Meetings Mean Business (MMB) Grant Application

Instructions

Meetings Mean Business (MMB) grants generate visitor spending by securing or creating meetings or conferences. Many destinations have invested in substantial conference infrastructure in order to capture meetings and convention business.

Grant funding may be used for **one** of the following: bid/commitment fees paid directly to the event owner, financial commitments needed to secure a venue, or municipal services for the meeting.

You must be the designated destination marketing organization (DMO) for the area where the meeting will be held to be eligible to apply for an MMB grant.

To be eligible for a grant, applicants must apply for review by a deadline that is at least 90 days in advance of the start date of the meeting.

Applications are reviewed three times annually. The deadlines are Aug. 1, Dec. 1 and April 1.

The maximum amount awarded per organization is \$20,000 during the fiscal year, but this could include multiple projects added together to reach the maximum. The applicant organization must match the granted amount dollar-for-dollar with approved operational expenses or in-kind goods and services (e.g., hotel rooms, cars, meals).

The Department of Tourism and State of Wisconsin will be held harmless from any cost, expense, damage or liability, including disputes with suppliers for non-payment of bills. Decisions regarding reimbursement will be made based on Department guidelines. All decisions are final.

Cancel Next ▶

Enter the dates of the event/meeting, or use the calendar to select dates: * through Drganization hosting event: * Drganization website: Flype of funding for which you are applying: * To secure a venue, site and/or municipal services Bid fee, due by: Brief description of meeting or convention (format, audience, etc.): * What venue/facility will you be securing? * Any additional facilities or services? Has the facility been secured? * Yes No Phone:	vent title: *				
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Has the facility been secured? * ☐ Yes ☐ No	mac romac raome, mm you bo co	ouring r			
Has the facility been secured? * ☐ Yes ☐ No					
Yes No	ny additional facilities or service	es?			
Yes No					
Yes No	1 4b- 6111b- b 40 b				
Facility contact name: Phone:	as the facility been secured? *				
Facility contact name:	-				
	Yes No				

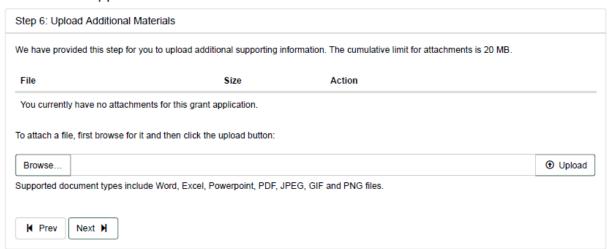
Step 2: Event History			
Meeting/convention history (dates, locations and insight):			
			li .
Provide as much event history for the past three previous only.	ocations as possible. If this is a new	w event, ple	ease complete the above field
Previous location/date(s):			
Contact name:		Phone:	
Out-of-state participants:			
Room nights:			
Peak night:			
Economic impact:			
Leonomic impact.			
Peak day attendees:			
Prayious location/data/s)			
Previous location/date(s):			
Contact name:		Phone:	
Out-of-state participants:			
Room nights:			
Peak night:			
Economic impact:			
Peak day attendees:			

Step 3: Grant Request	
Amount of grant requested: *	
\$	
How will this grant enhance effo	rts to attract this meeting/convention to your community?
Tion will also grant cilitatice cile	to be deduct this incoming convention to your community.
What benefits associated with the applicable, please provide appro	nis meeting/convention will the State of Wisconsin and the local DMO receive if a grant is awarded? (If opriate sponsor benefits list.)
Are there future implications, sp	in-offs or related meetings/conventions that will result from hosting this meeting/convention?
Additional Information	
Please provide detailed information	on on the following:
Mile of consult will be added to be added to	this most on the second
what work will need to be done to	o secure this meeting/convention?
How will hosting this event stimu	late the local economy?
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Community Support	
List cash contributions from public entities for this event (include amounts and sources):	
What in-kind support from the community will be donated (facilities, volunteers/staff, city/county services, etc.)?	
Describe any local corporate sponsorship support that has been secured for this event:	
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Step 4: Visitor Spending/Partic	ipation Projection	ns	
Total expected participants (atter	ndees, staff, vendo	ors, etc.): *	
Out-of-state:			
Wisconsin:			
Total hotel impact:			
Number of rooms:			
Average number of nights:			
Avgerage room rate:	\$		
Total hotel impact:	\$	0.00	
What is the total number of day v	visitor attendees e	xpected?	
Number of visitors:			
Spending per visitor:	\$	58	
Total visitor spending:	\$	0.00	
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Expense	In	n-Kind	Cash	
Administrative costs	\$	\$		
Bid/rights/guarantee fees	\$	\$		
Facility/site costs	\$	\$		
Food	\$	\$		
Lodging/housing	\$	\$		
Rentals/equipment	\$	\$		
Insurance	\$	\$		
Officials/security	\$	\$		
Labor/services	\$	\$		
Marketing/promotions	\$	\$		
Travel	\$	\$		
Other	\$	\$		
Total:	\$	0.00 \$	0.00	
Budget notes:				



Meetings Mean Business (MMB) Grant Application

Application Steps To finish your application, please complete each of the following steps of the application process. You can save your work and return to the application at any time. If you need assistance, please refer to the instructions (/MMB/Instructions/2394) for this grant application. Step 1: Event Information (/MMB/Step1/2394) ✓ Complete Step 2: Event History (/MMB/Step2/2394) ✓ Complete Step 3: Grant Request (/MMB/Step3/2394) ✓ Complete Step 4: Visitor Spending/Participation Projections (/MMB/Step4/2394) ✓ Complete Step 5: Total Event Budget (/MMB/Step5/2394) ✓ Complete Step 6: Upload Additional Materials (/MMB/Step6/2394) ✓ Complete **₭** Prev Submit Application