



## Mitchell SEA Grant Application

\*\*\*Application must be received no less than 45 days prior to the first day of the event\*\*\*

The many festivals, conventions and sporting events hosted in the Mitchell area are an important aspect of the region's tourism industry. The Mitchell SEA grant program is designed to assist event planners by providing funds for marketing, advertising, printing and postage in the following categories:

- **Meetings:** Conventions, meetings, retreats etc.
- **Sporting Events:** Tournaments, competitions etc.
- **Festivals/Special Projects:** Other events that generate overnight stays

The grant exists to encourage tourism in the City of Mitchell or to fund area events that will have a significant impact on a business located in the City of Mitchell, specifically generating overnight stays and/or extending visitor stays at hotel or other lodging options, including camping, in the Mitchell area.

Preference will be given to:

1. New festivals, conventions/meetings, sporting events and other events .
2. Existing events showing an expanded focus for event/tourism growth.

All events must project a positive image of the Mitchell area.

The grant program is appropriated and administered to qualifying organizations by the Mitchell SEA on review by the SEA Advisory Council. Applicants must provide all of the information requested and be in compliance with all criteria.

Incomplete applications will be returned.

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Applicant Organization

Street Address

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City

State

Contact Person

Phone number



E-mail

Purpose of Organization

Name of Event

Type of Event  Festival  
 Sporting Tournament  
 Convention  
 Other

Location of Event

Date(s) of Event

Date of Application

Grant Amount Requested

**SEA GRANT FUND ELIGIBILITY CHECKLIST**  
**\*\*This section must be completed before proceeding\*\***

Application is submitted by a non profit or volunteer organization

This event will show a favorable impression of the Mitchell Area

This event will be promoted to out of town visitors

This event has received previous grants from SEA  
Number  Amount awarded

This Organization has received previous grants from SEA  
Number  Amount awarded

Profit and Loss Statement of previous event included

Notes



## HISTORICAL DATA

How many years has this event been held

Attendance at last event  
(Divide into spectators and participants if appropriate)

What % of attendance was visitor draw?  
(Visitor = Outside 50+ Mile radius)

Estimated Room Nights of Last Event

Comments

## EVENT DETAILS

Will or has your organization received funds from Mitchell SEA?

Yes

No

Amount:

Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into the community with this event (350 words or less)

Describe your event. Be sure to include who, what, where, when and how activities will take place. (500 words or less)

Explain how your event benefits the community and your organization. Specify whether your event is a first time event, annual event or an on-going program. (500 words or less)



**EVENT DETAILS**

What geographic areas are you bringing event participants from? Indicate geographic areas you are marketing for visitor attraction to your event. (500 words or less)

What are the specific goals of this project? (350 words or less)

Explain how your grant request would be used to promote tourism in Mitchell. Note the resulting impact of your event if the request for funding were denied. (500 words or less)

If this is a new event, what is the estimated hotel room nights this event will generate? How are you able to estimate this number? (500 words or less)

Please complete the additional budget form. Budgets not provided on this form will be rejected. Budget reflected should be for the event only.

Authorized Signature

Date



**Revenues**

	Received	Pledged	In-Kind	Total
Carryover from Prior Year's Event				
Ticket Sales/Admissions				
Public Contributions (Cash)				
Grants (Excluding YCVB Grant)				
Sales: Food & Beverages				
Sales-Other				
Advertising/Sponsorship				
Booth/Exhibit Rental				
Other Income				
Total Revenues:				<input type="text"/> (a)

**Promotional Expenses**

Speakers/Entertainment	
Food & Beverage	
Other Concession Items	
Cost of Other Items to be sold	
Licenses Fees	
Insurance	
Local Shuttle Service Expense	
*Postage Expense	
Facility Rental Expense	
Equipment Rental Expense	
Booth/Exhibit Rental Expense	
*Printing Expense	
*Radio Advertising Expense	
*Television Advertising Expense	
*Digital Advertising Expense	
*Trophies/Awards/T-Shirt Expense	
Other Expense (List)	
Total Direct Event Expenses:	<input type="text"/> (b) * Must be Double item e

Gross Profit  (c) = (a) - (b)

**Administrative Expenses of Proposed Event**

Supplies Expense	
Telephone Expense	
Salaries & Waes Expense	
Other Expense (List)	
Total Direct Administrative Expenses:	<input type="text"/> (d)

Net Income:  (c) - (d)

**TOTAL GRANT REQUEST FROM YCVB**  (e)

NOTE: Please list N/A for any items not applicable to your event.

\*These are eligible grant expenses.

Revised: June 2017



Print a copy of this application for your records.

Please review and adhere to the criteria for funding grant requests as found in the grant guidelines sheet. Follow the guidelines for funding and also carefully note the ineligible organizations and programs that will not be funded.

Funding scores are greatly enhanced when the criteria are met and the application format is followed. If you have questions please call the Mitchell Convention and Visitors Bureau at 605.996.6223 or email Katie Buschbach [katie@mitchellsd.com](mailto:katie@mitchellsd.com)