



Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_

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

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Name of Event: \_\_\_\_\_

**How Event Promotes Tourism in Moberly**

What are the specific, measurable Tourism benefits your event or capital project produces?

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How does your event promote tourism, conventions, and other events within the city?

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How does your event attract non-residents?

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If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

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**Financial Statement** (See Attached)

**Statement of Assurances**

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Title or Office Held: \_\_\_\_\_

## Detailed Budget

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Sponsor: \_\_\_\_\_

**Actual Last Year 20\_\_**  
**or**  
**First Annual Budget**      **Estimated Present Year 20\_\_**

**Income (Estimated)**

Rental Booths		
Entry Fees/ Gate Receipts		
Donations/ Sponsorships		
T-Shirts and Souvenirs		
Food and Drinks, Etc.		
Moberly Tourism Grant		
Other: (Explain)		

**Total Income (Estimated)**

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**Expenses (Itemized)**

Advertising *		
T-Shirts and Souvenirs Food, Drinks, Etc.		
Labor Costs		
Entertainment		
Supplies		
Postage		
Rental		
Insurance		
Payout, awards, prizes, contest		
Winnings		
Other (Explain)		

**Total Expenses (Estimated)**

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**\*If marketing grant application, fill out itemized marketing budget sheet.  
 \*Omitting required information will disqualify your application**

**Itemized Budget of Marketing Grant Funds**

(Grant column should match grant dollars in detailed budget) (Total cost should match Advertising dollars in detailed budget)

Item	Description	Total Cost	Grant
	TOTAL		



Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Amount of Award: \_\_\_\_\_ Date Granted: \_\_\_\_\_

### Summary of Event

Attendance: \_\_\_\_\_ Moberly Hotel/Motel Rooms Used: \_\_\_\_\_

Average Stay (# of nights): \_\_\_\_\_

If Moberly motels sold out, list other accommodations that attracted overnight visitors:

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Comments:

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Describe the general impact this event had on the Moberly Community:

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Describe the Success of this event?"

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