



GREATER GRAND FORKS EVENT FUNDING PROGRAM CRITERIA

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:

- Promote Greater Grand Forks as an entertainment, recreation and tourism center
- Ability to make a significant economic impact on Greater Grand Forks
- Strategic plan to draw local attendees as well as non-local visitors
- Events which make an impact on the quality of life of local residents
- Events lasting multiple days
- Events with secured sponsorships from additional sources (financial and inkind).

Special consideration may be given to homegrown annual events sponsored by Greater Grand Forks residents or organizations and start-up events with significant growth potential.

Administration: Visit Greater Grand Forks administers the program with equal funding provided by the organization and the City of Grand Forks.

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.
- Virtual: Events that are 100% virtual are ineligible.

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).

Application Deadline: Applications are accepted on a quarterly basis with the following deadlines*:

- January 15
- April 15
- July 15
- October 15

**Event must occur at least 30 days following the application deadline to be considered.*



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Award Process:

- Funding awards will be made by a review committee made up of five volunteers, appointed by the Visit Greater Grand Forks Board of Directors to include the Executive Director, on a quarterly basis.
- Funding is contingent on the event reasonably occurring as proposed and within the projected time frame. The applicant must notify 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 the 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.