

CONVENTION AND VISITORS BUREAU

Thank you for asking us to assist you in planning for your upcoming event! Here are a few things that we hope will help you make the process easier.

- 1 **WHO** is CVB?
 - a. CVB is a seven member volunteer board that has been appointed by the Mayor of Oberlin to assist in promoting Oberlin.
 - b. We are totally funded by tax dollars collected from travelers who spend the night in one of our lodging facilities.
 - c. Our regular meetings are on the second Thursday of each month. We meet noon at the Economic Development office, 124 N. Penn.
- 2 **WHAT** do we do and what are the guidelines for getting a grant?
 - a. Assist in financing local organizations that are producing events designed to encourage overnight stays in one of our lodging facilities.
 - b. The guidelines for receiving a grant are designed to include information on the potential increase in non-residential attendees.
 - c. Advertise in magazines that reach the traveling public
 - d. Produce promotional material for state wide distribution
 - e. Promote medial promotional material. An example is our participation in Smoky Hill PBS current series "Cottonwood Connection". This series airs on Sunday evenings and is repeated throughout the week.
 - f. Look for ways we can continue to expand the "footprint" of our community throughout the state.
- 3 **HOW** do we operate?
 - a. Grant application forms are available on line or at the City office. Completed forms can be returned to the City office.
 - b. Those requests are reviewed by the board and recommendations are made to the City for funding.
 - c. No application will be considered after an event has occurred.
 - d. We request that applications be submitted by the last day of the month prior to our regular meeting and timed for review prior to the event.
 - e. A Follow-up form is also required. This information tells us about your event and gives us information to assist in planning for future budget and promotional opportunities. It is required that this form be filed within a month of the completion of your project.

Please contact us through the City office with any questions. Thank you!

OBERLIN CONVENTION AND VISITORS BUREAU

Application for Grant Funding

Application date: _____

Event Name:

Date(s):

Time:

Location:

Organization making request:

Contact Person

Address:

Phone:

Estimated Attendance

Number of overnight guest? _____

Number of day visitors? _____

Budget details

Total budget for the event? _____

Do you have other fund raising options? _____

Amount Requested? _____

How will the event be promoted?

What is the expected geographic and/or financial impact?

Has this event been funded in the past?

If so, how and the amount of that funding?

Will there be a charge for this event?

How will the grant proceeds be used?

Please describe those plans and identify how funding will be used.

Please return application to:

City of Oberlin

OR please email application to: oberlinCVB@gmail.com

1 Morgan Drive

Oberlin, KS 67749

785-475-2217

OBERLIN CONVENTION AND VISITORS BUREAU

Final Event Report
Date:

Event Name:

Estimate number of Oberlin participants?

Estimate number of out of town participants?

Estimate number of overnight visitors?

Do you believe the event was a success?

What was the economic impact of the event to the following segments of our economy?

Housing	Restaurants	Gas	Entertainment
Sporting Goods	Other		

Do you plan to repeat this event? If so, how often?

Please share highlights of your event!

Please provide budget details.

Please submit copies of printed advertising, news stories and pictures you have collected.

Thank you for organizing this event!

Please submit your final report to:

Oberlin CVB

1 Morgan Drive

Oberlin, KS 67749

OR please email your report to: OberlinCVB@gmail.com