

City of

Moberly!

MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 3/6/2025

Chamber of Commerce Representative: Maranda Dollich

Name of Event: Mid-Missouri Christmas Festival

Name of Organization: Moberly Area Chamber of Commerce

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

City of

Moberly!

Name of Organization: Moberly Area Chamber of Commerce Date: 3/6/2025

Contact Person: Maranda Dolich Telephone: 660-263-6070

Address: 211 W. Reed St. Moberly, MO 65270 Date of Event: 12/13/2025

Name of Event: Mid-Missouri Christmas Festival Met with Tourism Specialist ☒ Yes ☐ No

How Event Promotes Tourism in Moberly

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

Event started in 2019 & has become one of the largest holiday events in mid-missouri drawing around 7,000 people.

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

This event promotes shopping, dining, and holiday festivities drawing families from more than 50 miles away.

How does your event attract non-residents? We market 50+ miles away. We have had visitors from 27 different Missouri counties & at least 3 other states.

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

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): Maranda Dolich

Signature: Maranda Dolich

Date: 3/6/2025 Title or Office Held: Executive Director

Detailed Budget

Event: Mid-Missouri Christmas Festival

Date of Event: 12/13/2025 Date of Application: 3/6/2025

Sponsor: _____

Actual Last Year 20_____

OR
First Annual Budget

Estimated Present Year 2025

Income (Estimated)

Rental Booths

Entry Fees/ Gate Receipts

Donations/ Sponsorships

T-Shirts and Souvenirs

Food and Drinks, Etc.

Moberly Tourism Grant

Other: (Explain)

Expenses (Itemized)

Advertising *

T-Shirts and Souvenirs Food,

Drinks, Etc.

Labor Costs

Entertainment

Supplies

Postage

Rentals

Insurance

Payout, awards, prizes, contest

winnings

Other (Explain)

Total Expenditures

Estimate Value of In-Kind Services (Explain) *A*

*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
TV Commercials	KOMU, Hulu, Fox4	\$3000	0
Social Media Ads	Facebook & Instagram	\$800	0
Banners	Updated banner	\$500	\$500
Maps	Event Maps	\$500	\$500
A-Frame	Event Signage	\$500	0
TOTAL			1000

Approval Tourism Chairperson: _____



Name of Organization: _____

Contact Person: _____ Phone: _____

Address: _____ Date of Event: _____

Amount of Award: _____ Date Granted: _____

Summary of Event

Attendance: _____ Moberly Hotel/Motel Rooms Used: _____

Average Stay (# of nights): _____

If Moberly motels sold out, list other accommodations that attracted overnight visitors:

Comments:

Describe the general impact this event had on the Moberly Community:

Describe the Success of this event" _____

Profit and Loss Summary of Event

Income (Estimated)

Estimated Present Year 20__

Rental of Booths
Entry Fees/ Gate Receipts
Donations/ Sponsorships
T-Shirts and Souvenirs
Food and Drinks, Etc.
Moberly Tourism Grant
Other: (Explain)

Total Income

Expenses (Itemized)
Advertising
T-Shirts and Souvenirs
Food, Drinks, Etc.
Labor Costs
Entertainment
Supplies
Postage
Rentals
Insurance
Other (Explain)

Total Expenditures

Estimate Value of In-Kind
Services (Explain)

\$
\$
\$
\$

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Signed _____ Title _____

Failure to complete this form within 90 days of the above event may result in denial of funds for future events. Mail this form the to City of Moberly Tourism Commission, 101 West Reed, Moberly, MO 65270, Attention: Moberly Tourism Commission.