

Box Butte County Visitor's Committee
Application and Guidelines for
Tourism Grant

Approved by Board 9/21/09

General Information:

- The purpose of the Box Butte County Visitors Committee (BBCVC) Grant Program is to increase tourism to Box Butte County.
- There are 2 types of grants:
 - Promotion grants which are intended to promote events or attractions; and,
 - Improvement grants which are for physical improvements to tourism facilities/attractions
- Limit on Promotion Grants for Advertising is \$1,500.00.
- Improvement Grants will be considered on a case-by-case basis. Economic impact of the tourism facility, quality of the grant and fiscal budget limitations will be taken into consideration in determining amount.
- Yet to be determined by the County Board
- The BBCVC will review grants in March, June, and September (ONLY).
- After review by the Committee, grants are forwarded to the County Board for final approval.
- The Director of Tourism will notify you of results.

The application will be judged on:

1. The attraction or facility's ability to attract new visitors (>100 miles away) to the County
2. Ability to increase hotel/motel lodging taxes and tourist spending money in the County
3. Commitment of the applicant to the project with or without the financial aid
4. Quality of documentation and/or contract for improvements
5. A genuine and earnest need for assistance
6. A commitment to following through with the project in a timely manner
7. New event or continued request for funding

Requirements

1. Grant application must be received by the Tourism Office by the 10th day of March, June or September.
2. **Applications must be mailed, hand delivered or emailed to the Tourism Office:**
 - Mailing Address: PO Box 678, Alliance, NE 69301
 - Physical Address: 221 East Third, Alliance
 - Email Address: tourism@bbc.net
 - Telephone: 308.762.3876
3. Any applications sent late or to any other address will not be considered
4. Applications will be reviewed by the Box Butte County Visitor Advisory Committee (Meetings are held the 4th Wednesday of the month at 5:30 p.m. Location will be announced in local papers or may be obtained from the Tourism Office.)
5. A member from your organization should be available at the meeting to present your grant to the Visitor's Committee and answer any questions

6. In the event of an award, applicants are expected to make acknowledgement on advertising materials or at the improvement site such as: *“Courtesy of Box Butte County Tourism”*

Matching Funds

Although tourism may make grants without matching funds from the applicant, matching funds do imply an earnest and shared commitment to the project and its completion. The application form allows for matching fund calculation.

Grants are not intended for:

- any event or attraction outside the county
- travel expenses or charter vehicle expenses
- general operating expenses or subsidies for operations
- additional or current personnel salaries or honorariums
- private club facilities, political, private, religious organizations or functions
- attractions or events not open to the public
- any facility where pari-mutuel wagering is conducted
- items not included in the approved grant application

Reimbursement:

Reimbursements are made in one lump sum after the event or improvement has been made or upon receipt of a legally binding contract on the applicant. If fund balances permit, your reimbursement will be processed as soon as possible.

Remember:

1. Tourism is funded through Lodging Taxes Only.
2. County Funds for these grants are at the complete discretion of the County Board (Commissioners)
3. **To receive proper reimbursement, be sure you present your receipts, contracts, bills etc. along with a copy of your approved grant to the Director of Tourism, P.O. Box 678, or hand delivery at 221 East Third Street, Alliance, NE 69301.**

For help with your grant, please do not hesitate to call the Director for Tourism 308.762.3876

*Thank you for participating in the Box Butte County Visitor's
Committee Grant Program!*

Good Luck!

Received by Director: _____ (Office Only)
9/21/09

Approved by Board

APPLICATION FORM
Lodging Tax Grant
Box Butte County Visitor's Committee

<u>Check One:</u>	<u>Amount Requested</u>
Promotion Grant:	\$ _____
Improvement Grant:	\$ _____

Circle one : Review cycle: Sept, March, June Fiscal Year ____ (Office only)

Date of Submission: _____

Name of Event, Facility or Attraction: _____

Dates of Event: _____

Physical Address of Event or Attraction:

Name of Group Requesting Funds: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Number of members locally: _____

Number of members nationally (if applicable): _____

Mailing Address: _____

New: _____ Expanded: _____

Describe the project: Check One: New _____ Repeat _____

Please explain your need for funding:

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What media will you be using to reach these potential tourists/visitors and why do you think it will be effective? (Please include any factual data such as demographics from advertisers, past statistics, or expert opinions etc.)
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What type of tourists do you expect to attract?

Please estimate the number of hotel/motel rooms which will be as a result of this event, improved facility or attraction:

Number:

Motels contacted:

Past Data:

Rationale:

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Repeat Applications Only: 1) Explain why you are requesting continued financial assistance 2) What are your plans for self-support?
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If you need additional space please use the back of form or supply attachments

<p>Please Read and then Sign:</p> <p><i>1) Recommendations by the Visitor Advisory Committee are made fairly without bias toward any persons, causes, groups, events, facilities or past funding by County Tourism; however,</i></p> <p><i>2)) Final funding decisions are made by the County Board on a case-by-case basis. Their decisions do not constitute precedent nor imply a prerequisite for similar funding to any other group or type of project.</i></p> <p><i>I have read the above disclaimer and I agree to abide with the final decisions of the County Board:</i></p>

Signature of Applicant/Contact:

