

Round Top Area Chamber of Commerce Event Underwriting Grants

Purpose: Provide funding to encourage members to hold events that bring visitors to Round Top, benefitting area businesses and lodging establishments.

How it works:

- Events to be supported should attract visitors that will patronize multiple businesses and hopefully stay in the area overnight e.g., Wine Trail, Art After Dark, Sip n' Shop,
- Members can apply once per year for a grant of up to \$1,000 to assist with supplies, promotional materials, etc. for an event. Total grant funding does has to fit within the Chamber's annual budget.
- A one-page application form is completed and submitted to the Chamber Board for review at a regular meeting prior to the event. Member who is applying attends the Board meeting to present the proposal. A vote will be taken at the Board meeting, so feedback is prompt.
- When approved, the sponsoring business submits invoices for qualifying expenses to the Chamber for payment or reimbursement. Any funds not used for the specific event are retained by the Chamber for future grants.
- After the event, the member who has utilized the grant reports results lessons learned, by email, to the Chamber so that other businesses can benefit

The application includes:

- Sponsoring business or non-profit
- Proposed event date and duration
- Event description
- What kind of visitor will the special event attract
- Underwriting request – how much is requested and how will it be used.
- How the special event aligns with the principles of the grant program.
- How the impact of the event will be measured (e.g., visitor count increase, memento sales, etc.)