



<b>REPEAT EVENT</b>
EVENT DATES: February 5-8, 2025
EVENT LOCATION: World Equestrian Center

### Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Grandview World Nights</b> Organization: <b>Grandview Invitational, Inc.</b>	Requested Amount: <b>\$22,400</b> Eligible Funding/Staff Recommendation <b>\$22,400</b> Business Sales (Total): <b>\$1,222,828</b> Total ROI: <b>31%</b> Anticipated Daily Attendance: <b>2,450</b> Minimum Room Night Guarantee: <b>1,600</b> Average Occupancy Rate for Period: <b>71.3% (2024)</b> <b>75.9% (2023)</b>

*\*Funding is awarded \$14/room night*

- **Funding History**
  - 2024- \$16,800
  - 2023 - \$14,000
  - 2022 - \$5,000
- **Use of Funds:** marketing, advertising, equipment rental, event production expenses
- **Event Description:** Grandview World Nights is an upscale event that is hosted in a climate-controlled arena with stadium seating. Thursday and Friday shows are casual to attend where Saturday is a more formal with the World of Red Valentines Party at the end of the competition. Show starts at 4pm and finishes up around 7pm, making it a perfect evening out to watch the biggest horses in the world in competition.