

Cass County Tourism

2022 MARKETING GRANT GUIDELINES

Due to Covid 19
some requirements
have changed

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

Requirements for reimbursement: (submitted within 30 days of project completion date)

- 1) **Cover letter with itemized list of expenses.** Tell us how your project was a success!
- 2) **Corresponding invoices/receipts of expenses.** No handwritten receipts.
- 3) **Printed/Electronic marketing material (e.g. brochures, fliers, ads, emails, websites, etc.) must include:**
 - "Funded in part by Cass County Tourism – visitcasscounty.com"
- 4) **Spoken advertising (e.g. radio) must include:**
 - "Funded in part by Cass County Tourism – visitcasscounty.com"
 - Script of verbiage used from station or audio file of broadcast
- 5) **Websites must include:**
 - "Funded in part by Cass County Tourism" (placed in website footer)
 - Hotlink to Visitcasscounty.com
- 6) **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 prior to printing.

ELIGIBLE EXPENSES – CONSIDERED FOR REIMBURSEMENT:

- **All documents submitted must be clean and readable - No staples (if delivered)**
- 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:

- Giveaways 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, 2022:

Electronically: director@visitcasscounty.com - if possible, please send in single file.

In Person: Call 402-296-5999 to set up a time to submit

Standard Mail: Cass County Tourism, P.O. Box 521, Plattsmouth, NE 68048 **NO STAPLES** - Proof of delivery recommended.

NOTIFICATION OF RESULTS WILL BE SENT VIA U.S. MAIL/EMAIL WITHIN 30 DAYS OF THE APPLICATION REVIEW AND APPROVAL BY TOURISM COMMITTEE AND COUNTY COMMISSIONERS.

DISTRIBUTION OF FUNDS: bills and receipts with proof of requirements must be received by the Cass County Tourism electronically or in person **within 30 days of the project's completion date** 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 2022 MARKETING GRANT APPLICATION

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

Applicant: _____

Address: _____ City _____ St _____ ZIP _____

Phone: _____ Email address: _____

Contact Person: _____

Contact Phone/Cell: _____

Name of event or project: _____

Total amount of money requested: _____

Project/Event date: (this is will be used as your completion date) _____

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, 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 |