



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.

Steps

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- Overview
- Contract Signer
- Event History
- Grant Request
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- Total Meeting Budget
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Overview

* Event Title

Enter the dates of the event/meeting, or use the calendar to select dates:

 through 

Event Host

* Organization Hosting Event Organization Website

* Type of Funding

* Event Description

* Event Location

* Additional Facilities or Services

* Has the facility been secured?
 Yes No

Facility

* Contact Name * Contact Phone

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Contract Signer

• Contract Signer

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Event History

* Has this event previously been held in Wisconsin?

Yes No

* Has your organization hosted this event previously?

Yes No

Did you apply for and receive MMB grant funding when previously hosting this event?

Yes No

* Meeting/convention history (dates, locations and insight)

Previous Events

LOCATION AND DATES	OUT-OF-STATE PART...	ROOM NIGHTS	PEAK NIGHT	PEAK DAY	ECONOMIC IMPACT
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Grant Request

Overview

* Amount of Grant Requested

Impact ⓘ

How will this grant enhance efforts to attract this meeting/convention to your community?

Benefits ⓘ

What benefits associated with this meeting/convention will the State of Wisconsin and the local DMO receive if a grant is awarded?
(If applicable, please provide appropriate sponsor benefits list.)

Future ⓘ

Are there future implications, spin-offs or related meetings/conventions that will result from hosting this meeting/convention?

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Additional Information

Work Needed to Secure 

What work will need to be done to secure this meeting/convention?

Stimulus 

How will hosting this event stimulate the local economy?

Community Support

Cash Contributions ?

List cash contributions from public entities for this event (include amounts and sources)

In-Kind Support ?

What in-kind support from the community will be donated (facilities, volunteers/staff, city/county services, etc.)?

Describe any local corporate sponsorship support that has been secured for this event: ?

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Visitor Spending/Participation Projections

▼ Total Expected Participants (attendees, staff, vendors, etc.)

Out-of-state

Wisconsin

▼ Total Hotel Impact

Number of Rooms

Average Number of Nights

Average Room Rate

Total Hotel Impact

▼ Total Number of Attendees/Visitors Expected

What is the total number of day visitor attendees expected?

Number of Visitors

Spending per Visitor

Total Visitor Spending

Wisconsin

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Total Meeting Budget

Enter the values of in-kind or donated items in the in-kind column. Enter the dollar amount of items that will be paid for in the cash column. Use the "Budget notes" field to identify "Other" items or for any explanation of the line items in the form

EXPENSE	IN-KIND	CASH
Administrative costs		<input type="text"/>
Bid/rights/guarantee fees		<input type="text"/>
Facility/site costs		<input type="text"/>
Food		<input type="text"/>
Lodging/housing		<input type="text"/>
Rentals/equipment		<input type="text"/>
Insurance		<input type="text"/>
Officials/security		<input type="text"/>
Labor/services		<input type="text"/>
Marketing/promotions		<input type="text"/>
Travel		<input type="text"/>
Other		<input type="text"/>

Budget Notes

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We have provided this step for you to upload additional supporting information.

We have provided this step for you to upload additional supporting information. The cumulative limit for attachments is 20 MB.

Or drop files

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