

CUMING COUNTY VISITORS BUREAU PROMOTION GRANT GUIDELINES

OVERVIEW:

The purpose of the Cuming County Visitors Bureau Promotion Grant Program is to provide funding that will promote the visitor attractions in Cuming County. The funds are available on a grant basis and provided from lodging tax revenue funds. Lodging tax funds are collected based on Nebraska Visitors Development Act Statute 81-3701 through 81-3724. These funds are strictly used for promotion of attractions or recreational facilities that will attract visitors to and within Cuming County that are owned by the public or nonprofit organization.

The Promotion Fund is used to generally promote, encourage, and attract visitors to Cuming County and use the travel and tourism facilities within the county.

The Cuming County Visitors Bureau Committee meets quarterly in January, April, July and October. The deadline to apply for promotion grant funds is the first Friday of each meeting month.

This is a grant reimbursement program. Funds will be available after event completion. Copies of paid receipts, advertisings, mailings and completed final project report must be submitted to the Cuming County Visitors Bureau Manager.

(Please check applicable event category below to determine the maximum funding request)

- Minor marketing events: up to \$500 (event with <1,000 in attendance)
- Major marketing events: up to \$1,000 (event with >1,000 in attendance)
- Major Multi-day event: up to \$1,500 (event with >1,000 in attendance lasting two or more consecutive days)

Cuming County Visitors Bureau
PO Box 17
West Point, NE 68788

The grant is valid for 6 months from date of approval. An extension may be requested and may be approved on a case-by-case basis.

CRITERIA FOR ASSISTANCE:

1. Grants are available only to public or non-profit organizations. Proof of non-profit status may be requested.
2. The grant candidate is responsible for obtaining any required local and state licenses and permits.
3. A complete project budget must be included in the grant application along with contractor bids, if necessary, as determined the CCVB Committee.
4. All requests will be considered according to available funding. Higher consideration may be given to new events or projects over repeat projects.
5. NEW - Final project report must be submitted to the CVB Manager no later than 30 days after the event or completion of the project. The report form must be fully completed and outline if project objectives were met. Unmet objectives must be explained. The report will include copies of all paid receipts. No money will be released until the final report or beyond those expenses documented by paid receipts.
6. Promotion grant applications must be submitted at least two months prior to the date of the event.

7. All print material, TV commercials, radio advertising, websites, posters and other forms of advertisements must use the credit line, "Funded in part by the Cuming County Visitors Bureau".
8. Promotion grants should focus on bringing people into the Cuming County area for multiple days.

REVIEW PROCESS:

The Cuming County Visitors Committee will review promotion grant applications at its quarterly meetings. Applicants may be asked to provide the committee additional information to approve the grant request.

Incomplete applications will not be considered for review by Cuming County Visitors Committee.

ELIGIBLE USE OF FUNDS:

- Event Advertising
- Brochure & Website Creation
- Brochure Rack & Display
- Expenses related to the delivery of promotional material

INELIGIBLE USE OF FUNDS:

- General Operating Expenses (including food, travel, lodging, office equipment, dues, etc.)
- Additional or current personnel salaries
- Used in any manner that would violate the Nebraska Visitors Development Act, NE Statute 81-3701 through 81-3724 (as amended)

PAYMENT:

Upon receipt and acceptance of the final project report, the Cuming County Visitors Committee will request a check from the Cuming County Clerk for the payment of grant funds. This check will be sent by the Clerk directly to the grantee or vendor based on prior arrangements.



CUMING COUNTY VISITORS BUREAU PROMOTION GRANT APPLICATION

1. Description

Name of Event:

Date:

Organization Applying for Grant:

Contact Name:

Phone:

Organization Address:

Email:

Number of Local Members:

Describe the need for promotion:

Date of event:

Who will attend the event?

Signature of applicant

I read, understand, and accept the terms and conditions pertaining to this Promotion Grant Application as outlined and explained under the Grant Application Guidelines of the Cuming County Visitors Committee.

Signature:

Date:

2. Financial Value

Total Event Cost:

Amount of Request:

Other Funding Sources:

How do you plan to reach visitors? Please include advertisers' demographics. Copies may be attached.

What is the number of hotel/motel rooms to be used by your organization?

Has the Cuming County Visitors Committee funded your organization in the past? If so, what events?

If this project/event is not awarded the entire request amount, will the project/event continue?

3. New Events Only

Explain the need for this project/event.

How does the sponsoring organization/community plan to have this event self-supported within a few years?

4. Marketing Plan/Media Potential

How do you plan to market the project/event?

What types of media will be interested in the project/event?

5. Additional Comments

Grant Submission Checklist (For office use only)

Completed Application:

Letters of Recommendation (if desired):

Complete Budget:

Conceptual Design of Brochure or other advertising media:

Approval (For office use only)

Date of application received:

By:

On the CCVB agenda for: (month/year)

Approved by CCVB:

