

# **GRANT COUNTY TOURISM GRANT PROGRAM - FEBRUARY 2021**

## **Guidelines**

### **INTRODUCTION**

The Grant County Agriculture & Extension Education Committee/Fair Board is in charge of County publicity, development of recreation and attraction of industry to the County. The Committee's revenue sources include annual appropriations from the Committee's budget.

### **GRANT PROGRAM**

The purpose of this grant program is to assist Grant County based organizations in developing and promoting activities and events that will foster a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return. Consideration shall be given to new and expanding projects, festivals, sports tournaments, conventions, cultural arts and special events benefiting Grant County and the region.

The grants are reviewed by the Agriculture & Extension Education Committee/Fair Board at the direction of the Grant County Board of Supervisors.

This is a competitive application, based on limited resource dollars. A total of \$10,000 is budgeted for this grant program for 2021.

It is the intent of the committee to allocate up to \$5,000 for Social Media projects and up to \$5,000 for Events/Activities and to award all funds available in this one application cycle. However, the committee may at its discretion adjust the amounts allocated between the categories based on the quality and scope of applications submitted. The committee may at its discretion, approve awards that total less than the total amount budgeted. The committee reserves the right to reject any and all applications that it deems not meeting the requirements or intent of this program.

### **CATEGORY ONE - EVENT OR ACTIVITY DEVELOPMENT**

- **Preference will be given to new projects/events that have not previously received a grant.**
- The grants must be matched on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both.
- In-kind services include contributions of space, materials, loaned equipment and donated professional services, calculated on a local wage scale acceptable to the Committee.
- Single grant awards in this category are capped at \$1,000.00.

### **CATEGORY TWO – MARKETING/ADVERTISING USING SOCIAL MEDIA**

- **Both new and existing projects/events or activities are eligible.**
- Marketing should target audiences located beyond those readily reached by LOCAL radio and print media.
- The grants must be matched on a dollar for dollar basis only. In-kind services are not eligible as match.
- The applicant is encouraged to partner/coordinate with existing tourism related businesses to develop innovative marketing campaigns.
- 'Social Media' is purposely left undefined. Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Vimeo, Pinterest, Etsy, Airbnb, and a host of others make up and share this fast changing online marketing world. We want this to be an opportunity to experiment and learn.
- The ability to track the effectiveness of the advertising campaign will be weighed by the committee as part of the application award evaluation.
- Awards in this category are capped at \$750.00 with the expectation that multiple businesses/events will benefit.
- Chambers or community business groups are encouraged to submit one application combining several events/projects/etc.

***No single 'community/organization' shall be awarded more than \$1,500.00***

## Grant County Tourism Grant Guidelines - 2021

### ELIGIBILITY

- Any nonprofit business or volunteer managed organizations.
- All organizations must have a Federal Tax ID Number.
- Projects must have a significant impact on businesses located in Grant County and the region.

### APPLICATION GUIDELINES

- Applications must be legible and signed by applicant.
- Only complete applications will be considered.
- A project, event, or activity will only be considered in ONE category per application.
- All projects and events must create a positive image of Grant County, the Agriculture & Extension Education Committee/Fair Board and the Grant County Board of Supervisors.

### REVIEW CRITERIA

- Projected tourism impact, including visitor spending and room night generation.
- Level of community impact and public benefit.
- Uniqueness of project or event.
- Quality of the proposed project or event.
- Evidence of careful financial planning.
- Evidence of need and sustainability.
- Ability to track impact.

### APPLICATION PROCEDURES

- **All applications must be received IN THE GRANT COUNTY EXTENSION OFFICE (916 E. Elm St., Suite A, Lancaster) before 4:00 pm on TUESDAY, MARCH 2, 2021 to be considered.**
- The Agriculture & Extension Education Committee/Fair Board and/or Committee appointees review applications and clarify areas as needed with applicant.
- The Committee and/or the Committee appointees review, evaluate and approve applications, completing a standard rating form.
- Scoring criteria Includes: visitor draw, reach of advertising, potential for overnight/extended stays, number of businesses benefitting, growth potential, need for funding, quality of planning, completeness of application, and adherence to guidelines.
- Written notification is forwarded to applicant following the Committee's vote. Applicants are informed of their funding status no later than six weeks after the application deadline. Upon submission of all requested follow-up criteria, the Committee will award payment.
- The Committee reserves the right to accept or reject any or all applications. All decisions are final.

### ATTENTION!

The Summary Report Form must be submitted within 30 DAYS of project completion. If the report is not received, you will be ineligible for future grants.

### INELIGIBLE ORGANIZATIONS & PROGRAMS

- Organizations that discriminate because of race, color, creed, gender, national origin or limited participation.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Staffing/administrative purposes.
- Individuals and organizations which have not fulfilled all previous grant administrative guidelines.
- Fraternal organizations, churches or church-related groups with proposals which promote religion or an individual doctrine.
- Organizations that do not have a Federal Tax ID Number or are not registered as a non-profit.

**For questions please contact the Grant County Extension office  
at 608-723-2125 or james.schneider48@uwex.edu.**