

**Winfield Convention and Tourism Committee  
Application for Funding**

The goal of the Winfield Convention and Tourism Committee is to fund events that bring people to town and increase tourism, benefiting local business. Applications are evaluated on these criteria:

- Does event fit the goal of increased tourism and benefit business?
- What will be the economic impact of the event on the community?
- Does the event positively promote the community?
- Does this event make good use of resources granted?

Funding requests for 2017 events and programs are due by **July 15, 2016**. "Sudden Opportunity" requests for amounts of \$500 or less may be made at any time throughout the year. However, Convention and Tourism cannot guarantee that funds will be available outside of the normal grant application process and encourages all annual events to submit their application during this time. All applicants must fill out a request in order to be considered. Grants will be limited to one request per group per year.

**REQUEST FOR FUNDS**

**Section 1**

Event \_\_\_\_\_ Dates \_\_\_\_\_

Location \_\_\_\_\_

Name or Organization \_\_\_\_\_

If Organization, is it nonprofit(501c3)?

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ (Work) \_\_\_\_\_ (Home)

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

Funding amount requested: \$ \_\_\_\_\_

Is the event open to the public? \_\_\_\_\_ Number of expected participants \_\_\_\_\_

Does this event/organization have any outstanding debt owed to the city? \_\_\_\_\_

**Section 2** Please limit your narrative to no more than 2 pages. In that space, address the following issues.

1. Describe the Project, including potential growth and impact on the community.
2. Explain how this event fits the goal of increased tourism and benefit to businesses.
3. Explain how this event positively promotes the community?
4. Does this event make good use of resources granted?
5. What Marketing Strategies have you planned? (Remember all advertising **MUST** include Winfield Convention and Tourism name and/or logo)
6. If awarded, what will C&T funds be used for?

### **Section 3**

#### Project Budget Information

On a separate sheet of paper, please list a detailed budget, including all expected sources of income, and all expected expenses: materials, supplies (please be as specific as possible), advertising, personnel (if applicable), and other expenses.

## Follow Up Report for Convention and Tourism Funding

All applicants for Winfield Convention and Tourism funding must complete a follow-up report within 60 days of completion of the event. The information included in this report will help the Committee track tourism for our city. Completion of this report will be an important factor if/when event organizers apply for repeat funding.

Name and Date of the Event \_\_\_\_\_

Contact Person \_\_\_\_\_

Estimate attendance at the event \_\_\_\_\_

1. What region did this event draw from? **Circle One:** City, County, Multi-County, State, Multi-State?
2. Did the event involve overnight stays in Winfield?
3. Did your expenses match your planned budget?
4. **Follow-up report must include a financial report for the event, as well as a detailed account of how C&T funds were utilized.**
5. Will the event be held again? If yes, what do you plan to change about the event next time?
6. Please give a brief summary of the event.
7. Please include copies of all paid advertising, and copies of receipts for advertising purchased.

This report will help the C&T committee evaluate the event and will affect future funding opportunities. Please submit a completed report within 60 days following the event to the Winfield Convention and Tourism Office at P.O. Box 640, 123 E. 9th, Winfield Kansas 67156.

Please feel free to call the office at 221-2421 or email [tourism@winfieldpartners.org](mailto:tourism@winfieldpartners.org) if you have questions or comments.