

City of

Moberly!

MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 3/12/2025

Chamber of Commerce Representative: Maranda Dollich

Name of Event: Junk Junction Vintage Market

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 Dollich Telephone: 660-263-6070

Address: 211 W. Reed St. Moberly, MO 65202 Date of Event: 9/20/2025

Name of Event: Junk Junction Vintage Market 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?

Produces approximately 17,000 tourists for the city from all over the Midwest and creates revenue for businesses and vendors

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

This event almost doubles the population of Randolph County and brings people more than 50 miles away specifically to Moberly.

How does your event attract non-residents? We market more than 50 miles

away to attract true tourism for Moberly.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget) Commercial, digital Google & Meta Ads, and Print ads.

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 Dollich

Signature: Maranda Dollich

Date: 3/6/2025

Title or Office Held: Executive Director

Detailed Budget

Event: Junk Junction Vintage Market

Date of Event: 9/20/2025

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) \$ D

*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 8, Fox 4, Hulu	\$3000	0
Social media Ads	Facebook & Google	\$1300	\$500
Stickers	For Yard Signs	\$150	0
Banners	Updated Banner	\$500	\$500
Postcards	2025 Postcards	\$200	0
	TOTAL	\$5150	\$1,000

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)

[illegible]

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.