



The Holland Area CVB is launching an Event Grant Program. This program will grant awards up to \$3,000 to help fund tourist-related events and/or promotional activities within the Greater Holland Community.

## Event Grant Program

The purpose of The Holland Area Convention and Visitors Bureau (CVB) Event Grant Program is to assist groups, organizations, and nonprofits in the Holland area by providing direct funding to enhance our tourism environment. The goals of the program are simple:

- increase overnight stays in Holland area hotels
- promote a positive image and increased visibility of Holland's attractions
- increase expenditures by visitors to the Holland area
- assist in providing activities beneficial to drawing additional tourists

## Rules & Regulations

Those eligible to apply include any group (two or more businesses), organization, or nonprofit doing business in the Holland area. Such parties may apply for a tourism grant according to the following guidelines:

1. Event must take place in the City of Holland or greater Holland area.
2. The Holland Area CVB Logo must be included on all brochures, print or television advertisements. **All applicants must use the logo and taglines appropriately. Those who fail to do so will result in denial of reimbursement.**
3. Events should be designed to increase visitors to Holland and increase occupancy in Holland area hotels.
4. Events must promote to out-of-area visitors and have more than a local impact. The national definition of a visitor is those traveling outside of 50-miles to attend an event or activity. This definition should be kept in mind when choosing appropriate advertising placements. Local advertising is not covered by this grant program. (Exceptions to this rule would be Billboard Signage along major interstates within the 50 miles radius.) 50 mile radius includes Whitehall, Kalamazoo, and St. Joseph.

5. Events should enhance the Holland area's image as a visitor destination.
6. Events should be tourism-related and will be granted only on the basis that they enhance tourism to the area.
7. Funding will not be made available for any of the following:
  - a. Religious or political promotional/special events.
  - b. Promotional or special events that are inconsistent with the goals and objectives of the Grant Program.
  - c. Events that are not open to the public, either for free or for a fee.
  - d. Administrative expenses including clerical, travel, meals, lodging and salaries
  - e. Operating expenses including maintenance, repair, rent, electricity and telephone
  - f. Office supplies
  - g. Local marketing – flyers, posters, etc.
  - h. Fundraisers – however, there may be elements of an event where a fundraiser is appropriate for funding.
8. Please be advised that a grant may be awarded for less than the amount requested or not at all, depending on the number of applications received and the appropriateness of the event and how it will achieve the grant goals.
9. Preference will be given to those who seek additional funding from other sources for their event.
10. The Holland Area CVB's Grant Committee is solely responsible for the approval of grants.
11. In making decisions on grant applications, the Committee will consider such factors as the type and scope of the applying organization, the organization's resources, the impact and priority of the proposed event, the timetable, the number of applications received and the dollar amount requested.
12. Organizations may submit applications for no more than two events per calendar year, but they must be submitted on a separate application.
13. Allocable funds are capped at \$3,000 per event per calendar year. This means that an applicant for an event may only apply to receive a maximum amount of \$3,000.
14. The emphasis of this program is to assist tourism events with becoming self-supporting. Funding for subsequent years may be reduced or denied. The Holland Area CVB reserves the right to fund an event as a sustaining grant if the event is deemed to have significant impact on the Holland area.
15. Following the event, the applicant will be required to prepare and submit a post event evaluation.

## Procedures and Deadlines

All events for consideration must be submitted to the Holland Area CVB at least 60 days in advance of event. At the time of review by the committee, further information may be requested from the applicant. Applicants will be notified in writing within 30 days as to the approval or denial of their requests. The Holland Area CVB Grant Committee will review applications on a monthly basis. All events must be completed within one year of grant approval.

Applications should be mailed to:

Holland Area Convention and Visitors Bureau  
Attention: Linda Hart  
78 E. Eighth Street  
Holland, Michigan 49423

Applicants must adhere to the guidelines above and the grant procedures as follows:

1. Complete and send in the Event Grant Application. The maximum grant amount that can be requested per application is \$3,000. All information must be complete and the Proposed Expenditures in Section 6 must be completed in detail. Applications must be typewritten and additional pages may be attached, as needed.
2. **Grant review meetings are mandatory.** A representative from each organization must present their event idea, in person, to the Grant Committee. Presentations must include a business model, expenses, date, time, location, anticipated draw and detailed marketing plan. Marketing Plans must outline both local advertising efforts as well as out-of-area marketing. Review meetings will be held in Holland at a time and location to be determined by the Holland Area CVB Grant Committee.
3. Grants not approved will be notified in writing.
4. Upon approval of a grant, grant applicant/organization will receive an approval letter from the CVB.
5. CVB logo guidelines will be emailed with appropriate files for advertisement, brochures and materials.
6. As we strive to create the most professional and appealing advertising we can as an organization, we encourage you to do the same. If your organization or group chooses to use a professional graphic designer or company to help you create your advertising, you may be reimbursed an additional 15% over and above your granted amount, at the CVB's discretion. For example, if you were granted \$1700, you could qualify for an additional \$225.00 if you seek professional graphic design assistance. Those needing help identifying designers in our area may contact the CVB.
7. Approved grants will be paid only to the grantee. No direct billing is allowed.

8. Final invoice amounts should be the same or less than those original amounts listed in the grant application. The CVB will reimburse at no more than the costs listed in the grant application.
9. Events must be completed in the timeframe noted on the application. Upon completion, a copy of an original invoice is required, accompanied by any marketing materials (original tear sheets, brochures, etc.). Failure to do so within one month (30 days) of completion of the event will disqualify the event from reimbursement and will result in being disqualified from consideration for further CVB grants.
10. Questions may be directed to Linda Hart at 616-394-0000 or emailed to [linda@holland.org](mailto:linda@holland.org) in advance of the deadline.