

Thomas County Visitors Committee Marketing Grant Guidelines

OVERVIEW:

Grant funding is available to provide funding that promotes, encourages and attracts visitors to Thomas County, its travel and tourism facilities, events and attractions. The funds available through this program are solely provided from the Thomas County promotions fund collected from lodging tax revenue through the motel, cabins, bed and breakfast establishments, campgrounds, guest ranches and outfitters with overnight lodging. The Thomas County Commissioners approved the collection of lodging tax in October 2004. The Thomas County Visitors Committee is a seven-member advisory committee to the Thomas County Commissioners and oversees the spending of the lodging tax/promotion fund.

CRITERIA FOR ASSISTANCE:

- Non-profit 501© 3, or other non-profit designated organizations, public or private entities may apply for a grant for marketing, advertising, or promotional purposes.
- Grants applications are due April 15 and September 15 of the current year.
- A 25% cash local match is required and must be clearly identified in the project's marketing budget worksheet.
- The Grantee is responsible for obtaining all local and state licenses and permits.
- A complete marketing budget of the project/event must be included with the grant application.
- Grants are discretionary, based on available funds, anticipated uses, appropriateness, and anticipated effectiveness of proposed project. Grant applications that show an anticipated increase in overnight lodging in Thomas County will receive a higher priority.
- For brochure grants, a conceptual design of the brochure must be included with the grant application.
- All grant funds used for print material, websites, posters, must use the credit line "Produced in part by a grant from the Thomas County Visitors Committee" on those items. *Failure to comply with this guideline may result in partial or total loss of reimbursable funds.* It's highly encouraged that the above credit line also be used in TV commercials, radio advertising, and other forms of promotion however due to space limitations it is understandable when it's not feasible to do so because of time and space.
- This is a reimbursement grant program. 30 days after the event or project completion, a report must be submitted to the Thomas County Visitors Committee Grant Coordinator. Included in the report must be a short synopsis of the event/project and one copy of any brochures, posters, advertising purchased and an itemization of all marketing expenditures for the event/project. Copies of paid receipts, invoices and cancelled checks showing that all invoices for marketing/the project have been paid must also be attached to the report. *Failure to do so could result in not receiving grant funds.*
- Marketing funds may not be used for any permanent structure or the maintaining or repair of a permanent structure, including billboards.

EXPENSES NOT ALLOWABLE:

- Programs, handouts, and give-aways during the event such as trophies, tee shirts, etc.
- Travel Expenses, with the exception to trade and travel shows, travel conferences and workshops for promotion of the county
- Personnel Expenses
- Meals & Lodging
- General Operating Expenses
- For reception room or social event activities prior to, during or after the event or project
- Supplies and Equipment
- Capital construction
- Items not included in the approved grant application
- Any item/manner that would violate the Nebraska Visitors Development Act

REVIEW PROCESS:

The Thomas County Visitors Committee will review each grant application.

Requests for general operating expenses, additional personnel and any other financial assistance that does not conform to the intent of the grant funds will receive no consideration.

Grant applicants must complete the enclosed grant application and detailed marketing budget worksheet.

Grant applications must be turned in no later than April 15 and September 15 of the current year.

Submission Check List:

- Completed Application _____
- Complete Budget _____
- Detailed Advertising Plan _____
- Rough Draft of Brochure (if applicable) _____

Adopted January 2007
Revised March 2008

Grant Applications must be mailed or delivered to:
Tom Witt Grant Coordinator
Thomas County Visitors Committee
HC 58 Box 1D
Thedford, NE 69166
home-308-645-2715
Email: twitt02@nebnet.net

Marketing Grant Application

(Type or Print Clearly)

Date of Grant Application _ _____

Name of Entity Applying for Grant _____

(Please identify the name of the organization sponsoring this event or project. If this is a joint or area wide application, list all participating communities, counties and/or organizations involved):

Tax Identification Number or Social Security Number of Entity that will receive grant reimbursement?

Is this a non-profit organization? Yes NO

Payment made to: _____
(This name must correspond with above tax ID number)

Contact Person (person writing this application) _____ Title _____

Address: _____
(Mailing Address) (City) (State) (Zip Code)

Phone _____
(Daytime Phone #) (Evening Phone #) (Cell #)

Amount of Funding Requested \$ _____

Total Estimated Cost of marketing & promotion for this project/event? _____
(This total estimate of marketing cost should include the grant funds requested and the 25% cash match.)

Provide a detailed overall budget of the project and/or event with this application. Including a detailed advertising plan with accurate estimated costs and where the advertising will be placed.
(For example, if you plan to purchase advertising in newspapers, radio stations, TV stations, you must include the name, city, and estimated cost of that specific anticipated media buy.)

Describe your marketing project and/or event.

Name, date(s), and location of event

Estimated attendance? From where will they come?

Who is the target market for this event, project or brochure? For events, what is the estimated number of attendees and estimated percentages as to where the attendees will come from? For brochures, what is the number you expect to produce? How long do you expect them to be current? How they will be distributed?

What other agencies or groups are co-sponsoring this project and/or event?

What is the estimated number of overnight stays this event/project will generate?

If this is an event, how many years has it been held?

If this event has been held before, describe the promotion/marketing efforts, attendance (from where did people come, such as percentage of total attendance from various counties, states, etc.).

How did you fund the previous year's marketing efforts?

What changes, if any, do you plan to make to the prior marketing efforts?

How do you plan to have this event/project self-supporting in a few years?

If funding is not given, will you proceed with project?

Additional comments:

Attach additional pages as needed to complete this application.

Thomas County Visitors Committee Grant Budget Worksheet

Be specific regarding types of advertising, ie, newspaper, radio, TV, visitor's guides, rack cards, brochures, posters, and websites. **All radio, television and media advertising must be listed separately not only by call letters, but must include city of origin, (ie. KRVN-Lexington, KHAS-TV-Hastings, KNOPTV- North Platte).**

Other activities could include brochure development, printing, website development, travel shows (booth & registration fees), and visitors guides development.

You must itemize the 25% cash match.

Application/Project _____
(Name of Grant)

City/Town of Applicant _____ Federal ID #: _____

Activity	Grant Amount Requested	Match (Cash)	Source & Brief Description of Match	Total Funds to be Spent on This Grant Project Per Activity
TOTALS:				

(Total of first three columns must equal the fifth column total.)