

Cass County Visitors Promotion Committee
MARKETING GRANT
GRANT GUIDELINES – 2008
Please review the criteria carefully

NO EXCEPTIONS WILL BE MADE FROM THE GUIDELINES

OVERVIEW:

The funds available through this program are from the collection of Lodging Tax in Cass County. LB499 states that these funds are to be used to generally promote, encourage, and attract visitors to Cass County and to use tourism facilities. It specifically states that these funds cannot be used for capital construction or improvements. The total amount of money available for the 2008 grant session is \$20,000.00. Each Grant may not be more than \$2,500.00 or exceed 50 percent of the event/project budget. Grant requires a 50% match with up to 25% in in-kind received materials. Only one grant may be submitted for each event/project. Budget must accompany application.

ELIGIBILITY:

These funds are available on a competitive basis to any visitor attraction, community event, or area (more than one community) event held within Cass County with nonprofit (501C) status, whose primary purpose is to encourage tourism and generally promote Cass County. ***Proof of nonprofit status must accompany application.*** First consideration will be given to new projects/ events that encourage visitors from outside our area. **All printed material or advertising media must include the words “Produced in part by a grant from the Cass County Visitors Promotion Committee”. All promotional and advertising material will need to be pre-approved. Web sites must also contain the above quote and a link to the Cass County Visitors Promotion Committee web site (visitcasscounty.com). Grantee agrees that it will not manifest any impression, either by word or deed, expressly or implicitly, that the Cass County Visitors Committee endorses in any way the consumption or use of alcohol. *Grant money cannot be used for printed or other promotional media to promote alcohol (such as Beer Gardens, etc).***

Grant projects must be completed within the 2008 calendar year.

EXPENSES – CONSIDERED FOR REIMBURSEMENT:

- Event advertising, posters, etc.
- Distribution costs of event/attraction promotion
- TV or radio commercials
- Web site development

**Whenever possible, monies should be spent in Cass County.*

EXPENSES - NOT CONSIDERED FOR REIMBURSEMENT:

- Handouts and give-aways prior to or during the event (i.e. trophies, t-shirts, etc.)
- Travel expenses or charter vehicle expenses
- Reception room or social event activities prior to or during the event
- Supplies or equipment
- Funds for general operating expenses
- Additional or current personnel salaries
- Items not included in the Approved Grant Application
- Any assistance that does not conform to the intent of LB499

DEADLINE FOR GRANT APPLICATIONS MARCH 1, 2008 TO:

Cass County Visitors Promotion Committee
918 Washington Avenue
Plattsmouth NE 68048

NOTIFICATION OF RESULTS WILL BE SENT THROUGH THE MAIL 30 DAYS AFTER RECEIPT OF THE APPLICATION.

DISTRIBUTION OF FUNDS:

Copies of bills and receipts must be received by the Cass County Visitors Committee within 45 days of the conclusion of the project in order to be reimbursed; failure to submit bills and receipts will result in a potential loss of funds.

**Cass County Visitors Promotion Committee
MARKETING GRANT
GRANT APPLICATION – 2008**

Please **type** the following information either on this form or using this format.

Applicant: _____

Contact Person: _____

Address: _____ City _____ St _____ ZIP _____

Phone: _____

Name of event or project: _____

Total amount of money requested: _____

Date(s) of event or project: _____

Describe the event or project: _____

What will be the impact of this event or project on Cass County? _____

Who is the target market for this event or project? _____

List other programs this organization has worked on: _____

How will this project be judged for success: _____

<p><input type="checkbox"/> Event or project budget attached</p> <p><input type="checkbox"/> Copy of your proof of nonprofit status attached.</p>

For Office Use	Rev061112	
Date received:	_____	
Budget attached:	Yes	No
Nonprofit attached:	Yes	No