

City of

Moberly!

MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 2/27/25

Chamber of Commerce Representative: Maranda Dollich

Name of Event: Moberly Railroad Days Festival

Name of Organization: The Moberly Rotary Club

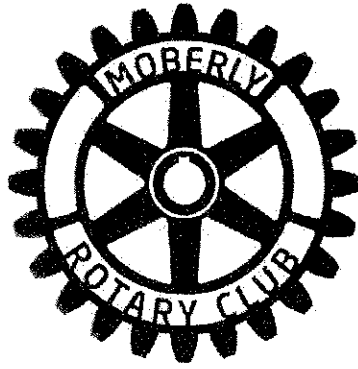
Evaluation Factors	Yes	No
Quantify expansion of tourism in Moberly	Yes	
Positive Community Impact to Moberly	Yes	
Quality and Uniqueness of proposed Project	Yes	
Positive Economic Impact to Moberly	Yes	
Stability of Management and capacity	Yes	
Evidence of Community Support	Yes	
Overnight Hotel Stays, Retail, Restaurant	Yes	
Total		

The following values are assigned to each numeric spread:

5 or more Yes, Tourism can recommend up to 100%

4 Yes Tourism can recommend up to 50%

3 or less no funding



Moberly Tourism Commission
Moberly, MO

February 27, 2025

To Whom it May Concern:

The Moberly Rotary Club is once again in the planning stages for the 19th annual Moberly Railroad Days Festival, to be held June 11 through June 14, 2025 in Downtown Moberly.

We are once again requesting a \$1,000 grant to assist with **marketing** for this event. In addition, I am proposing a \$2,000 matching grant for **"Capital Improvements & Aesthetic Improvements"** as listed on your website. If approved, the Rotary Club could match these funds in order to purchase four new tables for Depot Park. They could be used for Railroad Days and other downtown events, continuing to replace the old plastic tables which are damaged.

The Moberly Railroad Days become a festival that many families look forward to each year. In addition, it has proven to draw families and individuals into our city from surrounding communities. They come here to enjoy the carnival, food, entertainment and other offerings. Your funding support for Railroad Days 2025 would be greatly appreciated! We hope to once again make this a successful, fun event while promoting the significance of the railroad in the history of Randolph County.

Kindest Regards,

A handwritten signature in cursive script that reads "Brian Sevits".

Brian Sevits, Chairman
Moberly Rotary Club Railroad Days Committee

City of

Moberly!

Name of Organization: Moberly Rotary Club Date: 2/27/25

Contact Person: Brian Sevits

Address: 909 W. Reed St. Telephone: 6606514012

Date of Event: 6/11-14/25 Name of Event: Railroad Days

How Event Promotes Tourism in Moberly

What are the specific, measurable Tourism benefits your event or capital project produces?

People are drawn to Moberly to attend the pageants, enjoy the entertainment,
attend the carnival, etc.

How does your event promote tourism, conventions, and other events within the city?

People from surrounding areas are drawn to Moberly because they want to experience the festival
and participate in its various aspects.

How does your event attract non-residents?

The carnival, vendors, food offerings, and entertainment helps bring in people
from miles around Moberly since this is a unique event in the area.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

Half for Marketing and half for helping Rotary Club to purchase more tables at Depot Park

Financial Statement (See Attached)

Statement of Assurances.

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to the best of my knowledge.

Name (Please Print): Brian Sevits

Signature: Brian Sevits

Date: 2/27/25 Title or Office Held: Committee Chairman

Detailed Budget

Event: Railroad Days

Date of Event: 6/11-14/25

Date of Application: 2/27/25

Sponsor: Moberly Rotary Club

Actual Last Year 2024

OR
First Annual Budget

Estimated Present Year 2025

Income (Estimated)

Rental Booths

Entry Fees/ Gate Recelpts

Donations/ Sponsorships

T-Shirts and Souvenirs

Food and Drinks, Etc.

Moberly Tourism Grant

Other: (Explain)

Bingo

Carnival

Expenses (Itemized)

Advertising *

T-Shirts and Souvenirs Food,
Drinks, Etc.

Labor Costs

Entertainment

Supplies

Postage

Rentals

Insurance

Payout, awards, prizes, contest
winings

Other (Explain)

Tables

Total Expenditures

Estimate Value of In-Kind

Services (Explain)

3,000.00

*City - campground
auditorium*

Le-J Dev. - trash service

\$ 2650	\$ 2750
6500	6500
3133	3000
\$ 500	\$ 1000
953	1000
5,932	6000
1047	2000
8183	7000
452	500
1268	1500
465	500
	2000
11,415	13,500

*If marketing grant application, fill out Itemized marketing budget sheet.

*Omitting required information will disqualify your application

Itemized Budget of Marketing Grant Funds

(Grant column should match grant dollars in detailed budget) (Total cost should match Advertising dollars in detailed budget)

Item	Description	Total Cost	Grant
Radio	Radio ads	500	250
Social	Facebook, Insta, etc.	1000	500
Print	Banners/Signage	500	250
	TOTAL	2,000. ⁰⁰	1,000. ⁰⁰