



Sports Development Grant Program

Overview:

The Great Lakes Sports Commission's (GLSC) Sports Development Grant is designed to support and foster projects and events that promote and develop the northern Michigan region as a premier destination for sports, recreation, and tourism. This GLSC is dedicated to enhancing the economic, cultural, and social well-being of the region by providing financial assistance to organizations hosting sports and recreation events or projects that align with our mission.

Grant Amounts & Eligibility:

Grants of up to \$25,000 are available to eligible applicants. Grant awards will be determined based on the nature and scale of the project or event, potential impact on the region, and other relevant factors.

Eligibility:

To be eligible for the Sports Development Grant, the applicants project or event must meet the following criteria:

- **Location:** Must take place within the 36-county northern Michigan region.
- **Alignment:** Must align with the program's goal of promoting sports and recreation development in the northern Michigan region.
- **Impact:** Must have the potential to generate significant economic benefits for the northern Michigan region.
- **Timing:** Applications must be submitted a minimum of 90 days in advance of the start date.
- **Completion Report:** Recipients must submit a final report within 30 days of completion.
- **Frequency:** Applicants may only apply for funding one time per calendar year.
- **Support:** Applications should include a letter of support from either the local convention & visitors bureau and/or economic development office.

Use of Grant Funds:

The following lists examples of potential qualifying funding uses. Requests that directly support new event opportunities or enhance the impact of existing events will be given highest consideration.

- **Event Planning and Execution:** Grant funds can be allocated to cover various expenses directly related to the planning and execution of the event. This includes venue rental, permits, and event production costs.
- **Marketing and Promotion:** Funds can be used for marketing and promotional activities to attract participants, spectators, and tourists to the event and the northern Michigan region. This may include advertising, digital marketing, social media campaigns, and promotional materials.



- **Participant and Spectator Experience:** Funds can be used to enhance the overall experience for participants and spectators. This may involve providing amenities, entertainment, and services that contribute to the event's success and appeal.
- **Community Engagement:** Promote community engagement by allocating funds for activities that include and benefit local residents. This might include workshops, clinics, or youth programs that run in conjunction with the event.
- **Other Event-Related Expenses:** Grant funds can be used for other event-related expenses that directly contribute to the success and objectives of the event, as detailed in the grant proposal.

It is important to note that grant funds must be used in accordance with the budget as submitted in the grant application. Any significant deviations from the approved budget should be communicated to the Great Lakes Sports Commission for review and approval.

Application Process:

Applicants should submit a comprehensive grant application that includes:

1. **Project or Event Details:** Provide a detailed description of the project or event, including its purpose, scope, and expected outcomes.
2. **Budget:** Present a clear and itemized budget for the project or event, including projected expenses and revenue sources that clearly shows how the grant funds will be utilized.
3. **Impact Assessment:** Describe the anticipated economic, cultural, and social impact of the project or event on the northern Michigan region.
4. **Marketing and Promotion:** Outline the strategies for promoting the event and attracting participants and visitors to the region.
5. **Supporting Documents:** Include any letters of support, or details that strengthen the application.

Selection Process:

Applications will be reviewed by the GLSC grant committee. The selection process will consider the project or event alignment with program goals, potential impact, feasibility, and funding availability.



Timeline:

- *Application Period Opens:* January 1, 2024
- *Application Deadlines:* March 31; June 30; September 30; December 31
- *Grant Determinations:* May 15; August 15; November 15; February 15

Reporting Requirements:

Recipients must submit a final report detailing the outcomes and impact of the project or event within 30 days of completion. This report will help evaluate the success of the grant program and inform future funding decisions. **If a final report is not completed, the applicant will be ineligible to receive future funding through GLSC.**

Contact Information:

For inquiries and assistance with the application process, please contact:

Susie Fox
Assistant Director
sfox@greatlakessportscommission.org
(906) 396-2825



Great Lakes Sports Commission Sports Development Grant 2025 Application

The Great Lakes Sports Commission’s (the “Commission”) mission is to promote northern Michigan as a premier destination for sports, recreation, and tourism. The Commission offers the opportunity for qualified applicants to apply for grant funding to support projects or events that enhance the economy and quality of life within the 36-county northern Michigan region. Applications are reviewed quarterly and must be submitted by appropriate deadlines. Completed applications must be submitted by email to sfox@greatlakessportscommission.org.

1. Applicant Contact Information		
Primary Contact Name	Email Address	Phone Number
Name of Entity		
Address	City / State	Zip Code
Website		
2. Organizational Profile		
<input type="checkbox"/> Non-Profit <input type="checkbox"/> Municipality <input type="checkbox"/> Educational Institution <input type="checkbox"/> Business <input type="checkbox"/> Other		
If Other, please describe:		
Amount Requested (Maximum \$25,000):		
Event / Project Dates or Anticipated Timing:		
Briefly describe the Applicant’s mission:		
Briefly describe how the project / event aligns with the Commission’s mission:		
Will the Applicant partner with any other organization(s) for the project / event? If “Yes,” provide details regarding the partnership(s).		



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3. Project / Event Information

Describe, in detail, the project or event for which you are requesting funds.

Describe, in detail, marketing and promotional plans to attract participants and visitors.

Describe, in detail, the specific use of the requested funds.

4. Economic Impact

How many participants, spectators, room nights is the project / event expected to produce?

What is the estimated direct spending or economic impact associated with the project / event?

What is the expected increase in attendance, room nights, and direct spending or economic impact as a result of the project / event?



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5. Financial Information			
Total Revenues:	Total Expenses:	Net Income:	
6. Attachments			
In order to get a detailed understanding of the applicant's project or event, please provide the following attachments to be submitted with this application:			
<input type="checkbox"/> Letter of support from local Convention & Visitors Bureau and/or economic development office			
<input type="checkbox"/> Detailed operating budget for the event or project			

Signature of Applicant: _____ Date: _____

Printed Name and Title of Applicant: _____