



GRANT GUIDELINES

Purpose of the Crookston Visitors Bureau

The purpose of the Crookston Visitors Bureau is to promote tourism and marketing of the greater Crookston area. The intent of the CVB shall be to attract overnight visitors, groups, sports teams and conventions. The CVB will abide by Minnesota Statute 469.190 (subd.3.) "For the purpose of marketing and promoting the city or town as a tourist or convention center."

Grant Program

The purpose of the CVB grant program is to assist organizations in hosting events that promote a positive image of Crookston to potential visitors. The goal is to generate overnight stays and extended visits as well as create a desire to return. This is a competitive application based on limited resource dollars generated through the City of Crookston's lodging tax. The maximum funding allowed per event or organization is \$3000 per year. Applications must be received at least 60 days prior to any event.

Eligibility:

- Business organizations, volunteer organizations and individuals of non-profits.
- Grants may not be used for any project solely designed to give personal or political gain to any organization or individual.
- Grants may not be used for projects or events already completed.
- Events must be geared toward making an economic impact on businesses and lodging facilities located in the City of Crookston.
- Incomplete evaluations will automatically be disqualified

Criteria:

- Economic Impact: ability to attract overnight stays by drawing from outside a 50 mile radius from Crookston.
- Preference: additional preference will be given to multiple day events, first time events, probability of stimulating the development of other tourism opportunities, events that happen outside of peak times and events that create an annual return to the Crookston area.
- Financial Need: seed money to start a new event, expansion of an existing event based on an evaluation of the project's effectiveness and plan to expand.
- Money must be used solely for the promotion of an event or attraction. Allowable criteria includes; media advertising, billboard and digital advertising, paid social media, website development, trade show participation, posters, flyers, awards and trophies, event logo merchandise and postage for direct mailing.

Application:

- Based on the amount of the grant request, the applicant will be required to provide any or all of the following: the CVB grant application, an event schedule, an event budget describing how the funds will be used and a sponsorship recognition plan.
- Applicants will be required to attend a CVB meeting (in person or via teleconference/zoom) and make a short presentation to the board before approval.

Award Process:

- Funding decisions will be made by the CVB Board of Directors
- Funding will be dispersed following completion of the event and when an invoice for payment, copies of invoices and receipts and the event evaluation report has been received and reviewed to the satisfaction of the Tourism Director. This must be mailed or e-mailed to the CVB within 60 days of the completion of the event.
- Funding is contingent upon the event reasonably occurring as proposed and within the proposed time. The applicant must notify the CVB if significant changes are expected that would impact the event as proposed.
- The CVB may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates.
- The CVB will not pay more than the total marketing invoices presented.

Requirements for Funded Events:

- The Crookston CVB must be reasonably recognized as a sponsor, commensurate with the level of award and in all of the event's advertising or promotional materials. The official CVB logo and website information must appear on all marketing materials, along with a list of phone numbers for the Crookston lodging facilities and/or links to their websites.