



The Holland Area CVB offers a Marketing Grant Program to help fund tourist-related events within the Greater Holland Community.

Marketing Grant Program

The purpose of the Holland Area Convention & Visitors Bureau (HACVB) Marketing Grant Program is to assist groups, organizations, and nonprofits in the Holland area to enhance our tourism environment. Up to \$3,000 in direct funding may be awarded.

The goals of the program are simple:

- To promote a positive image of the Holland area
- To increase overnight stays in Holland area hotels
- To draw additional tourists to the Holland area
- To increase expenditures by visitors to the Holland area
- To assist tourism events that can become self-supporting

Rules & Regulations

Any organization, nonprofit, or group of businesses that operates in the Holland area is eligible to apply. The guidelines are as follows:

1. The event must take place in the City of Holland or greater Holland area.
2. Events must be designed to increase occupancy in Holland area hotels.
3. Events must be tourism related and will be granted only if they enhance tourism to the area.
4. Events must promote a positive image of the Holland area.
5. Events must be promoted to out-of-area visitors and have more than a local impact. The national definition of a visitor is a person traveling beyond 50 miles to attend an event or activity. Local advertising is not covered by this grant program (with the exception of billboard signage along major interstates within the 50-mile radius).

6. The HACVB logo must be included on all brochure, print, and digital advertisements. **All applicants must use the logo appropriately. Those who fail to do so will be denied reimbursement.**
7. Organizations may submit applications for up to two events per calendar year, and each event must be submitted on a separate application.
8. Allocable funds are capped at \$3,000 per event per calendar year.
9. The HACVB is solely responsible for the approval of grants.
10. In making decisions on grant applications, the HACVB will consider such factors as the type and scope of the applying organization, the organization's resources, the priority and anticipated impact of the proposed event, the possibility that the event can become self-supporting, the timetable, and the dollar amount requested.
11. A grant may be awarded for less than the amount requested or not at all, depending on the appropriateness of the event, how it will achieve the grant goals, and the number of applications received.
12. Preference will be given to those who seek additional funding from other sources for their event.
13. Approved grants will be paid only to the grantee. No direct billing is permitted.
14. Funding will not be made available for any of the following:
 - a. Events that are inconsistent with the goals and objectives of the grant program.
 - b. Events that are not open to the public, either for free or for a fee.
 - c. Religious or political events.
 - d. Administrative expenses including clerical, travel, meals, lodging, and salaries.
 - e. Operating expenses including maintenance, repair, rent, electricity, telephone, postage, and office supplies.
 - f. Local marketing – flyers, posters, social media targeting a local audience, etc.
15. Following the event, the applicant will be required to prepare and submit a post-event report prior to reimbursement.

Application Procedures and Deadlines

The HACVB has a set budget for marketing grants each year. Once all funds are awarded, no further grants will be given until the following year. All applicants must submit a completed marketing grant application to the HACVB at least 60 days prior to the event. All events must be completed within one year of grant approval.

Applications can be emailed or mailed to Linda Hart, Executive Director, at:

linda@holland.org or

Holland Area Convention & Visitors Bureau
Attention: Linda Hart
78 E. Eighth Street
Holland, Michigan 49423

Applicants must adhere to all rules and guidelines and complete the grant application procedures as follows:

1. Submit the HACVB Marketing Grant Application. The maximum grant amount requested per application is \$3,000. All information must be complete, and the proposed expenditures in section six must include details. Additional pages may be attached, as needed.
2. Applicants will be notified in writing within 30 days as to the need for additional information, a grant review meeting, or the approval or denial of their grant request.
3. Organizations may be invited to a grant review meeting. If invited, a representative from the organization must present their event idea, in person, to the HACVB. Presentations should include an event business model, expenses, date, time, location, anticipated draw, and detailed marketing plan. Marketing plans must outline both local advertising efforts as well as out-of-area marketing. Review meetings will be set at a mutually agreeable time and location.
4. If the grant is approved, the HACVB will email logo guidelines with appropriate files for print, brochure, and digital marketing including social media.
5. Events must be completed in the timeframe noted on the application. Upon event completion, the applicant must submit a post-event report including:
 - a. the number of attendees at the event (and how you measured this)
 - b. the demographics of attendees and where they live (and how you measured this)
 - c. copies of original invoices for all expenses on the grant application
 - d. copies of marketing materials produced and listed on the HACVB grant application (i.e. brochures, digital or social media ad files, magazine or newspaper tear sheets).
 - e. if the marketing grant helped the organization achieve the event goals.Failure to do so within one month (30 days) of event completion will disqualify the event from reimbursement and the organization from consideration for further HACVB grants.
6. The HACVB will reimburse expenses at no more than the costs listed in the approved marketing grant application.
7. Questions may be directed to Linda Hart at 616.394.0000 or emailed to linda@holland.org in advance of the deadline.

Regardless of the outcome of your grant application, thank you for your efforts to enhance the Holland area community.