

GRANT COUNTY TOURISM GRANT PROGRAM - MARCH 2022

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 \$5,000 is budgeted for this grant program for 2022.

It is the intent of the committee to award all funds available in this one application cycle and to cap single grant awards at \$500 which would allow funding up to 10 proposals.

However, the committee may at its discretion adjust the amounts awarded 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 - EVENT OR ACTIVITY DEVELOPMENT AND/OR MARKETING

- **Preference will be given to new projects/events that have not previously received a grant.**
- **Single grant applications are capped at \$500.00.**
- The grants must be matched at a minimum on a dollar-for-dollar basis. Eligible matching funds may include cash, in-kind, or a combination of both.
- In-kind services may include contributions of space, materials, loaned equipment and donated professional services, calculated on a local wage scale acceptable to the Committee.
- Innovative marketing campaigns including use of social media should target audiences located beyond those readily reached by LOCAL radio and print media.
- '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 encourage applicants to use this as an opportunity to experiment and learn.
- The applicant is encouraged to partner/coordinate with existing tourism related businesses to develop innovative marketing campaigns.

No single 'community/organization' shall be awarded more than \$1,000.00

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.

Grant County Tourism Grant Guidelines - 2022

APPLICATION GUIDELINES

- Applications must be legible and signed by applicant.
- Only complete applications will be considered.
- A project, event, or activity will NOT be considered for multiple awards.
- 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 THURSDAY, MARCH 24, 2022 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. Applicants not meeting this requirement will be ineligible for future grants.

INELIGIBLE ORGANIZATIONS, PROGRAMS & USES OF FUNDS

- 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.**