

Event Grant Program Overview

The Brookings Convention & Visitors Bureau (CVB) serves as the marketing and event recruitment arm for the City of Brookings; working to provide an increasing number of events and visitors which contribute to the economic and cultural growth of Brookings. This work is accomplished through a variety of vehicles including the CVB Grant Program which exists to award funding to organizations hosting events that meet and exceed the criteria outlined below. Please review and complete the application thoroughly. Completed applications should be submitted to:

Brookings Area Chamber of Commerce & Convention Bureau
Attn: **CVB Grant Committee**
414 Main Avenue · Brookings SD 57006
605.692.6125 · cvbgrantprogram@visitbrookings.com

Grant Funding Criteria

In awarding CVB funds, greatest consideration will be given to events, tournaments, and conventions based on the following criteria:

- Economic impact on the community
- Ability to draw a majority of participants from out-of-town
- Multiple day events which encourage overnight stays in the community
- First-time events with the potential to become annual events
- Dates of the event – priority will be given to events held during the off-peak or shoulder seasons, bringing tourists to the community during times they normally do not visit
- Demonstrate the need for funding

Grant Application Deadlines

Applications are accepted on a quarterly basis. Applications may be submitted on or before the deadline for each of the following quarterly review periods: **January 1, April 1, July 1 and October 1**. Applications must be received at least 45 days prior to the start of the event. Applications received after these dates will be held until the next review cycle.

Opportunity events, defined as new conferences, conventions or events derived from special circumstances with time-sensitive response required, may submit applications for consideration outside of the standard grant application deadlines. Opportunity event grant applications will be reviewed at the discretion of the CVB Executive Director and the CVB Grant Committee.

Grant Requirements and Guidelines

Organizations that receive funding from the CVB are expected to meet the following requirements and guidelines:

- Projects and all marketing materials should include the CVB logo and the phrase: “supported by the Brookings Convention & Visitors Bureau” as appropriate
- Each event must clearly benefit the community
- The event organizers must complete the application with as accurate information as possible when estimating items such as lodging room nights or attendance
- Only one application per event will be considered
- The event organizer must provide CVB staff with free access to the event
- All events must take place within city limits
- It should be the intention of the organization for projects/programs to eventually be self-sustaining
- Events must be open to the public

Application Review Process

All funding decisions will be made by the CVB Executive Director and/or the CVB Grant Committee. A representative of the applying organization may be requested to meet with the Director or the Committee to clarify or provide additional event information. The following funding policies apply to grant applicants and recipients:

- Funding is contingent upon the event reasonably occurring as proposed and within the proposed timelines. The applicant must notify the CVB if significant changes are expected that would impact the event as presented on the application.
- The full amount of funding will be dispersed following completion of the event and when a post evaluation form has been received and reviewed to the satisfaction of the CVB Executive Director.
- The CVB may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates or times.
- Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount of the grant requested.
- Previous funding allocations do not set precedent for future years. All applications will be subject to a fresh review each year.

Ineligible Projects

The following projects do not meet the CVB grant program criteria and thus are not eligible for funding:

- Events that apply for funds after the event has taken place
- Events that have a negative impact on the image of Brookings
- Organizations that discriminate because of race, color, creed, gender or national origin
- Candidates for political office, and organizations whose primary purpose is to influence legislation
- Fraternal organizations, churches or church-related groups whose purpose is to promote religion or an individual doctrine