

# **Fairfield Iowa Convention & Visitors Bureau Community Event Grant Application**

**Applications must be typed; handwritten applications will not be accepted**

Name of applying organization: \_\_\_\_\_

Address (no PO boxes): \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_ Email: \_\_\_\_\_

Project manager: \_\_\_\_\_ Contact number: \_\_\_\_\_

Event name: \_\_\_\_\_

Event date(s): \_\_\_\_\_ Location: \_\_\_\_\_

Website address: \_\_\_\_\_

Total Amount Requested: \_\_\_\_\_ Application Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Project Manager

***Please complete the following questions. There are a total of 80 points available.  
Applications receiving less than 50 points will not be eligible for funding.***

1. Please describe your event and include the following: Use as much space as you need to give a complete picture of your event. **(up to 10 POINTS)**

**Name of event:**  
**Description/Purpose:**  
**Dates:**  
**Location:**  
**Target Audience:**  
**Projected Attendance:**

Is this a new event? \_\_\_\_\_ Yes \_\_\_\_\_ No If no, how many years has this event occurred? \_\_\_\_\_

Website (if applicable):

2. Describe the specific projects or expenses within the event for which grant funds are being requested. *Only complete the items applicable to your event.* **(Up to 10 POINTS)**

**Exhibit**  
**Entertainment**  
**Brochure or other printed materials**  
**Materials for activities**  
**Web site development and enhancement**  
**Prize money**  
**Other**

3. **Impact on Local Tourism;** This program's primary mission is to build local events into those that will eventually increase tourism and generate overnight stays in Fairfield. Please explain how your project will do each of the following: **(up to 45 POINTS total)**

**5 POINTS** Increase event attendance (automatic for 1<sup>st</sup> time events).

**10 POINTS** Draw more people from outside the local market or attract new visitors to Fairfield.

**5 POINTS** Generate press coverage for the event. An additional **5 POINTS** will be awarded if print coverage is outside a 20-mile radius of Fairfield.

**10 POINTS** How will your event grow enough in the next three years to eventually produce substantial room nights? Please use examples of comparable events to show your growth potential.

**10 POINTS** Increase retail, food and beverage expenditures in Fairfield.

**5 POINTS** Attach your sponsorship solicitation packet and/or describe what steps you have taken to secure additional funding for your event.

**4. Marketing Plan** Please provide a description of all marketing activities below. Include all types of media, names of publications, stations, web sites as well as ad sizes, copies of ads if available, costs and any other relevant information. **(Up to 10 POINTS)**

**Web:**

**Print Ads:**

**Direct Mail Pieces:**

**Flyers/Brochures/Posters:**

**TV:**

**Radio:**

:

**5. Budget & Insurance;** Please attach a copy of your budget for the entire event. Include all estimated costs for the event including marketing costs, entertainment, equipment, venue rental, etc. **(Up to 5 POINTS)**

#### **Insurance**

Please include proof that event and organization are covered by liability insurance.

#### **Fundraiser**

Is this event in any way a fundraiser for your organization? If so, please explain

What type of organization do you represent?

Public, non-profit  If yes, currently tax exempt?

Private, non-profit  If yes, currently tax exempt?

Private, for profit

Individual promoter/producer

NOTE: It is not required to be a non-profit to receive a grant. It is required that the proposed event help further the CVB mission and grant criteria.

Can your organization complete your project if the CVB partially funds your grant request? \_\_\_\_\_

**Please return this application on 8 ½ X 11 white paper, stapled in the top left corner. No report covers or binders will be accepted. Three copies of this application need to be turned into the CVB office, 200 N. Main St, no later than 5 PM on the 16<sup>th</sup> of December. The CVB will not be responsible for making copies of any kind.**

Any questions or comments regarding this application or the Grant program please contact:

Rustin Lippincott, Executive Director  
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