



REPEAT EVENT
EVENT DATES: January 22-24, 2026
EVENT LOCATION: World Equestrian Center

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Grandview World Nights Organization: Grandview World Nights Inc.	Requested Amount: \$9,000 Staff Recommendation/Eligible Funding Amount: \$9,000* Business Sales (Total): \$1,196,757 Total ROI: 284% Anticipated Participants: 180 Anticipated Attendance: 2,520 Minimum Room Night Guarantee: 1,800* Average Occupancy Rate for Period: 72.3% (2025) 71.3% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

- **Funding History:**
 - 2025- \$19,684
 - 2024- \$16,800
 - 2023- \$14,000
- **Use of Funds:** Marketing, advertising, equipment rental, event production expenses
- **Event Description:** Grandview World Nights is a premier community event held in a climate-controlled arena with comfortable stadium seating. The shows on Thursday and Friday offer a relaxed, casual atmosphere, while Saturday features a more formal experience, highlighted by the World of Red Valentine's Party at the conclusion of the competition. Each show runs from 4:00 p.m. to 7:00 p.m., making it the perfect evening outing to enjoy the world's largest horses competing at their best.