



269.781.5163
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ChooseMarshall.com

323 West Michigan Ave.
Marshall, MI 49068

CHOOSE MARSHALL TOURISM FUNDING REQUEST APPLICATION

Choose Marshall may provide funding for events and projects that promote tourism in Marshall. Funds will be awarded based on the following criteria:

1. Funding shall promote cultural vitality and tourism in Marshall by attracting visitors to our community.
2. Events or projects that increase overnight stays in Marshall hotels and/or promote downtown placemaking are a funding priority.
3. Priority will also be given to those requests that include funding from other sources.
4. The business, organization or person requesting funding must be an active member of the Marshall Chamber.
5. A cap of \$1,500 is established per event/project. Choose Marshall reserves the right to lift the cap for projects/events that provide a unique opportunity to promote tourism and placemaking in Marshall, in accordance with Choose Marshall's strategic objectives.

Choose Marshall may reserve funding to ensure funds are available throughout the fiscal year, July 1 to June 30. Requests will no longer be accepted after Marshall's Tourism Sponsorship Budget has been exhausted for the fiscal year.

Date of Request _____ Type of Business _____

Organization Name _____

Address _____

Contact Person _____ Title/Position _____

Phone Number(s) _____ Best Contact Time/Method _____

Email Address _____

Name of Event/Activity _____ Date Funds Needed _____

What is the Total Budget? _____ Amount Requested? _____

List other funding sources _____

PLEASE ATTACH A NARRATIVE detailing:

- Date(s), time(s) and location of the event/activity.
- How the requested money will be used.
- Who will benefit from the requested funds? (where will participants and/or spectators come from? also include any demographic information you have)
- Where you will be advertising the event? (advertising sources and geographic range of ads, demographic information if utilized)
- Other information that will help Choose Marshall make a funding decision.

RETURN FORM to Kimber Thompson, Director of Tourism

Hand deliver or mail to: Choose Marshall Welcome Center or email to: Kimber@ChooseMarshall.com.

FOR INTERNAL USE ONLY

Approved Amount _____ Declined Amount _____ Initials _____ Date _____

Comments _____