

## 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. Promote Greater Grand Forks as an entertainment, recreation and tourism center.
2. Ability to make a significant economic impact on Greater Grand Forks.
3. Strategic plan to draw non-local visitors.
4. Events which make an impact on the quality of life of local residents.
5. Events lasting multiple days.
6. 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 funding provided by Visit GGF 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 (please use the application that matches your event type).
- ☐ 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). If event is a consumer show or festival, please provide this report for the vendors.

***\*Applications must include all the above items to 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 60 days or more 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).

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.*

## ARTS/PERFORMANCE

Please complete *only* if you are applying for funding for an arts or performance related event.

### TYPE

ART EXHIBITION/SHOW  
OTHER (please specify):

PERFORMING ARTS

CONCERT/CONCERT SERIES

## ATTENDANCE

TOTAL PROJECTED ATTENDEES/SPECTATORS:

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

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

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

TOTAL PROJECTED NUMBER OF ARTISTS/PERFORMERS:

PROJECTED NUMBER OF ARTISTS/PERFORMERS FROM GRAND FORKS/EAST GRAND FORKS:

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

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

## LODGING

NUMBER OF ROOMS BLOCKED AT HOTELS:

HOTELS UTILIZING:

## ADMISSIONS/COSTS

IS THERE AN ADMISSION/TICKET COST?

IF YES, WHAT IS THE AVERAGE COST?

# VISIT GREATER GRAND FORKS EVENT FUNDING PROGRAM // BUDGET TEMPLATE

ORGANIZATION:	
EVENT:	
DATE(S):	

REVENUE	BUDGET
Registrations/Entry Fees	
Sponsorships (Cash Only)	
Grants (Cash Only)	
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 EVENT FUNDING PROGRAM // 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	

## APPLICATION CHECKLIST

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

Application form (three pages).

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). If event is a consumer show or festival, please provide this report for the vendors.

\*Applications must include all the above items to be considered for funding.