

Scotts Bluff County Tourism Committee
(A Committee of the Scotts Bluff County Commissioners)
Attraction Improvement Grant Overview



Purpose

The purpose of this grant is to assist existing tourism attractions or recreational facilities within Scotts Bluff County with capital improvement funding. The funds available through this program are provided from the Lodging Tax Improvement Fund. These grants are available on an up to 50/50 matching basis. No proceeds shall be used to improve a facility in which parimutuel wagering is conducted.

GOALS:

- To act as a resource to support Scotts Bluff County's facilities, and attractions.
- To increase the number of visitors to Scotts Bluff County emphasizing overnight stays.
- To promote the image of Scotts Bluff County.
- To promote rural tourism in Western Nebraska.

CRITERIA:

Funding from the Improvement Fund will be given to attractions that the Committee believes:

- is a long term investment in the community, and will provide a good "rate of return" to the community comparing the amount of money requested with the total revenue from out-of-town
- is unique to the area; something that can be identified with Scotts Bluff County and when visitors think of the attraction, they think of Scotts Bluff County
- will encourage and solicit attendance from the general public.

Requirements for Being Considered for Attraction Improvement Support

- Nonprofit 501(c)3 or other non-profit designated organization within Scotts Bluff County
- Attractions must be open to the public and are of educational, cultural, historical, artistic, or recreational significance in the county, and that promote visitors to the county.
- Attraction must generate positive visibility for Scotts Bluff County.
- Proof of nonprofit status must accompany application.
- These grants are provided with the understanding that a minimum of 50% matching funds from the attraction or facility will be met.
- Thirty days after the project completion a report will be submitted to the committee giving final results. Failure to submit copies of paid receipts will result in a potential loss of funding.

NOTE: A representative of the attraction is encouraged to attend the January Scotts Bluff County Tourism Committee meeting for a short presentation on the proposed improvement plan, timeline, projected budget, and to field any questions that may be asked.

Restrictions:

County funding may not be used for:

- Additional or current personnel salaries, general operating expenses (including maintenance), supplies, or equipment.
- Items not included in the Approved Grant Application.

The Scotts Bluff County Tourism Committee shall evaluate grant proposals on a yearly basis and will vote on the proposals at the January meeting. The Committee may without cause or reason being stated, decline to fund any application and may, instead, fund others. The Committee may discontinue or modify all or a portion of the funding policy at any time.