



APPLICATION

OVERVIEW

The Visit Mankato Event Grants are used to support events that attract visitors to Greater Mankato priority given to events that can fill slower periods in the community's event calendar, bring a positive economic impact to the community and have a high level of prestige or draw. Funding can be used for marketing and operational expenses. Grant dollars will be presented after the completion of the event and after the post event survey has been submitted by the organization.

Organization Name: _____ Event Name: _____

Primary Contact: _____

Street Address: _____ Apt/Suite/Office: _____

City: _____ State: _____ Zip: _____

Email: _____ Mobile Phone: _____

Website: _____

Event Description:

Event Start Date: _____ Event End Date: _____

Estimated number of total local (Mankato & North Mankato) participants (tournaments use competitors): _____

Estimated number of participants traveling more than 60 miles to participate: _____

Estimated number of Hotel Rooms each night: _____ Number of nights: _____

Is this event: Regional State wide Multiple State (how many) International

This event is/will be a:

Recurring event for Greater Mankato

New event with the possibility of becoming a recurring event

One-time event

Requested amount of funding: _____ Are you receiving any additional funding? _____

How will the funding be used to support this event?

If this event makes a profit, please explain how the profit is used and why the grant dollars are needed.

Have you been funded by Visit Mankato or the Mankato Sports Commission in the past? Yes No

How will Visit Mankato be recognized as a supporter of this event?

Will you need any of the following from Visit Mankato or the Mankato Sports Commission for your event?

- | | |
|-----------------------------|---|
| Bidding Assistance | 10' x 10' Tent |
| Hotel Room Block Assistance | Visit Mankato Signage |
| Site Tours | Yellow Safety Vests |
| Hospitality Table | Media Release |
| Fencing | Other customized needs can be discussed |

Return completed form to:

Joy Leafblad
 Visit Mankato
 3 Civic Center Plaza, Suite #100
 Mankato, MN 56001
 Or
Jleafblad@visitmankatomn.com

EVENT EVALUATION RUBRIC

| POINTS | 1 | 2 | 3 | 4 | 5 | WEIGHT |
|-------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Time of Year | Jun, Jul | Aug, Sept, Oct | Apr, May | Feb, Mar | Nov, Dec, Jan | X1 |
| Economic Impact | <\$100,000 | \$100K-\$250K | \$250K-\$500K | \$500K-\$1M | \$1M+ | X2 |
| Prestige of Event | Local Draw | Regional | State | National | International | X1 |
| RANKING | | | | | | |
| | Event 1 | Event 2 | Event 3 | Event 4 | Event 5 | Event 6 |
| Time of Year | | | | | | |
| Economic Impact | | | | | | |
| Prestige of Event | | | | | | |
| Score | | | | | | |