



Event – Gaming Funds Request Form

The Williston Convention and Visitors Bureau is the marketing organization for the Williston tourism and convention industries. Our goal is to bring people to our community for meetings, conferences, tournaments, and trade shows; to attract visitors and promote Williston.

The purpose of this funds program is to:

1. Encourage local organizations to bring district, regional and state events, or meetings to Williston.
2. Aid local organizations in the development and production of historical, cultural, and recreational promotional materials and advertising to increase public awareness of their attraction or event.

Priority will be given to projects that demonstrate:

1. Conventions/Events with overnight stays
2. Ability to draw visitors or groups to Williston
3. Ability to describe an action plan and means of completion
4. New event
5. Financial need

Organization must provide evidence of its charitable solicitation license from the State of North Dakota.

Funded projects will be required to provide documentation of promotion and/or publicity.

Acknowledgement of the Williston CVB as a funding source must appear in promotional materials.

Grants may not be used for projects already completed.

Grants may not be used for any project designed to give financial or political gain to any organization or individual.

Application submissions are requested four months prior to the event date. Grants will be reviewed quarterly at the regularly scheduled CVB Board Meetings in January, April, July, and October.



Event – Gaming Funds Request Criteria

Who May Apply: Non-profit organizations

1. Application must be filled out on the form provided.
2. No more than one application per event.
3. Application Deadline: For guaranteed consideration we suggest applications be submitted 4 months prior to event.
4. Priority will be given to events that produce overnight accommodations.
5. Money must be used for promotion of an attraction or event (not operations or implementation).
6. Event must demonstrate ability to draw visitors to Williston.
7. The Williston CVB will issue a check at completion of the program – reimbursement.
8. All projects must be completed within one year of the application.



Event – Gaming Funds Request Application

Background

Name of Organization _____

Address _____

Phone _____

Person completing application request _____

Phone _____ E-mail _____

Total organization budget for last fiscal year

Dates _____ to _____ \$ _____

To confirm non-profit status attach authorization letter and TAX ID #

Funding Request

1. Name of event for which funding is requested _____

2. Description of event (attach additional information if necessary)

3. Date(s) of event _____

4. Is this a new event?

If yes, what is the goal of the event?

If no, how many years has it been in existence? _____
(Please attach copies of previous promotional materials)

5. Estimated number of persons reached (impact) _____

6. How will the impact be measured?

Financial Information

1. Total Event Budget (may attach separate budget sheet)_____

Advertising/Promotion Breakdown

Radio_____

Television_____

Print Advertising_____

Printed materials (flyers, posters, etc.)_____

Other (specify)_____

2. Anticipated revenue from event_____

3. Amount you are requesting from the CVB_____

4. List other sources from which you have requested/secured funding:

Name: _____ Amount: _____

Name: _____ Amount: _____

Name: _____ Amount: _____

5. Do you have other co-sponsors?

Name: _____ Amount: _____

Name: _____ Amount: _____

Name: _____ Amount: _____

6. Did you receive funds from the CVB in the past?

Yes_____ (amount and year) No_____

I certify the information contained in this proposal is accurate to the best of my knowledge.

Signature

Date

Application must be received by the CVB at least four months prior to your event date. Grants will be reviewed quarterly at the regularly scheduled CVB Board Meetings in January, April, July, and October. If you have questions, please call 701-774-9041.

Return to: Williston Convention and Visitors Bureau
113 4th St E
Williston, ND 58801

For Office Use Only:

Date Application Received:_____

Date Presented to Board:_____

Amount Approved:_____

Staff Initials:_____