



**VISIT MOUNTAINEER
COUNTRY.COM**

Morgantown Event Advancement Fund

Purpose

The **Morgantown Event Advancement Fund** was created to attract events to the downtown area out of the generous support and leadership of the City of Morgantown. The goal of the fund is to stimulate events and attract people to the downtown area in a data driven, efficient, and objective manner.

Event Guidelines

- Must occur in Morgantown city limits;
- Must share event data (i.e., detailed revenue & expenses, number of attendees, etc.);
- Must link to VisitMountaineerCountry.com, Morgantownwv.gov and VMCCVB's and the City of Morgantown's social media on all promotions, including the event's website;
- Must complete a post-event report containing the above information;
- Must abide by event best practices (security, traffic control, safety, budgets, etc.).

Process

- Applicants apply online via VMCCVB's SmarterSelect platform.
- VMCCVB reviews & prepares applications for the Review Committee.
- Applicants will be notified via email 8-10 weeks after their application submission. Morgantown Event Advancement applicants may be notified sooner.
- If approved, applicants will receive 50% of their awarded grant funds via check in person at the Visit Mountaineer Country CVB.
- Applicants will receive their remaining 50% once their final grant report has been successfully received with the required supporting information.
- *NOTE: If applicants do not submit their post-event report within 30 days of the last day of their event, they will forfeit the remaining 50% of the awarded funds.*
- <https://www.visitmountaineercountry.com/grants/>