



PROMOTION FUND Grant Guidelines

PURPOSE OF FUNDS

The purpose of Columbus Area Convention & Visitors Bureau PROMOTION FUND grant is to provide funding for special events, sporting events, and activities that promote, encourage, and attract visitors for overnight stays in lodging facilities in Platte County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging, and attracting visitors to and within Platte County Nebraska, as the state statute §81-3702 provides.

USE OF FUNDS

PROMOTION FUND grants shall be used generally to promote, encourage, and attract visitors and overnight stays in Platte County and use the travel and tourism facilities within the county.

ELIGIBLE PROJECTS & EXPENSES

Eligible marketing projects include design and production costs for brochures, flyers, posters, direct mail pieces, printed registration materials, videos, or websites (design costs only for websites); design, production, and placement costs for newspaper ads, radio ads, magazine ads, television ads and signage (off-site only).

Eligible projects must have a distribution/marketing focus outside a 100-mile radius of Columbus and priority will be given to projects that generate lodging revenue. (Advertising with the Columbus Telegram, KTTT-AM, KJSK-AM, KLIR - FM, KZ100 - FM, KKOT-FM, Columbus News Team, Columbus cable station and billboards within a 100-mile radius of Columbus are not allowable for reimbursement. These entities do not comply with the 100-mile radius advertising requirement.)

EXCLUSIONS

- No part of the grant funds may be used for general operating expenses, building or equipment rentals, for additional or current personnel salaries, for supplies and equipment, or in any manner that would violate the Nebraska Development Act, Neb. Rev. Stat. §81-3702 (as amended from time to time). All grants are discretionary, based upon available funds, other anticipated uses, appropriateness, and anticipated effectiveness of proposed use.
- Grant funds may not be used for expenses incurred from lodging.
- The event sponsor will obtain all necessary local and state permits.

APPLICATION DEADLINES

Grant applications are due to the Columbus Area Convention & Visitors Bureau **60 days prior to the event.**

GRANT PRESENTATION

New grant requestors are advised to present their grant at the Columbus Area Convention & Visitors Bureau Advisory Committee monthly meeting. These meetings are held monthly on the 3rd Thursday. If attendance is not possible, grant approval may be delayed to gather additional information to complete the grant request.

CREDITING REQUIREMENTS

Included on all printed material, or advertising media shall be the Convention & Visitors Bureau logo listing us as a sponsor. Please request the current Visitors Bureau logo, phone and web information. Failure to comply with this guideline will result in partial or total withdrawal of funds allowed.

ANNOUNCEMENT OF AWARD

After the review of the grant application by the Columbus Area Visitors Bureau Advisory Committee, all applicants will be notified in writing within ten working days.

REPORTING, ACCOUNTING AND PAYMENT PROCEDURES

- Ninety days after the event a report will be submitted to the Columbus/Platte County Visitors Bureau giving final results. The report must outline if the objectives of the event were met, if not, what were the circumstances that lead to the deficiency. Please include the headquarters hotel and the number of room nights used in Platte County. No money will be released until the form is turned in to the Columbus/Platte County Visitors Bureau office.
- **YOU ARE REQUIRED TO** maintain receipts of expenditures of grant funds and provide copies with the final report.
- Upon receipt of the final event report, a grant check will be issued to the contact organization, not to vendors of products or services. The organization will receive the check 2 – 4 weeks after all final documentation has been received.

REVIEW PROCESS:

- The Columbus Area Convention & Visitors Bureau Advisory Committee will review each grant application.
- Grants are discretionary, based upon available funds, other anticipated uses, appropriateness, and anticipated effectiveness of proposed use all in compliance with the Nebraska Revised Statute §81-3702.

Please contact the Columbus Area Convention & Visitors Bureau with any questions.

1464 26th Ave

Columbus, NE 68601

(402) 276-3606

E-mail: tgrape@plattecounty.ne.gov

**COLUMBUS AREA CONVENTION & VISITORS BUREAU
PROMOTION GRANT APPLICATION**

Date of Request: _____ **Amount Requested:** _____

Date of Event/Project: _____

Event/Project Title: _____

Sponsoring Organization: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

(Please use an additional sheet of paper for this section, if necessary.)

How will the grant funds be used? _____

Project/Event Description: _____

Projected Lodging Numbers Per Night: _____

Projected Daily Attendance Numbers: _____

What other agencies or groups are co-sponsoring the project? _____

Who is the target market for this project? _____

Please list the hotels that will be utilized for overnight lodging, and indicate the room nights expected for each property. _____

How do you intend to increase attendance from outside a 100-mile radius of Platte County:

Signature of Applicant: _____

(I signify that, if awarded, grant funds will only be used for advertising and promotion of this event, in accordance with provisions of the State of Nebraska Visitors Development Act.)

For each grant application, you must include this completed cover sheet and a project description of no more than one page. Return to: Columbus Area Convention & Visitors Bureau, 1464 26th Ave, Suite 100, Columbus, NE 68601. For more information call (402) 276-3606.