

Special Event Funding Grant

OVERVIEW

The Special Event Grant is a reimbursement grant. Its mission is to advance tourism economic benefit to Devils Lake by providing financial assistance to qualified partners for tourism events. These events should attract visitors and encourage overnight stays at Devils Lake motels. Funding for the Special Event Grant is made possible through the collection of a Restaurant and Motel Tax. The grant is administered by the Visitors Committee through the Devils Lake Area Convention & Visitors Bureau.

FUNDING CONSIDERATIONS

- a) **Audience Development (Events/Festivals)** *funds will only be awarded for non-local advertising and promotions to generate visitors*
- b) **Sponsorships/Enticements (Meetings/Conventions/Tournaments)** *funds will be awarded for general sponsorships to entice groups to hold meetings in Devils Lake that would not otherwise be occurring in Devils Lake*

FUNDING CRITERIA

[Four] grant levels are available at this time; applicant must apply for the grant module for which they qualify to request funding.

Level 1 – up to \$500: for 1-day events that attract visitors with projections of no motel room bookings. The Devils Lake CVB will provide in-kind advertising, i.e. radio mentions, website, press releases, on behalf of the event/festival/tournament.

Level 2 – up to \$750: for 1-day events that attract visitors with projections of booking 10-15 motel rooms. The Devils Lake CVB will provide in-kind advertising, i.e. radio mentions, website, press releases, on behalf of the event/festival/tournament.

Level 3 – up to \$1,500: for 1-day events that attract visitors w/16+ motel rooms; or events that bring in tour buses. The Devils Lake CVB will provide in-kind advertising, i.e. radio mentions, website, press releases, on behalf of the event/festival/tournament.

Level 4* – up to \$3,000: for events that are held over a period of 2 or more days with booking equaling 50 or more motel rooms nights. The Devils Lake CVB will provide in-kind advertising, i.e. radio mentions, website, press releases, on behalf of the event/festival/tournament.

**At this level, additional consideration may be given.*

Organizations seeking DLCVB funds for their tourism related event may apply at any time during the year but should be received at least 90 days before the event; however, applications are only reviewed on a quarterly basis. They will be reviewed in the March, June, September and December meetings. Applications must be for events taking place at least one month following the application deadline.

GUIDELINES

- The event must be held within 8 miles of the Devils Lake city limits.
- Event must be open to the general public and cannot promote any political party or platform.

- Marketing/promotional materials that can include event sponsor logos/website links must reference Devils Lake CVBs website (www.devilslakend.com) and/or include the official Devils Lake CVB logo. See logo requirements.
- A completed application and questionnaire with required documents (sponsorship solicitation information and event budget) must be submitted to the Devils Lake CVB.
- The Visitor Committee will review applications and will vote and award grants at their discretion.
- A grant may be awarded for less than the amount requested, depending on the number of applications received and other factors affecting grant funding. The annual budget for the Special Events Grant Program is determined by the Visitor Committee and the Devils Lake Area Chamber of Commerce Board of Directors.
- The applicant may be asked to appear before the Visitors Committee and make a presentation about the event.
- The organization must provide proof of liability insurance.
- It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant funds be considered part of the applicant's annual budget.
- If at any time projects are not being performed within the scope of the approved application and terms of this program, the subject grant will be cancelled, and NO funds will be issued by the Devils Lake CVB.
- Within 60 days following the event, applicant must provide a final report to the Devils Lake Area Convention & Visitors Bureau and include the following:
 - Itemized list of expenses with copies of paid invoices
 - A summary of the event along with photo(s)
 - Estimated attendance, motel rooms booked and any other traceable information
- Grant funding is awarded on a reimbursement basis. Funds will be disbursed after the event, once the final report has been submitted and reviewed by the Visitors Committee. Reimbursement requests must be for actual event expenditures and are not to exceed award amount.

LOGO REQUIREMENTS

Event website and printed materials must contain following logo. Any website links must contain this hyperlink: <https://www.devilslakend.com>



Logo files can be obtained through the Devils Lake Area Convention and Visitors Bureau by emailing Suzie Kenner at suzie@devilslakend.com.

APPLICATION DEADLINES

March 1 | June 1 | September 1 | December 1

HOW TO APPLY

Step 1: Review the Guidelines

Before starting the application process, review the details and guidelines for the grant.

Step 2: Discuss the Potential Grant Project

Schedule a meeting with the Devils Lake CVB, to go over the project details and make sure it is a good fit, before moving forward with the application process.

Step 3: Complete Online Grant Application

Please be aware, grants are reviewed quarterly. Deadlines are March 1, June 1, September 1 and December 1.

Step 4: Review Process

All grant applications will be reviewed based on tourism and operational criteria by the Devils Lake Visitors Committee. During this process, you may be contacted for more information.

Step 5: Grant Decisions are Made

You will be notified by email if your organization received funding, or if funding has been denied.

Need more help?

Contact our office at [701] 662-4957.

SCORING SHEET FOR DEVILS LAKE CVB TOURISM DEVELOPMENT GRANT

Scoring sheet for the Devils Lake Tourism Special Event Grant application is directly related to the grant guidelines and these criteria will be used to assist the Devils Lake CVB in reviewing and ranking applications. (Applicant to also complete using best estimates available. Completing will aid applicant in determining potential scoring.)

Questions	Response/Potential Points	Points Allotted
Demonstrate how the event will generate overnight stays and document with projected motel room reservations	_____ 10 points	
Description of event. Description must be clear and concise and include: location, target audience, and origin of attendees	_____ 5 points	
Describe your marketing strategy for the event & include your efforts to market the event via electronic media	_____ 5 points	
Attach sponsorship solicitation information and describe what steps you have taken to secure sponsors for your event	_____ 5 points	
Describe how you will generate non-local press & media coverage for the event	_____ 5 points	
Outline of event budget is attached with expenditures for which grant funds have been requested	_____ 10 points	
If the event is in its second year; describe the event's previous economic impact on the Devils Lake area. Points will be assessed for overnight stays, attendance, expenditures, and other positive impacts on area tourism	_____ 5 points	
Describe your efforts to increase this year's event attendance and generate additional overnight stays	_____ 10 points	

[online grant form]

SPECIAL EVENT GRANT APPLICATION

[all fields are required to answer, except questions 8 & 9, if the event was older than 2 years]

Applicant Organization:

Date of Application:

Address:

Zip:

City:

Contact Person:

Email:

Send Email:

• Yes • No

Yes, it's okay to contact me via email.

Primary Phone:

Name of Event:

Date of Event:

Event Location:

Is this a new Event? Yes No

If no, has the event previously been held in Devils Lake? Yes No

If no, please give the number of years this event has been held:

Funding Level

Level 1, Level 2, Level 3, Level 4

Grant Amount Requested:

Demonstrate how the event will generate overnight stays and document with projected motel room reservations:

Describe the event. Description must be clear and concise and include location, target audience and market origin of attendees.

Describe your marketing strategy for the event and include your efforts to market the event via electronic media:

Describe efforts to draw people from outside the local market and/or attract a new visitor audience:

Attach sponsorship solicitation information and describe what steps you have taken to secure sponsors for your event:

Attach file

Describe how you will generate non-local press and media coverage for the event:

Attach an outline of your event budget and note the expenditures for which grant funds have been requested:

Attach file

If the event is in its second year and beyond, please complete the following questions:

Describe the event's previous economic impact on the Devils Lake Area. Points will be assessed for overnight stays, attendance, expenditures, and other positive impacts on area tourism:

Describe your efforts to increase this year's event attendance and generate additional overnight stays:

- I have been duly authorized to submit this application on behalf of the organization listed above and agree that I and the organizations governing board understand the terms and conditions of the grant guidelines and application process*:
- I verify I have liability insurance for this event