

Grant Programs

Applications

Meetings Mean Business (MMB) Application

Instructions

Why You Should Apply

- Attracting meetings and conventions generates significant economic impact from additional room nights and visitor spending.
- Hosting a successful regional or national conference can raise a destination's profile among meeting and event planners, therefore generating more meeting and event sales.
- Securing grant funding for a bid can encourage further sponsorship and partnerships for the convention in your destination.
- . Destination can bid on a variety of different kinds of meetings and conventions that best fit their business model, including but not limited to association and organization meetings, trade shows, reunions, educational or social meetings.

Apply for a MMB Grant

To apply for an MMB grant, go to grants.travelwisconsin.com.

If you've never used the electronic grant system, please contact the Grant Manager to set up your organizational account. See the Electronic Grant Program User Manual for additional instructions.

MMB Grant Deadlines

All applications are due by 11:59 p.m on February 1, April 1 and September 1.

Guidance

The Tourism Development Specialists and Grant Manager are available to review grant applications before the final submission. To ensure the best MMB grant application possible, we offer feedback and support throughout the entire process. Reach out to us anytime for assistance to take advantage of our expertise.

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Q Search...

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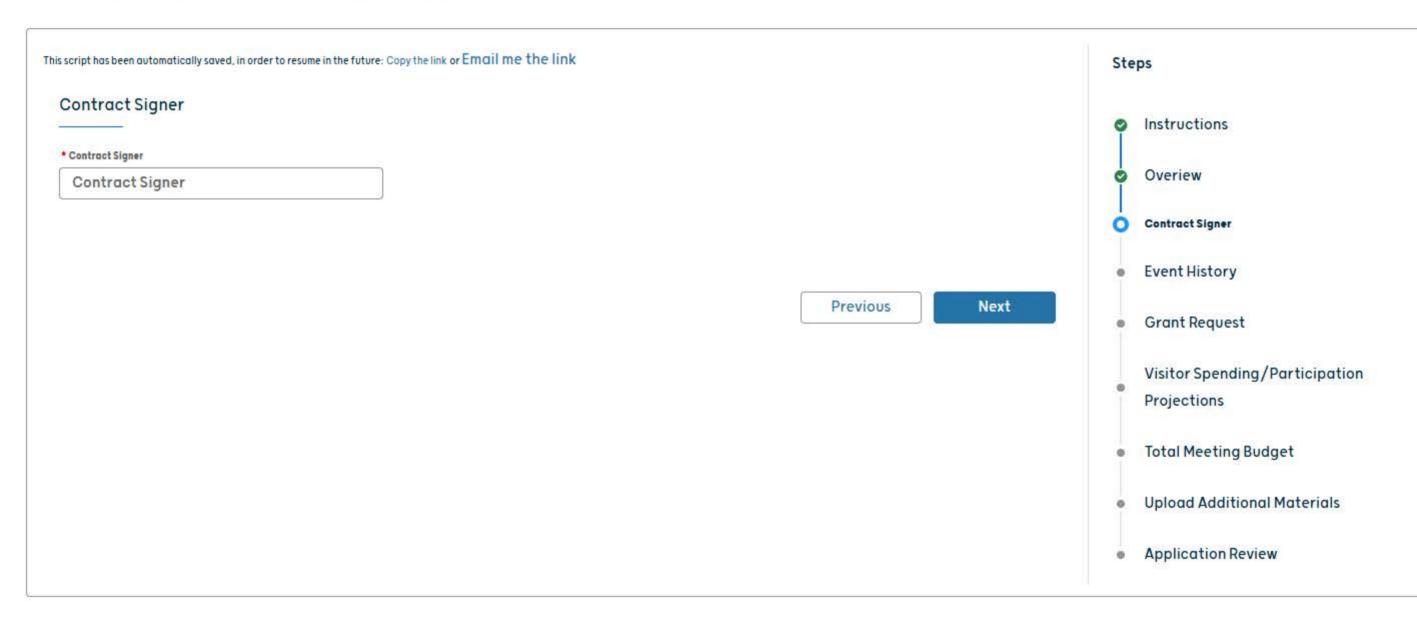
Brief description of meeting or convention (format, audience, etc.): Event Location What venue/facility will you be securing? Additional Facilities or Services Any additional facilities or services? Has the facility been secured? Facility Facility			
through throug	Event Title		
Event Host Organization Hosting Event Organization Website Type of Funding What are the grant funds being used for? Event Description Brief description of meeting or convention (format, audience, etc.): Event Location What venue / facility will you be securing? Additional facilities or Services Any additional facilities or services? Hos the facility been secured? Facility Contact Name Contact Name Contact Phone	Event Title		
Event Host * Organization Hosting Event Organization Hosting Event Organization Website Organization Website Organization Website Organization Website Provided Funding What are the grant funds being used for? Event Description Brief description of meeting or convention (format, audience, etc.): Event Location What venue/facility will you be securing? Additional Facilities or Services Any additional facilities or services? * No * Contact Phone * Contact Phone	nter the dates of the eve	ent/meeting, or use the calendar to select date	tes:
• Organization Hosting Event Organization Hosting Event Organization Hosting Event Organization Website Organization Website Type of Funding What are the grant funds being used for? Event Description Brief description of meeting or convention {format, audience, etc.}: Ferent Location What venue / facility will you be securing? Additional Facilities or Services Any additional facilities or services? Has the facility been secured? Facility *Contact Phone	曲	through iii	
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*Contact Name *Contact Phone	What venue/facility will Additional Facilities or Services		
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Facility contact name	What venue/facility will Additional Facilities or Services Any additional facilities Has the facility been secured?	s or services?	
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	* Additional Facilities or Services	Facility Contact Name	* Contact Phone

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Event History					9	Instructions
* Has this event previously been held in Wisconsin?						15.018.0
○ Yes ○ No					9	Overiew
* Has your organization hosted this event previously?						Contract Signer
○ Yes ○ No					Ĭ	out actorights
Did you apply for and receive MMB grant fundir	ng when previously host	ng this event?			O	Event History
○ Yes ○ No						Creat Passet
*Meeting/convention history (dates, location	s and insight)				•	Grant Request
Previous Events						Visitor Spending/Participal Projections Total Meeting Budget Upload Additional Materials Application Review
LOCATION AND DATES OUT-OF-STATE PART	ROOM NIGHTS	PEAK NIGHT	PEAK DAY	ECONOMIC IMPACT	10	
				New		
				Previous Next		

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Request	
verview	
ount of Grant Requested	
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et o	
ow will this grant enhance efforts to attract this meeting/convention to your community?	Ti la
Fits •	
hat benefits associated with this meeting/convention will the State of Wisconsin and the local DMO receive if a grant is award	ed?
f applicable, please provide appropriate sponsor benefits list.)	
· o	
re there future implications, spin-offs or related meetings/conventions that will result from hosting this meeting/convention?	

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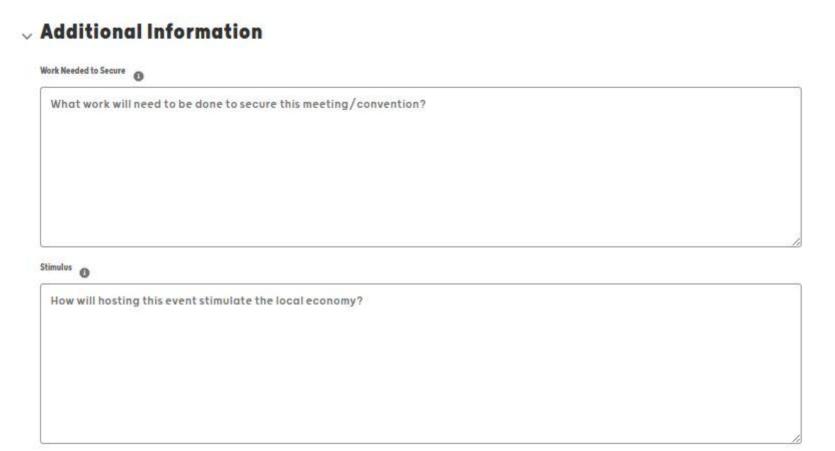
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tal Meeting Budget

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∨ Community Support

ash Contributions	
List cash contributions from public entities for this event (include amounts and sources)	
Kind Support	
What in-kind support from the community will be donated (facilities, volunteers/staff, city/county services, etc.)?	
scribe any local corporate sponsorship support that has been secured for this event:	
Describe any local corporate sponsorship support that has been secured for this event	

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isitor Spending/Partic	cipation Projections		
Total Expecte	d Participant	(attendees, staff, vendors,	etc.)
Out-of-state			
Wisconsin			
Total Hotel In	pact		
Number of Rooms			
Average Number of	(5)		
Nights			
Avgerage Room Rate	(iii		
Total Hotel Impact	\$ 0.00		
	_1522.586		
Total Number	of Attendees	Visitors Expected	
What is the total nur	nber of day visitor atten	ees expected?	
Number of Visitors	-		pt.
Spending per Visitor	\$75.00		
Total Visitor	\$ 0.00		
Spending			

Wisconsin

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Save for later

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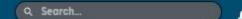
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ting Budget				
				Instructions
Enter the values of in-kind or donated items in the column. Use the "Budget notes" field to identify "			•	Overiew
EXPENSE	IN-KIND	CASH	•	Contract Signer
Administrative costs		•	•	Event History
Bid/rights/guarantee fees		•	(Grant Request
Facility/site costs		•		Visitor Spending/Participati Projections
Food		•	(Total Meeting Budget
Lodging/housing		▼		Upload Additional Materials
Rentals/equipment		•	-	Application Review
Insurance		▼		
Officials/security		•		
Labor/services		•		
Marketing/promotions		•		
Travel		•		
Other		•		
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