



**Fairfield Convention & Visitors Bureau
2018 Community Marketing and Event Grant Application
For events happening July 2018– June 2019
Deadline: June 15th, 2018**

Applications must be typed; handwritten applications will not be accepted. You may attach additional pages.

Name of applying organization: _____

Address: _____

Phone number: _____ Email: _____

Project manager/Contact: _____ Contact number: _____

Website: _____

Total Amount Requested: _____ Application Date: _____

Signature of Project Manager/Contact

Please complete the following questions.

Section 1:

Description of your project/event: include dates, locations, etc if applicable

Section 2:

How will you use the Fairfield CVB grant revenues for your Project/Event: Answer only the sections you are seeking funding assistance. **Be as specific as you can.** Add additional space as needed.

- a) **Print Materials** (brochures, fliers, posters, and direct mail pieces)
- b) **Advertising** (website banner ads, print ads, radio ads, television ads)
- c) **Marketing** (videos, eblasts, online ads, facebook ads, google ad words, etc)
- d) **Other**

Section 3:

Project/event costs: Use the table below to list project/event costs and the estimated amount for each item. Only list those items the grant will fund. Attach and number quoted estimates from the vendor for each item. Grants are limited to a maximum of 50% of eligible costs or \$1500 (whichever is lowest) with a required cash match of at least 50%

Tourism project	Name of Vendor	Total Amount	Requested amount 50%/max \$1500 whichever is lowest	Applicant Cash match	Estimate from vendor attachment #	
Example: Brochure	ABC printing	\$2000	\$1000	\$1000	#A	
Example: Ad	123 Magazine	\$500	\$250	\$250	#B	
TOTAL						

Section 4:

Cash Match letter: Please attach a letter from your organization specifying your cash match commitment.

Section 5:

Impact on Local Tourism: This program's primary mission is to increase tourism and generate overnight stays in Fairfield. Please explain how your project will do the following: (answer all that apply)

- a) How will your event/project draw more people from outside the local market or attract new visitors to Fairfield?

- b) How will your event/project generate press coverage for the event or for Fairfield as a tourism destination?

- c) How will your event/project increase retail, food and beverage expenditures in Fairfield?

- d) Will your event/project increase overnight stays? Estimate the number of lodging room nights to be generated in Fairfield from this project.

- e) Where will the visitors attracted by this project come from?

- f) What is the estimated number of people this project will attract to Fairfield & Jefferson County? (be realistic; inflated estimates may negatively impact your results)

Section 6:

Credits: All awarded projects must include the following statement “Sponsored in part by the Fairfield Convention & Visitors Bureau” and the Fairfield CVB Logo. The Fairfield CVB logo must appear on all ads, posters and websites associated with the funded project. Both require a link from the recipient’s website to www.travelfairfield.com . For projects in which a logo or credit statement is impossible (google ad words, online ads, etc) the CVB logo or statement with a link from the recipients website to www.travelfairfield.com must be placed on the recipient’s website home page. For projects completed before the grant award notification; applicants will need to include logo/statement on the project in advance of award announcement to be eligible for grant funds. **Failure to include proper acknowledgement may void grant reimbursement.** Where will the required statement or logo be placed for each project?

Project	Name of Vendor	Location of required statement or logo
Example: ad words	Google	Home page of website

Section 7:

What type of organization do you represent?

Public, non-profit _____

Private, non-profit _____

Private, for profit _____

Individual promoter/producer _____

NOTE: It is not required to be a non-profit to receive a CVB grant.

**Please return this 4 copies of this application on 8 ½ X 11 white paper, stapled in the top left corner. .
*Four copies of this application need to be turned into the CVB office, 200 N. Main St,
no later than 4 PM June 15, 2018***

Any questions or comments regarding this application or the Grant program please contact:
Fairfield Iowa Convention & Visitors Bureau
641-472-2828
tbaker@travelfairfield.com