Cass County Tourism
2017 MARKETING GRANT GUIDELINES

PLEASE REVIEW CAREFULLY AS NO EXCEPTIONS WILL BE MADE FROM THE GUIDELINES

OVERVIEW:

The funds available through this program are from the collection of Lodging Tax in Cass County. LB499 states that these funds are to be used to generally promote, encourage, and attract visitors to Cass County and to use tourism facilities. It specifically states that these funds cannot be used for capital construction or improvements. Each Grant request may not exceed 2,500.00. **All eligible marketing expenses (see below) must be documented and will be reimbursed at a rate of 75%, not to exceed the $2,500.00 maximum.** Only one marketing grant may be submitted for each project. **Project budget** must accompany application.

ELIGIBILITY:

- These funds are available on a competitive basis to any visitor attraction, community event, or area (more than one community) event held within Cass County with 501(c) (3) or other nonprofit status whose primary purpose is to encourage tourism and promote Cass County. Public organizations with nonprofit status as determined by State or Federal Agency. **Proof of current nonprofit status must accompany application or will be ineligible for grant consideration.** *Priority will be given to unique events that encourage visitors from outside our area.*

Requirements for reimbursement:

1) **Cover letter with itemized list of expenses.**
2) **Printed/electronic marketing material (e.g. brochures, fliers, print ads, emails, websites, etc.) must include:**
   - "Funded in part by Cass County Tourism – www.visitcasscounty.com"
3) **Spoken advertising (e.g. radio) must include:**
   - "Funded in part by Cass County Tourism – www.visitcasscounty.com"
   - Script of verbiage used
4) **Websites must include:**
   - "Funded in part by Cass County Tourism"
   - Hotlink to Visitcasscounty.com
5) **Grant projects must be completed within the 2017 calendar year. (no exceptions)**

Note: Upon applicant's request, Cass County Tourism staff will review marketing materials for pre-approval.

ELIGIBLE EXPENSES – CONSIDERED FOR REIMBURSEMENT:

- Event advertising, brochures, posters, etc.
- Distribution costs of event/attraction promotion
- TV or radio commercials
- Websites Development (new or existing sites)

Note: Applicants are encouraged to utilize Cass County businesses and/or services for the project.

INELIGIBLE EXPENSES - NOT CONSIDERED FOR REIMBURSEMENT:

- Give-aways prior to or during the event (e.g. trophies, t-shirts, etc.)
- Travel expenses or charter vehicle expenses
- Reception room or social event activities prior to or during the event
- Supplies or equipment
- Funds for general operating expenses
- Additional or current personnel salaries
- Items not included in the Approved Grant Application
- Website Hosting and/or Maintenance
- Any assistance that does not conform to the intent of LB499

Please submit eight (8) paper clipped collated copies delivered or postmarked no later than January 31, 2017 to:
Cass County Tourism, 918 Washington Avenue, Plattsmouth NE 68048
No electronic or faxed submissions will be accepted. Obtainment of proof of delivery receipt is strongly recommended.

NOTIFICATION OF RESULTS WILL BE SENT VIA U.S. MAIL WITHIN 30 DAYS OF RECEIPT OF THE APPLICATION.

DISTRIBUTION OF FUNDS: 8 collated copies of bills and receipts with proof of requirements must be received by the Cass County Tourism *within 30 days of the project's conclusion* in order to be reimbursed. Failure to submit itemized receipts may result in a loss of funds. No electronic or faxed submissions will be accepted. Obtainment of proof of delivery receipt is strongly recommended.

Cass County Tourism
2017 MARKETING GRANT APPLICATION

*Please **type** on this form or use this format on separate sheet.*

Applicant: _____

Contact Person: _____

Address: _____City_____St_____ZIP _____

Phone: _____Email address:_____

Name of event or project: _____

Total amount of money requested: _____

Date(s) of event or project: _____

Describe the event or project: _____

_____

_____

What will be the impact of this event or project on Cass County?_____

_____

_____

What is the target market(s) for this event or project? _____

_____

_____

List other programs of this organization: _____

_____

How will this project be judged for success: _____

_____

_____

_____

( ) Event or project budget attached

( ) Proof of nonprofit status attached.

For Office Use **Rev120513**
Date received: _____

Budget attached:	Yes	No
Nonprofit attached:	Yes	No