

PURPOSE

The Visit Greater Grand Forks Event Development Fund supports new or significantly enhanced annual events that include a clear plan to attract attendees from beyond a 50-mile radius of Grand Forks, ND and East Grand Forks, MN.

DEFINITION

- **New Event:** An annual event entering its first year in Grand Forks and/or East Grand Forks.
- **Significantly Improved Event:** An existing annual event making measurable changes expected to produce a substantially greater tourism and economic impact than previous years. Improvements may include, but not limited to, expanding event days, new entertainment opportunities, innovative marketing campaign, etc. *Evaluation metrics will be requested.*

PRIORITY FACTORS (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, which is primarily funded through lodging tax collections in Grand Forks and East Grand Forks, funds and administers the program.

FUNDING TYPES

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

AWARD

- **Award Range:** Up to \$20,000

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 including channels, target audiences, demographics, messaging and measurement strategy.
- Event budget with major revenue and expense elements as well as grant request.
- Event management outlining overseeing body.
- Event schedule with major activities, participants and venues.
- Agreement to fulfill all Visit Greater Grand Forks sponsorship recognition requirements.
- Insurance certificate (or insurer intent).
- Zip/postal code report of attendees/participants from previous year (does not apply to first-time events).

****Applications not including all 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

* Events must be scheduled to occur **at least 6 months** after the application deadline to be eligible.

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 award amount will be disbursed after the event, once the required materials are submitted within 60 days of the event's completion and reviewed and approved by 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.



EVENT DEVELOPMENT FUND // *Application*

APPLICATION DATE:

AMOUNT REQUESTING:

LEGAL NAME OF APPLYING ORGANIZATION:

ORGANIZATION TYPE:

NON-PROFIT

FOR PROFIT

MISSION OF ORGANIZATION:

MAILING ADDRESS INCLUDING CITY, STATE & ZIP/POSTAL CODE:

CONTACT PERSON & TITLE:

PHONE:

EMAIL ADDRESS:

WEBSITE URL:

EVENT NAME:

EVENT DESCRIPTION:

EVENT LOCATION(S):

EVENT DATE(S):

EVENT TYPE:

ARTS/CRAFTS FESTIVAL

FOOD/DRINK FESTIVAL

CONCERT/SHOW

MARKET

RACE

OTHER SPECIAL EVENT (PLEASE SPECIFY)

OCCURRENCE:

ANNUALLY

ONE-TIME

PERIODICALLY

If there are any conflicts or concerns regarding the criteria or requirements, please contact the Visit Greater Grand Forks Executive Director to discuss possible alternatives. For conventions and tournaments, the Convention & Tournament Development Fund is available. This program is exclusively for special events and festivals.



EVENT DEVELOPMENT FUND // *Application*

TOTAL PROJECTED ATTENDEES:

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

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

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

TOTAL PROJECTED VENDORS:

PROJECTED NUMBER OF VENDORS FROM **GRAND FORKS/EAST GRAND FORKS:**

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

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

NUMBER OF ROOMS BLOCKED AT GRAND FORKS/EAST GRAND FORKS HOTELS:

HOTELS WITH ROOM BLOCKS:

IS THERE AN ADMISSION COST? YES NO

IF YES, WHAT IS THE ADMISSION COST?

PLEASE EXPLAIN HOW FUNDS WILL BE UTILIZED AND WHY THE SPECIFIC AMOUNT WAS REQUESTED:

IF THIS IS A REPEAT EVENT, PLEASE DESCRIBE IN DETAIL WHAT SIGNIFICANT IMPROVEMENTS ARE BEING MADE:

New events should skip this question and move on to the next one.

EXPLAIN HOW THIS EVENT WILL MEET THE MISSION OF VISIT GREATER GRAND FORKS, WHICH IS TO STIMULATE ECONOMIC IMPACT AND PROMOTE A FAVORABLE IMPRESSION OF THE AREA BY HELPING EVENTS AND TOURISTS SELECT GREATER GRAND FORKS AND MAKE THE MOST OF THEIR STAY:

PLEASE LIST LOCATIONS ATTENDEES/PARTICIPANTS WILL BE COMING FROM AND WHY YOU EXPECT THAT:

Repeat events are also asked to attach a zip code report of attendees from previous year.

ADDITIONAL SPONSORS WITH FINANCIAL COMMITMENT:

DO YOU AGREE TO FULFILL ALL VISIT GREATER GRAND FORKS SPONSORSHIP REQUIREMENTS (list below)?

YES

NO

Up to \$4,999

- ⇒ Logo recognition on all promotional materials including program and signage
- ⇒ Announcements during event
- ⇒ Logo on website/app
- ⇒ Social media features

\$5,000 to \$9,999

- ⇒ Includes benefits from lower tier
- ⇒ Advertising mentions
- ⇒ Attendee/Vendor list for pre-conference promotions
- ⇒ Complimentary ad in program

\$10,000 & Over

- ⇒ Includes benefits from lower tiers
- ⇒ Logo on swag/apparel
- ⇒ Naming or presenting sponsor recognition

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EVENT 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 TOURNAMENT & COMPETITION FUND // BUDGET TEMPLATE

ORGANIZATION:	
EVENT:	
DATE(S):	

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

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)	
TOTAL EXPENSES	
NET PROFIT/LOSS	

VISIT GREATER GRAND FORKS TOURNAMENT & COMPETITION 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)		
	Total Advertising, Marketing & PR Budget	



TOURNAMENT & COMPETITION FUND // *Application*

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