



## COMMUNITY GRANT PROGRAM APPLICATION

Send completed application (mail or email) to  
monica@thinkiowacity.com  
Iowa City/Coralville Area CVB  
900 1st Avenue  
Coralville, IA 52241

### APPLICANT INFORMATION

Name of Event: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Organization Producing Event: \_\_\_\_\_

CVB Partner:  No  Yes FEIN #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address (City/State/Zip): \_\_\_\_\_

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

Website: \_\_\_\_\_

Organization Description:

Event Description:

### EVENT INFORMATION

1. Has this event received Community Grant funds in the past?

No  Yes Amount \_\_\_\_\_

2. Has this event been held in the past?

No  Yes Annual event?  No  Yes Number of years held (including upcoming year): \_\_\_\_\_

3. What is the estimated number of people this event will bring to the Iowa City area?

Participants \_\_\_\_\_ Local attendees \_\_\_\_\_ Non-local attendees \_\_\_\_\_

4. Who is expected to attend this event? *Describe attendees based on interest, age, location, etc.*

5. Will this event generate overnight stays (*e.g. attendees, vendors, performers*)? If so, how many?

6. What aspects of the event help to improve quality of life?

7. How will your event promote cultural diversity?

8. Will the event encourage others to travel to the Iowa City area or enhance their visit while visiting? If so, how?

9. What is the most attractive component of the event?

10. How and where will this event be promoted?

12. How are you marketing the event outside of Johnson County?

13. What partnerships and collaboration are involved in this event? List all involved for-profits, charities, etc.

14. How would grant funds enhance your event?

**BUDGET INFORMATION**

1. Please list all sources of funding and amounts, including funding from your own organization along with additional grants and sponsorship dollars. Please use Notes section below if additional space is needed.

Source	Amount Contributed
_____	_____
_____	_____
_____	_____
_____	_____

2. What part of your budget are you seeking funding for i.e. marketing, special project, new programming, etc?

\_\_\_\_\_

3. How much total funding are you seeking for these items? \_\_\_\_\_

4. What percentage of your total expenses is this amount? \_\_\_\_\_

Notes:

**ACKNOWLEDGMENT**

I acknowledge that I have read and I understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree with and will comply with all of the requirements indicated in the grant.

Signature \_\_\_\_\_ Date \_\_\_\_\_



## COMMUNITY GRANT PROGRAM FINAL REPORT

Send completed report (mail or email) to  
monica@thinkiowacity.com  
Iowa City/Coralville Area CVB  
900 1st Avenue  
Coralville, IA 52241

Name of Event: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Organization Producing Event: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Email or Phone: \_\_\_\_\_

Website: \_\_\_\_\_

### EVENT SUMMARY

1. Please provide a summary of the event, identifying areas of success and areas needing improvement:

2. Actual Attendance (total)\**see data collection page below*: \_\_\_\_\_

Number of Non-local Performers/Speakers \_\_\_\_\_

3. Did the Iowa City/Coralville Area CVB provide any additional services/resources for the event?

No  Yes Items/services provided \_\_\_\_\_

Satisfaction with CVB services  1  2  3  4  5 (very satisfied)

4. How could the CVB improve its services (if applicable)?

5. What additional services may be helpful in planning for this event in the future?

6. Will the event return to the area next year?

No  Yes

7. Actual amount for line item(s) chosen for grant funding:

Please break down expenses contributing to total amount.

Vendor	Item	Cost
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total Cost	_____	_____

8. What percentage does the grant amount make up of total actual expenses? \_\_\_\_\_

9. What changes, if any, would you make in promoting the event?

10. How did your event incorporate or promote cultural diversity?

11. What feedback did you receive from attendees regarding their experience?

Additional notes or comments:

Signature \_\_\_\_\_ Date \_\_\_\_\_

Thank you for participating in the Iowa City/Coralville Area Convention & Visitors Bureau Grant Program! We thank you for making our community a great place to live, visit and enjoy.

***Please refer to the following page for instructions regarding additional reporting data to include with this report.***



## COMMUNITY GRANT PROGRAM DATA COLLECTION

Please include the data requested below with the final report. This should be submitted as a separate Word document or pdf. This information enables us to understand a fuller picture of the impact of your event on the community. Good documentation and follow up will be favorable to recipients who are considering re-application in future years.

1. **Total Festival Attendance**
2. **Non-local Attendance (percent)**
3. **Non-local, out of State Attendance (percent)**
4. **Total Festival Expenditures**
5. **Data for ad placements made with grant funds**

Please include an explanation for your method of determining the each number. Suggested methods are included below.

### **Total Festival Attendance**

This is fairly straight-forward for ticketed events, though it does not account for no-shows. It also may not account for those buy tickets for more than one event within a festival. For non-ticketed events, the most effective counting methods depend on the event's structure. Refer to the columns below for recommendations.

#### *Events in a Restricted Area*

- Manual counters (work in pairs)
- Electronic counters
- Turnstiles
- Proxy tickets (e.g. wristbands)
- Use separate re-entry gate to avoid double counting or mark in some way
- E.g. Indoor venue

#### *Events in an Open Space*

- Divide space into segments and count people at regular intervals
- Determine max possible crowd prior to event to use as a baseline
- Use a tool that counts number of smart phones in a defined area
- Take drone photos during peak times to find max at a single time
- E.g. Park

### **Non-local Attendance**

Non-locals are defined as those who reside outside of Johnson County. The best way to learn this information is to capture zip code data via tickets sold, in person surveys, or alternative method. The same procedure can be used to find out the percentage of non-locals who live outside of the state of Iowa.

### **Total Attendee Festival Expenditures**

This metric consists of spending for both locals and non-locals. This is a total number of dollars spent as a result of your event. It is determined by sampling attendees to determine spending in multiple categories (e.g. in-festival spending, restaurant spending outside of festival, retail spending outside of festival). Once average spending per attendee is determined, it can be multiplied by the total number of attendees. Please provide rationale for your numbers.

### **Advertising Data**

This can include impressions, engagement, clicks, or other data specifically for advertising placements funded by the grant. This could be through print, digital, radio, or other mediums.