

# ***The Fairfield Iowa Convention and Visitors Bureau Grant Program Application***

1. The goals of the Fairfield Iowa Convention and Visitors Grant Program are to assist qualified organizations in providing excellence in cultural, civic, and educational programs that attract visitors to the Fairfield area. The general purpose of each grant is to assist the organization in enhancing the quality of the event experience, thereby increasing the number of visitors attracted to the area and further enhancing Fairfield's reputation for providing engaging cultural experiences.
2. Grant applications to organizations are available (for programs occurring the following year) from the CVB office, or through the web site of the Fairfield Iowa Convention and Visitor's Bureau beginning October 12. Completed grant applications are due by December 11. The maximum grant per event is \$1,000. Applicants must submit 3 copies of the application to the Fairfield CVB.
3. Grant applications will be evaluated on the following criteria:
  - Benefit to cultural tourism of Fairfield and Jefferson County
    - Attracting visitors to Fairfield and Jefferson County, especially for overnight stays
    - Enhancing Fairfield's brand of providing excellence in cultural experiences
  - Benefit to Fairfield and Jefferson County residents
4. The applications are reviewed by a three-member committee, consisting of the Executive Director of the CVB or his/her designee, a member of the CVB Board, and a citizen volunteer appointed by the CVB Board. Recommendations will be given to the full Board of Directors with instruction to distribute approved grant funds upon signing of a contract and presentation of an invoice with original receipts. All grant applicants will be notified as to their approval or denial.
5. **Grant Requirements.** Recipients of grants must meet the following requirements:
  - a. Projects must be of promotional, advertising or marketing nature, designed to increase visitation for the organization or event and in turn promote other Fairfield area attractions, lodging properties, and businesses. Projects must enhance Fairfield's visitor/group/leisure destination marketing.
  - b. Must cite CVB support in your advertising, marketing, and promotional materials. Failure to comply will jeopardize future grant opportunities.
  - c. The CVB logo and website must be included on the project (i.e. brochures, advertisements, posters, etc.) For projects that include radio and/or television campaign, the tagline must be: "Sponsored in part by the Fairfield Iowa Convention and Visitors Bureau" or "Sponsored in part by the Fairfield CVB." If project is web based, the CVB logo must be linked to [travelfairfieldiowa.com](http://travelfairfieldiowa.com).
  - d. Grant distributions will follow the submission of receipts and invoices, and review grantee compliance of conditions stated in 5c and 5d.
  - e. A copy of the final brochure, advertisement tear sheets, or project information should be sent to the Fairfield CVB or in the case of web-based promotions a screen shot should be produced for the CVB.
  - f. Grant distributions must be submitted to the CVB no later than 60 days following the event, with a one page evaluation of project. Failure to submit receipts, invoices and copies of final brochure and advertisements within 60 days of event forfeits grant.
  - g. Submit event plans with the application, including:
    - i. Programming & operations plan
    - ii. Marketing plan
    - iii. Evaluation plan (e.g. projected and actual numbers attending event, estimated number of visitors, method of estimation)



5. List a budget summary for the event or program:

- a. Talent \$ \_\_\_\_\_
- b. Operations (e.g., sound system, stage, tents, etc.) \$ \_\_\_\_\_
- c. Marketing \$ \_\_\_\_\_
- d. Other (specify) \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

6. Please attach brief summaries of your programming, marketing, and evaluation plans.

7. 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 CVB mission and grant criteria.

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

Name \_\_\_\_\_ Signature \_\_\_\_\_  
(please print)

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_