

**SCOTTS BLUFF COUNTY TOURISM COMMITTEE
EVENT AND ATTRACTION PROMOTIONAL
GRANT APPLICATION**



www.VisitScottsBluff.com

If you require assistance with this grant application, please contact Kevin Howard at 632-2133

(Please print or type)

Applicant Organization: _____

Mailing Address: _____

Contact Person: _____

Physical Address: _____

Telephone (work): _____ (home): _____

E-Mail Address: _____

Project Information

- A. Describe the event or attraction that will benefit from the grant (use attachment if necessary):
- B. Provide a detailed Marketing Plan for the promotion including cost estimates, areas marketed to and percentages outside a 100-mile radius of Scotts Bluff County. Copies of draft ads, posters and distribution methods etc. are encouraged.
- C. What is the proposed impact of the promotion on visitation to Scotts Bluff County?
- D. What is the proposed location(s) of the advertising for the promotion?
- E. What is the date(s) of the promotion? _____

Financial Information

- | | | |
|----|---|---|
| 1. | What is the anticipated date of project <u>promotion</u> completion? _____ | |
| 2. | Promotion Budget: Previous Budget
(If applicable) | Budget for Proposed
Promotion |
| | <ul style="list-style-type: none"> • Total Cost of Promotion \$ _____
 • In Kind Match \$ _____
(In kind may be no more than 25% of project & proof will be required)
 • Total Cost of Promotion \$ _____ | _____
+

=

\$ _____ |
| | Total Cost of Promotion divided by 2 = Amount Requested: | \$ _____ |
| 3. | How many years has the event or attraction been in existence? _____ | |
| 4. | How many years has the Tourism Committee assisted the event financially? _____ | |
| 5. | Please attach copy of budget for entire project/event. | |

Signature of authorized coordinator

Title

Date

NOTE:

Please mail or drop off the original application and attachments along with nine (9) copies to: Scotts Bluff County Tourism Committee, County Clerk's Office, Administration Building, 1825 10th Street, Gering, NE. 69341

It is suggested that a five-minute presentation be made to the Committee. Please ask the Clerk to add your project to the agenda of the next meeting.

The only funding that will be approved is for promotional purposes.

FOR INTERNAL USE ONLY - BY SCOTTS BLUFF COUNTY TOURISM COMMITTEE

Date Received: _____ Date Reviewed by Committee: _____

Amount Approved: \$ _____

GRANT AGREEMENT
SCOTTS BLUFF COUNTY TOURISM COMMITTEE

In consideration of a matching grant of \$ _____ from the Scotts Bluff County Tourism Committee, the undersigned Grantee agrees to:

1. Provide equal, matching funds and/or in-kind time to the amount requested for the project as described in the attached grant application.
2. Use the grant only to conduct marketing and advertising for the event/attraction described in the attached grant application. Event/attraction must be held in Scotts Bluff County, Nebraska with a majority of the promotion to be done outside a 100-mile radius of Scotts Bluff County.
Event/Attraction: _____
Date: _____
3. Maintain records of receipts and expenditures and to submit copies in order to receive payment. Prepare a final report to the Scotts Bluff County Tourism Committee on the manner in which the funds were spent, along with copies of any printed material and distribution of materials and/or advertising.
4. Include in all printed materials or advertising media the words “sponsored in part by the Scotts Bluff County Tourism Committee” and utilize the County Logo and website.
5. Include in any website, a link to the Scotts Bluff County Tourism Committee website: www.VisitScottsBluff.com.
6. Grantee agrees to and understands the evaluation form. Promotional materials and copies of bills and receipts must be received by the Scotts Bluff County Tourism Committee within 60 days of the conclusion of the project or event in order for Grantee to be reimbursed. Failure to provide this information will result in a loss of funding.
7. The individual signing this Grant Agreement hereby represents that he or she is duly authorized to exercise such agreement for the organization and understands that grant funds will not be disbursed by the Scotts Bluff County Tourism Committee until evidence of matching funds and expenditure documentation is provided.

Signed: _____

Organization: _____

Date: _____

<p>Please complete, make a copy for your records, and return the original and nine copies to: Scotts Bluff County Tourism Committee, C/o County Clerk, 1825 10th Street, Gering, NE 69341</p>
