

Cass County Tourism – Marketing Grant 2021 APPLICATION & GUIDELINES

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

Due to Covid 19 some requirements have changed.

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.*
- *Virtual events are permitted ONLY should the local event need to change due to a pandemic for public safety.*

Requirements for reimbursement:

- 1) **Cover letter with itemized list of expenses.** Tell us how your project was a success!
- 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” (placed in website footer)
 - Hotlink to Visitcasscounty.com
- 5) **Grant projects must be completed within the 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:

- **All documents submitted must be clean and readable.**
- Event advertising, brochures, posters, etc.
- Distribution costs of event/attraction promotion
- Postage (current charitable rates)
- Website Development
- TV or radio commercials
- Mileage (marketing distribution at 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
- Blurry or unreadable invoices or advertising

Submit your application by January 31, 2021:

Electronically: director@visitcasscounty.com Confirm receipt within 5 days if not contacted. Multiple page documents preferred.

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

NO STAPLES - Proof of delivery receipt recommended

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

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 2021 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? _____

If COVID 19 restrictions/recommendations are still a concern next year, do you have alternative plans? _____

If so, what would your plans be? _____

I have read and accept the guidelines and requirements for this grant.

Applicant Signature

Signed this _____ day of _____, _____.

() Event or project budget attached

() Proof of nonprofit status attached.

For Office Use	Rev103017
Date received: _____	
Budget attached:	Yes No
Nonprofit attached:	Yes No
Requirement Signature	Yes No