

Lancaster County Visitors Promotion – Marketing Grant 2021-2022 APPLICATION & GUIDELINES

PLEASE REVIEW CAREFULLY AS NO EXCEPTIONS WILL BE MADE FROM THE GUIDELINES

OVERVIEW:

The funds available through this program are from Lancaster County's Visitor Promotion Fund. These funds are to be used to generally promote, encourage, and attract visitors to Lancaster County and to use tourism facilities and attend events within Lancaster County. These funds cannot be used for capital construction or physical improvements. Each Grant request may not exceed \$5,000.00. **All eligible marketing expenses (see below) must be documented.** Only one marketing grant may be submitted by each visitor attraction and/or event per calendar year. A **project budget** must accompany application.

ELIGIBILITY:

- These funds are available on a competitive basis to promote public events at visitor attractions within Lancaster County.
- Visitor attraction means a defined location open to the public, which location is of educational, cultural, historical, artistic, or recreational significance or provides entertainment or in which are exhibits, displays, or performances of educational, cultural, historic, artistic, or entertainment value.
- The visitor attraction must be owned by the public, or by a nonprofit organization whose primary purpose is to operate the visitor attraction. Public organization status and nonprofit status shall be determined by State and/or Federal law. **Proof of current nonprofit status must accompany application or will be ineligible for grant consideration.**
- *Top Priority will be given to unique attractions & events that encourage visitors from outside our area.*
- *This funding cycle will issue a maximum of \$50,000 in grant funding.*
- *Virtual events are permitted ONLY if the event is legally required to be conducted virtually by federal, state, and/or local health regulations related to the COVID-19 pandemic.*

Requirements for reimbursement:

- 1) Cover letter with itemized list of expenses. Tell us how your project was a success!
- 2) Printed/Electronic marketing material (e.g. brochures, fliers, print ads, emails, websites, etc.) must include:
 - "Funded in part by Lancaster County Visitor Promotion Fund"
- 3) Spoken advertising (e.g. radio) must include:
 - "Funded in part by Lancaster County Visitor Promotion Fund"
 - Script of verbiage used
- 4) Websites must include:
 - "Funded in part by Lancaster County Visitor Promotion Fund" (placed in website footer)
 - Hotlink to www.lincoln.org
- 5) Grant projects must be completed within 12 months of approval by Lancaster County. (no exceptions)
- 6) Additional analytics and data that show room nights, website interaction or response to marketing efforts.

ELIGIBLE EXPENSES – CONSIDERED FOR REIMBURSEMENT:

- **All documents submitted must be legible.**
- Event advertising, brochures, posters, etc.
- Distribution costs of event/attraction promotion
- Postage (current charitable rates)
- Website Development
- TV or radio commercials

INELIGIBLE EXPENSES - NOT CONSIDERED FOR REIMBURSEMENT:

- Giveaways prior to or during the event (e.g. trophies, t-shirts, pens, etc.)
- Reception room or social event activities prior to or during the event
- Funds for general operating expenses
- Items not included in the Approved Grant Application
- Blurry or unreadable invoices or advertising
- Travel expenses or charter vehicle expenses
- Supplies or equipment
- Additional or current personnel salaries
- Website Hosting and/or Maintenance

***Grant Reviews will occur in August (DUE July 31st) & February (DUE January 31st) each year.
Submit your application prior to DUE DATE!***

Electronically: Jmaul@lincoln.org Confirm receipt within 5 days if not contacted.

Standard Mail: Lincoln CVB - 1128 Lincoln Mall, Suite 100 - Lincoln, NE 68508

NOTIFICATION OF RESULTS WILL BE SENT VIA EMAIL WITHIN 30 DAYS OF FINAL APPLICATION REVIEW.

REVIEW OF APPLICATIONS AND DISTRIBUTION OF FUNDS: The Visitors Promotion Committee will review applications and provide recommendations to the Lancaster County Board for final review. The Lancaster County Board reserves full authority to approve or deny any or all applications in whole or in part. Applications approved by the Lancaster County Board will be required to enter into a grant contract with Lancaster County to receive funds. Once a contract has been established with Lancaster County, funds will be paid only upon completion of the project on a reimbursement basis. Bills and receipts with proof of requirements must be received by Lancaster County within 30 days of the project's conclusion in order to be reimbursed. Failure to submit timely full may result in a loss of funds. Obtainment of proof of delivery receipt is strongly recommended if mailed.

Lancaster County Visitors Promotion – Marketing Grant 2021-22 MARKETING GRANT APPLICATION

Please **type** on this form or use this format on separate sheet in the order presented below.

Applicant: _____

Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____

Email Address: _____

Name of event or project: _____

Total amount of money requested: _____

Date(s) of event or project: _____

Describe the event or project: _____

What is the target market(s) for this event or project? _____

List other funding sources for this project: _____

How will this project be judged for success? _____

I have read and accepted the guidelines and requirements for this grant.

Applicants Signature

Signed this _____ day of _____, _____.

() Event or project budget attached.

() Proof of nonprofit status attached.