

# Cass County Tourism 2025 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 and reimbursement request 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: (All documentation must be submitted in a single PDF file by January 31, 2026)

- 1) **Cover letter with itemized list of Marketing Expenses applied to project.** Tell us how your project was a success!
- 2) **Corresponding with expense list please provide paid invoices/receipts of expenses.** No handwritten receipts.
  - Indicate on invoice how it was paid- Check#, ACH, Credit Card (last 4 digits)
- 3) **Printed/Electronic marketing material (e.g. brochures, fliers, ads, emails, social, etc.) must include:**
  - "Funded in part by Cass County Tourism – visitcasscounty.com" (for more detail on social media see website)
- 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 from the station.
- 5) **Websites must include:**
  - "Funded in part by Cass County Tourism" or Tourism Logo (placed in website footer) with 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, annual-monthly fees or subscriptions
- Items not included in the Approved Grant Application
- Any assistance that does not conform to the intent of LB499
- Any permits
- Travel expenses or charter vehicle expenses
- Supplies or equipment
- Additional or current personnel salaries
- Website Domain, Hosting and/or Maintenance
- Blurry or unreadable invoices or advertising
- Any salaries

**Submit TYPED application (NO HANDWRITTEN files accepted): by January 31, 2025**

**Electronically:** Please send application in a single PDF file to [director@visitcasscounty.com](mailto:director@visitcasscounty.com)

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 **by January 31, 2026** in order to be reimbursed. Failure to submit itemized receipts may result in a loss of funds. Funds will be decided upon by the Tourism Committee and claim filed with the County Clerk. This process can take up to 4 weeks after the committee approves the funds.

# Cass County Tourism 2025 MARKETING GRANT APPLICATION

Please **type** on this form or use this format on separate sheet in the order presented below. No handwritten applications will be accepted.

Applicant: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Person Phone and/or Cell: \_\_\_\_\_

Name of event or project: \_\_\_\_\_

Amount requested: (75% of approved expenses only) \_\_\_\_\_

Project Completion or Event 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? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

Applicant Signature

Signed this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

( ) Event or project letter with **itemized marketing budget** attached.

( ) Proof of nonprofit status attached.

For Office Use	Rev102224	
Date received:	_____	
Budget attached:	Yes	No
Nonprofit attached:	Yes	No
Requirement Signature	Yes	No