This document sets forth guidelines, criteria and requirements for grant funding.

Cass County Tourism Marketing Grant Program

Projects must start and be completed in the year the application is submitted.

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 marketing 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 are eligible to apply.
- **Nonprofit identification must accompany or will be ineligible for grant consideration.**
- *Priority given to unique events that encourage visitors from outside our area.*

Note: *Upon request, 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**
- Event advertising, brochures, posters, etc.
- Website Development
- TV or radio commercials
- Postage (current charitable rates)
- 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.)
- 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, annual-monthly fees or subscriptions
- Additional or current personnel salaries
- Items not included in the Approved Grant Application
- Website Domain, Hosting and/or Maintenance
- Any assistance that does not conform to the intent of LB499
- Blurry or unreadable invoices or advertising
- Any permits
- Any salaries

Requirements for reimbursement:

- **Cover letter with itemized list of Marketing Expenses applied to project.** Tell us how your project was a success!

- **Corresponding with expense list, please provide paid invoices/receipts of expenses.** No handwritten receipts.
  - Indicate on invoice how and when it was paid- Check#, ACH, Credit Card (last 4 digits)

- **Printed/Electronic marketing material (e.g. brochures, fliers, ads, emails, social, etc.) must include attribution statement:**
  - "Funded in part by Cass County Tourism – visitcasscounty.com" (for more detail on social media and logo see website)

- **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.

- **Websites must include attribution statement:**
  - "Funded in part by Cass County Tourism" or Tourism Logo (placed in website footer) with Hotlink to VisitCassCounty.com

- **Grant projects must be completed within the calendar year. (no exceptions)**

MARKETING GRANT APPLICATION:

Applications must be submitted electronically no later than January 31 by including:

- Cover letter
- Application form information with nonprofit identification.
- Detailed project budget
- **NO HANDWRITTEN files accepted**
- Applications must be electronically submitted via email preferably in a single PDF document to: *director@visitcasscounty.com*

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

DISTRIBUTION OF FUNDS: Cass County Tourism must receive bills and receipts with proof of requirements electronically ***by January 15, the following year*** in order to be reimbursed. Failure to submit itemized paid 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.