

# Cass County Tourism – Marketing Grant 2019 APPLICATION & 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 – visitcasscounty.com”
- 3) **Spoken advertising (e.g. radio) must include:**
  - “Funded in part by Cass County Tourism – 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 2018 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)
- Postage (current charitable rates)
- Mileage (current charitable rates)

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

## ***Submit your application by January 31, 2019:***

***Electronically:*** [director@visitcasscounty.com](mailto:director@visitcasscounty.com)

***Standard Mail:*** **Cass County Tourism, 316 Chicago Avenue, Suite #2, Plattsmouth, NE 68048**

**Proof of delivery receipt recommended**

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

**DISTRIBUTION OF FUNDS:** bills and receipts with proof of requirements must be received by the Cass County Tourism electronically or standard mail 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. Obtainment of proof of delivery receipt is strongly recommended if mailed.

# Cass County Tourism 2018 MARKETING GRANT APPLICATION

Please **type** on this form or use this format on separate sheet in the order presented below.

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.

<b>For Office Use</b>	<b>Rev103017</b>	
Date received: _____		
Budget attached:	Yes	No
Nonprofit attached:	Yes	No