



APPLICANT INFORMATION

Applicant (Legal Name or Organization)

Address (Street or PO Box)

City

State

Zip

Name of Director of Program/Event

Date of Event

Telephone

Fax

Event Website

Email Address

EVENT INFORMATION

Title of Event _____

Total Estimated Attendance _____

Total Estimated Visitor Attendance _____
(those attending from outside 50-miles)

TOTAL GRANT AMOUNT REQUESTED \$_____
(MAXIMUM AMOUNT THAT CAN BE REQUESTED IS \$3,000)

CERTIFICATION

We, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of our knowledge.

Director of Program (print name)

Signature

Date

1. Provide a comprehensive description of your Event including goals and objectives and why you think it will attract visitors to the Holland area. Use additional paper if necessary.
2. What is your targeted market and demographic of your expected visitors?
3. Is this a new event? If no, describe the Event History and results from up to three previous years? Note #14 Rules & Regulations.
4. Is the event for profit or non-profit? Will the organizers receive any compensation?
5. Describe your marketing plan. Specifically provide details on how you will draw outside visitors and overnight guests.

6. Proposed Expenditures. List specifically how the CVB funds will be used. It is important to list all possible items the grants may be used for. Expenditures not identified in the applications process and at the time of approval cannot be added at a later date.

Proposed Expenditures *

Description of Expenditures	ALLOCATED EXPENSES		
	CVB Grant Expense	Other Expenses	Total
Total Budget:	\$	\$	\$

** Subject to Grant Committee approval.*

7. Estimated Income. Please list all sources (including fundraisers) from which income is expected.

Income Source	CVB Grant	Monetary	In-Kind	Total
Total Income:	\$	\$	\$	\$

8. Please list below your Planning Committee, including name, position, business address, phone, fax, and email.

Please return your completed application to:
Holland Area Convention and Visitors Bureau
Attention: Linda Hart
78 E. 8th Street
Holland, Michigan 49423

Office Use Only:
Date Received: _____
Date Reviewed: _____
Amount Requested: _____
Amount Granted: _____