

Meetings Mean Business (MMB) Grant Application

Instructions

Meetings Mean Business (MMB) grants generate visitor spending by securing or creating meetings or conferences. Many destinations have invested in substantial conference infrastructure in order to capture meetings and convention business.

Grant funding may be used for **one** of the following: bid/commitment fees paid directly to the event owner, financial commitments needed to secure a venue, or municipal services for the meeting.

You must be the designated destination marketing organization (DMO) for the area where the meeting will be held to be eligible to apply for an MMB grant.

To be eligible for a grant, applicants must apply for review by a deadline that is at least 90 days in advance of the start date of the meeting.

Applications are reviewed three times annually. The deadlines are Aug. 1, Dec. 1 and April 1.

The maximum amount awarded per organization is \$20,000 during the fiscal year, but this could include multiple projects added together to reach the maximum. The applicant organization must match the granted amount dollar-for-dollar with approved operational expenses or in-kind goods and services (e.g., hotel rooms, cars, meals).

The Department of Tourism and State of Wisconsin will be held harmless from any cost, expense, damage or liability, including disputes with suppliers for non-payment of bills. Decisions regarding reimbursement will be made based on Department guidelines. All decisions are final.

Cancel



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Step 1: Event Information

Event title: *

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

  through 

Organization hosting event: *

Organization website:

Type of funding for which you are applying: *

To secure a venue, site and/or municipal services Bid fee, due by:

Brief description of meeting or convention (format, audience, etc.): *

What venue/facility will you be securing? *

Any additional facilities or services?

Has the facility been secured? *

Yes No

Facility contact name:

Phone:

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Step 2: Event History

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

Provide as much event history for the past three previous locations as possible. If this is a new event, please complete the above field only.

Previous location/date(s):

Contact name: Phone:

Out-of-state participants:

Room nights:

Peak night:

Economic impact:

Peak day attendees:

Previous location/date(s):

Contact name: Phone:

Out-of-state participants:

Room nights:

Peak night:

Economic impact:

Peak day attendees:

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Step 3: Grant Request

Amount of grant requested: *

\$

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

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.)

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

Additional Information

Please provide detailed information on the following:

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

How will hosting this event stimulate the local economy?

Community Support

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

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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Step 4: 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: \$

What is the total number of day visitor attendees expected?

Number of visitors:

Spending per visitor: \$

Total visitor spending: \$

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Step 5: 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"/>	\$ <input type="text"/>
Bid/rights/guarantee fees	\$ <input type="text"/>	\$ <input type="text"/>
Facility/site costs	\$ <input type="text"/>	\$ <input type="text"/>
Food	\$ <input type="text"/>	\$ <input type="text"/>
Lodging/housing	\$ <input type="text"/>	\$ <input type="text"/>
Rentals/equipment	\$ <input type="text"/>	\$ <input type="text"/>
Insurance	\$ <input type="text"/>	\$ <input type="text"/>
Officials/security	\$ <input type="text"/>	\$ <input type="text"/>
Labor/services	\$ <input type="text"/>	\$ <input type="text"/>
Marketing/promotions	\$ <input type="text"/>	\$ <input type="text"/>
Travel	\$ <input type="text"/>	\$ <input type="text"/>
Other	\$ <input type="text"/>	\$ <input type="text"/>
Total:	\$ <input type="text" value="0.00"/>	\$ <input type="text" value="0.00"/>

Budget notes:

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Step 6: Upload Additional Materials

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

File	Size	Action
You currently have no attachments for this grant application.		

To attach a file, first browse for it and then click the upload button:

Supported document types include Word, Excel, Powerpoint, PDF, JPEG, GIF and PNG files.

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Application Steps

To finish your application, please complete each of the following steps of the application process. You can save your work and return to the application at any time. If you need assistance, please refer to the instructions (/MMB/Instructions/2394) for this grant application.

Step 1: Event Information (/MMB/Step1/2394)	✓ Complete
Step 2: Event History (/MMB/Step2/2394)	✓ Complete
Step 3: Grant Request (/MMB/Step3/2394)	✓ Complete
Step 4: Visitor Spending/Participation Projections (/MMB/Step4/2394)	✓ Complete
Step 5: Total Event Budget (/MMB/Step5/2394)	✓ Complete
Step 6: Upload Additional Materials (/MMB/Step6/2394)	✓ Complete

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Submit Application

