

Scotts Bluff County Tourism Committee
(A Committee of the Scotts Bluff County Commissioners)
Event and Attraction Promotional Grant Policy



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GRANT PURPOSE:

The purpose of this Grant is to promote, encourage and attract increased numbers of visitors to Scotts Bluff County that will utilize lodging facilities.

Funds are provided through revenues from the Lodging Tax collected within Scotts Bluff County, authorized by the 1980 Nebraska Visitor's Development Act.

SCOTTS BLUFF COUNTY TOURISM COMMITTEE GOALS:

- Promote advertising outside a 75-mile driving radius of Scotts Bluff County
- Be a resource to promote the growth of Scotts Bluff County's facilities, attractions, activities, and special events
- Assist in the promotion of Agri-tourism in Scotts Bluff County.
- Grant funds are generally not provided to: individuals, religious organizations (non convention related), political parties or candidates, capital campaigns, endowment funds, fundraisers, nor conferences, workshops or seminars not directly related to the Scotts Bluff County Tourism Committee's grant purpose.

CRITERIA:

Funding will be considered for attractions and events that:

- have strong appeal to a large part of our community and potential visitors. The resulting economic benefits of this program are intended to promote the general welfare of the County.
- are cultural, ethnic, historic, educational, recreational or any combination thereof.
- generate increased overnight stays within Scotts Bluff County.
- are unique to the area; something that can be identified with Scotts Bluff County.
- adequately report evaluations of increased economic impact and lodging room-nights.
- encourage and solicit attendance from the general public.
- encourage visitors to stay longer and return.
- the majority of the promotion dollars are spent to encourage visitors from over 75-miles away.

REQUIREMENTS FOR BEING CONSIDERED FOR PROMOTION SUPPORT:

Must be an Attraction, Facility, Activity, or Special Event that brings visitors to Scotts Bluff County or that extends their stay within the County.

- ✓ Promotion Funding Application form should be received by the County Clerk four (4) months prior to the event.
- ✓ Applicant must attend a Scotts Bluff County Tourism Committee meeting to answer questions. Please make arrangements with County Clerk @ 436-6600 or when you drop off your application.
- ✓ Applicant must include the words "Sponsored in part by the Scotts Bluff County Tourism Committee" in all advertising, utilizing the Scotts Bluff County logo (enclosed) and website (www.VisitScottsBluff.com). Failure to include these items will disallow funding.

- ✓ Applicant will provide completed Evaluation Form, copies of paid receipts and copies of all promotional materials to the County Clerk within 60-days of the completion of the event. Failure to do so will result in a loss of funding and the inability to apply the following year.
- ✓ Progress reports are required every six (6) months, if applicable, after notification of award.

RESTRICTIONS:

County funding cannot be used for:

- Any items not specifically included in the approved Grant Application.
- Any retroactive expenses.
- Any local advertising is restricted. The majority of the promotion dollars must be spent to encourage visitors from over 75-miles away. The grant purpose is to increase visitation to Scotts Bluff County and to grow the event.
- Reception rooms, entertainment or social activities prior to, during or after the event.
- Handouts or give-a-ways prior to, during or after the event (i.e. trophies, t-shirts, etc.) except those with prior approval from the Scotts Bluff County Tourism Committee.
- Additional or current personnel salaries, administrative costs, operating expenses or equipment.

FUNDING POLICY:

- The Committee will consider funding proposals to a maximum of 50% of the total cost of the promotion.
- The Committee shall evaluate grant proposals according to the purpose and goals of the Committee.
- The Committee may decline to fund an application without cause or reason being stated.
- The Committee may discontinue or modify all or a portion of this funding policy at any time.

REVIEW PROCESS:

A subcommittee of the Scotts Bluff County Tourism Committee will review grants as received and report to the Scotts Bluff County Tourism Committee, who will seek approval for expenditures from the Scotts Bluff County Commissioners.

The Scotts Bluff County Tourism Committee meets the second Wednesday of every month on the second floor of the Administration Building. Please notify the County Clerk at least 10-days in advance to arrange your attendance at a meeting by calling 436-6600.

Please note: the Tourism Committee will not take action on grants at the same meeting as the presentation by the Grant Committee. Action items will appear on the next month's agenda.

Notification of awards will be mailed by the first of the following month.

Please submit *nine* copies of the completed application form and attachments to:

Scotts Bluff County Tourism Committee
 c/o County Clerks Office
 Scotts Bluff County Administration Building
 1825 10th Street
 Gering, NE 69341

Grant reimbursement will be made based upon documentation of approved promotional expenditures. Copies of paid receipts or canceled checks, along with in-kind documentation and advertising placed, must accompany all grants submitted for reimbursement.



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www.VisitScottsBluff.com

1-800-788-9475



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