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## **TOURISM GRANT PROGRAM**

The purpose of the Visit Marshall Tourism Grant is to provide financial investment for tourism projects by assisting with new events or assisting in events that are already established through marketing or additions to the event. By doing this, we hope to increase the economic impact of visitors, increase spending, hotel stays, & day visits, generate media awareness, and enhance quality of life for Marshall.

Each application/proposed project will be reviewed individually to determine its potential economic impact on local accommodations and restaurants by our Board of Directors Monthly.

### **FUNDING PRIORITIES TO VISIT MARSHALL**

As required by the Marshall city ordinance, projects must attract visitors to the City of Marshall. Priority will be given to unique projects that:

- Generate additional tourism-related tax dollars within the City of Marshall;
- Promote eating and drinking establishments in the City of Marshall;
- Generate overnight stays in City of Marshall lodging facilities;
- Promote and highlight the City of Marshall's historic, art and cultural venues, recreational facilities, trails and events, and the uniqueness of the local community;
- Growth of sports / activity-related tourism to the community;
- Advertise and promote tourism so as to develop and increase tourist attendance through the generation of publicity.



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#### **4 GRANT CLASSIFICATIONS:**

**New Event:** Starting a new event Marshall that has not been done in the last 4 years. Funds for this classification can be used for overall expenses to be sure the event takes off. In Kind Marketing could be offered as well.

**Established Event; Marketing:** The marketing classification is for already established events. All funds will be used for marketing specifically outside of Marshall. To promote visitors to come to town. Examples would be billboards, print media, radio, TV, social media, or digital ads. Visit Marshall logo must be included in all ads, and ad must be pre-approved by Visit Marshall.

**Established Event; Additions:** The additions classification is for already established events looking to add another level to the event examples would include adding another performance, another activity,

**Other:** The other Classification is for all other types of things that will bring tourism to town that doesn't necessarily qualify as an "event". Examples would be, updating a facility that is open to the public, purchasing entertainment equipment that would be utilized by the public (pool, darts, etc).

#### **APPLICANT ELIGIBILITY:**

- All projects and/or events must occur within the Marshall city limits
- If funding is provided for a facility or facility improvements, the facility must be open to the public
- The event must be marketed and open to the public
- Grantee organizations may not re-grant fund received
- Grantee organizations must be in good standing and without outstanding debt to the City of Marshall
- The event or marketing opportunity must demonstrate a significant economic/cultural impact as relates to tourism, which may be fulfilled by showing documented hotel room nights booked and/or the number of tourists traveling into Marshall from outside their home communities.
- Grantee must demonstrate financial capacity to undertake the project within 12 months of the application date.



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## **ELIGIBLE EXPENSES**

**New Event:** An eligible event operates for a limited period of time and is open to the general public and likely to be of interest to a broad number of travelers, which may include expos, fair, festival, entertainment, sports competitions, leisure events, concerts, live music, conventions (open to the public), trade shows (open to the public), and community events.

**Established Event; Marketing:** For the purposes of this grant application, the Marshall CVB is only considering tourism advertising and promotion expenses such as: print media, billboards, radio, television, and web-based media.

**Established Event; Additions:** If an established event would like to add another layer to their event, such as another day, another performance, a new (more expensive) performance or any other type of addition (needs to be described in application).

**Other:** Examples include but are not limited to updates to a facility that are open to the public. As well as purchasing entertainment equipment for a facility that is open to the public. The other category needs to be described in the application but can be anything that will enhance the visitor experience for the community of Marshall

## **INELIGIBLE EXPENSES:**

### **New Event:**

- Political events, capital campaigns or non-facilities capital campaigns, regular operating expenses of an organization, mortgage or loan payment and fundraising expenses.

### **Established Event; Marketing:**

- Souvenirs, prizes, give-a-ways, awards, trophies, or any other type of operational expense.

### **Established Event; Additions:**

- Political events or contributions, capital campaigns or non-facilities capital campaigns, Regular operating expenses of an organization, mortgage or loan payment, fundraising expenses, prize money, acquisition of land or buildings, late payment fees, payment of debt, and travel expenses.

### **Other:**

- Anything that does not enhance the visitor experience for the community of Marshall.

## **VISIT MARSHALL PROMOTIONAL REQUIREMENTS**

- All grantees, regardless of classification are required to add a current Visit Marshall logo with a link to [www.visitmarshallmn.com](http://www.visitmarshallmn.com) on the homepage of their website and/or social media.
- All grant support should be referenced as: “A portion of this project was made possible through a grant from the Visit Marshall” on their website and/or Social Media.
- Logo requirements:
  - A current Visit Marshall logo must be used in all grant projects per the guidelines below. Please email [Cassi.Weiss@VisitMarshallmn.com](mailto:Cassi.Weiss@VisitMarshallmn.com) for current logo.
  - Failure to include a Visit Marshall logo in appropriate places could result in no payment.
  - The size of the logo must be legible and proportionate to the size of the ad.

## **REPORTING**

Organizations approved for the Marshall CVB Tourism Funding must comply with the following Requirements:

1. Final Report which shows: (1) the number of people that attended the event, (2) how many people attended that live outside of the city of Marshall (if able), and (3) information on how this number was determined (such as sign-in log, counting vehicle tags, etc.). *Visit Marshall will send you the appropriate form after your event.*
2. Invoices or receipts that the funds were approved for
3. Proof of the Visit Marshall Logo / Appropriation
  - a. If funds were approved for “marketing” please include a copy of the ad
    - i. All ads must be pre-approved by Visit Marshall.
    - ii. Proof of logo on Website & Social Media
    - iii. “A portion of this project was made possible through a grant from the Visit Marshall and include the Visit Marshall logo.”
  - b. If funds were used for “new event, additions, or other” please show proof of where Visit Marshall logo was used.
    - i. Website & Social Media (required)
    - ii. Other examples: booklet, poster, banner, etc
    - iii. “A portion of this project was made possible through a grant from the Visit Marshall and include the Visit Marshall logo.”

**Funding will be awarded once all three of these reports are submitted to Visit Marshall.**

## Application

Name of Organization Requesting Money: \_\_\_\_\_

Contact Information (Email / Phone): \_\_\_\_\_

Date of Project Completion (list event dates, if different): \_\_\_\_\_

Grant Classification:

New Event

Marketing

Additions

Other

*(Please Explain)*

Total Funding Dollars Requested: \_\_\_\_\_

Has this project received grant funds in the past? \_\_\_\_\_

If so, for how much and when? \_\_\_\_\_

*Please note: Prior grant awards through this program do not guarantee additional funding in subsequent requests. All returning projects and events must reapply and are subject to approval. For past grant recipients, all required follow-up reports must be in good standing at the time of application for future funding.*

Project Narrative:

While brevity is encouraged, your project narrative must be as detailed as required to fully explain the project for which you are submitting. Use additional space if necessary.

1. Describe your project. Communicate the reasons behind it, detail your

intended audience, and show how overnight tourism might be affected:

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2. Explain how these funds would be used **specifically**:

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3. Explain how you will measure the success of your project:

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4. List other sources of funding you will be receiving for this project/event:

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\*Please submit a detailed budget of projected cost for your event or project with your application.

*\*This Grant is subject to change at the discretion of the Visit Marshall Board & The Director.*