

2027 DESTINATION ROLLA GRANT GUIDELINES

The Rolla Chamber of Commerce Destination Rolla Grant Program provides funding to organizations hosting events, programs, and sporting activities that promote tourism development and growth in Rolla, Missouri.

This competitive reimbursement grant is awarded to qualified applicants who attract visitors from outside Rolla (50+ miles), generate business for Rolla lodging establishments, and create a positive economic impact on local businesses and attractions. Funding for the program is made possible through an allocation of the City of Rolla Lodging Tax.

Eligibility

- Eligible applicants include businesses or organizations planning a clearly defined, tourism-focused event.
- Organizations may receive only one grant per program year.
- Applicants must apply and be approved before the event date; applications for events that have already occurred are ineligible.
- Grant recipients must comply with all application and reporting requirements.

Qualifying Events

- A single- or multi-day event capable of attracting visitors from 50+ miles (one way) outside Rolla and retaining them in the area for at least three hours.
- Events must be held within 10 miles of Rolla city limits.
- Events cannot promote any political party or platform.

Expenses Covered by the Grant

- Facility and equipment rental
- Marketing and promotion
- Branded event giveaways
- Graphic design and printing
- Photography and videography
- Officials, referees, or umpires for sporting events
- Entertainment or guest speaker

Expenses NOT Covered

- Items for resale
- Professional Services (including Legal, Medical, Engineering, Accounting, or Auditing)
- Prize Money
- Indirect costs, including overhead, administrative fees, F&A costs, or percentage-based charges
- Alcohol

Tourism Grant Funding Evaluations and Awards

Funding evaluations and awards are based on the following key considerations:

- Number of days the event is held
- Projected number of participants
- Projected impact on hotel/motel occupancy
- Overall economic impact on Rolla (including local spending, dining, shopping, and attractions)
- Applicant's demonstrated marketing strategies to attract out-of-town visitors
- Likelihood for future growth and expansion of the event

Pre-Event Requirements

- The organization must designate a primary point of contact with detailed knowledge of the event's planning and organization.
- Applicants must submit a complete grant application by the deadline, no exceptions.
- Proper city permits and liquor licenses must be obtained (if applicable to the event).
- Proof of liability insurance must be provided for the event.
- Grant recipients must include the VisitRolla logo on appropriate promotional materials and marketing pieces, including items highlighting event sponsors.
- If the event has a website, the VisitRolla logo must appear on the site with a link to www.visitrolla.com.

Post-Event Requirements

- Grant recipients must submit a post-event reimbursement form along with copies of paid receipts for eligible expenses and proof showing placement of the VisitRolla logo and website link (if applicable).
- The reimbursement form must be submitted within 30 days after the event concludes.
- Grant awards will be mailed within 30 days of receiving the completed post-event form and all required documentation.