all that apply and use space below for specifics):

Signage

Announcements

Event Website

Promotional tickets

Social media

Attendee list (provide)

Apparel

Other

*Please use space below for details.*

## CONVENTION/CONFERENCE

Please complete *only* if you are applying for funding for a convention or conference.

## ATTENDANCE

TOTAL PROJECTED ATTENDEES:

PROJECTED NUMBER OF ATTENDEES FROM GRAND FORKS/EAST GRAND FORKS:

PROJECTED NUMBER OF ATTENDEES FROM MORE THAN 50 MILES OUTSIDE OF GRAND FORKS/EAST GRAND FORKS:

PROJECTED NUMBER OF ATTENDEES FROM WITHIN 50 MILES OF GRAND FORKS/EAST GRAND FORKS:

## LODGING

NUMBER OF ROOMS BLOCK AT HOTELS:

HOTELS WITH ROOM BLOCKS:

## TRADESHOW

IS THERE A TRADESHOW WITH THE CONVENTION/CONFERENCE?

IF YES, NUMBER OF PROJECTED EXHIBITS:



## CONVENTION DEVELOPMENT FUND // *Application*

PLEASE DESCRIBE HOW THE EVENT WILL BE MANAGED AND WHO IS RESPONSIBLE FOR KEY AREAS:

PLEASE PROVIDE THE FULL EVENT SCHEDULE:

VISIT GREATER GRAND FORKS CONVENTION DEVELOPMENT FUND // BUDGET TEMPLATE

ORGANIZATION:	
EVENT:	
DATE(S):	

REVENUE	BUDGET
Registrations/Entry Fees	
SSponsorship & Grants (not including Visit GGF request)	
Visit GGF Event Funding Program Request	
Vendor/Exhibitor Fees	
Merchandise	
Other (please specify)	
Other (please specify)	
<b>TOTAL REVENUE</b>	

EXPENSES	BUDGET
Facility/Location Rental	
Equipment Rental	
Insurance	
Permits	
Food & Beverage	
Security	
Décor	
Transportation	
Speakers & Entertainment Fees	
Travel Fees	
Awards and/or Trophies	
Hospitality	
Advertising (TV, radio, print)	
Electronic Marketing (website, social media, etc.)	
Public Relations	
Printing & Postage	
Other (please specify)	
Other (please specify)	
Other (please specify)	
Other (please specify)	
<b>TOTAL EXPENSES</b>	
<b>NET PROFIT/LOSS</b>	

## VISIT GREATER GRAND FORKS CONVENTION DEVELOPMENT FUND // MARKETING PLAN TEMPLATE

ORGANIZATION:	
EVENT:	
DATE(S):	

Platform/Effort	Description (location, frequency, length, etc.)	Cost
Print Advertising		
Radio Advertising		
Television Advertising		
Billboard Advertising		
Social Media Advertising		
Online Advertising		
E-mail Promotions		
Media Relations		
Event Website Development/Maintenance		
Tradeshow/Expo Participation		
Print Materials (flyers, handouts, mailings)		
Other (please specify)		
Other (please specify)		
Other (please specify)		
Other (please specify)		
	<b>Total Advertising, Marketing &amp; PR Budget</b>	



## TOURNAMENT & COMPETITION FUND // *Application*

PLEASE PROVIDE ZIP/POSTAL CODES, WITH ATTENDEE NUMBERS FROM EACH LOCATION, FROM PREVIOUS YEAR'S EVENT: