

# Hotel/Motel Marketing Committee Funding Application

The Hotel/Motel Marketing Committee is designed to drive tourism to the area and encourage overnight stays. As a committee, we have allocated a portion of our budget to be used to help non-profit organizations market their event or project. Below, you will find our mission statement and list of guidelines to solicit funding from our committee. We ask that all organizations seeking funding from the Hotel/Motel Marketing Committee meet the requested criteria and seek projects that support the mission of our committee.

## Mission Statement

*Promote tourism in Decorah area through marketing and encouraging tourism events.*

## Application Criteria

*All applications will be evaluated according to their ability to meet the following criteria:*

- 1) Must have a non-profit status
- 2) Funding must be used for marketing purposes
- 3) Organization must provide a proof of need
- 4) Potential to increase lodging
- 5) Potential to increase tourism
- 6) Show some source of funding other than H/M Marketing Committee