**Seed and Event Requests Policy**

This policy is being adopted to clarify requests for funding from the MCCVB for the various events and activities held throughout the county. The MCCVB has budgets in place for various types of event sponsorships and all money distributed should come from the designated account for that type of event (as categorized below).

***Seed Requests***

Seed request money is used for events that are:

* Going to bring in a significant amount of hotel rooms into the county and or make a large financial impact in the lodging industry.
* In their first three years of existence as an event (events that ceased and restarted would also be considered). We are trying to help new events get started.
* Based in the Marquette county area.

Any seed request exceeding $500 will be individually evaluated and voted on based on merit and economic impact. After 3 years of requesting money an event will no longer be eligible for seed money from the MCCVB.

***Special Promotions/Special Contributions***

Special Promotions money is used for events that:

* Do not meet the above mentioned seed request guidelines.
* The main focus would be on events that are not going to be reoccurring but will bring in lodging rooms to the county.
* Do not directly benefit the lodging industry but may be beneficial to the county in other ways.

Any special promotion request exceeding $500 will be individually evaluated and voted on based on merit and economic impact.

**Eligibility**

In order to be eligible for seed or event money all requests must be submitted in writing using our standard request application. This application can be obtained at the MCCVB office or from the MCCVB website. Requests that have not submitted this application will not be considered. All requests should also be made well enough in advance (preferably 4 weeks or more) to allow the MCCVB board to properly discuss them and come to a decision at the current month’s board meeting. The board reserves the right to accept or deny any requests made.

Adopted July 28, 2011