

**Cass County Tourism
MARKETING GRANT
GRANT GUIDELINES – 2012**
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. Each Grant request may not exceed 2,500.00. **All allowable marketing expenses (see below) must be documented and will be reimbursed at a rate of 75%, not to exceed the \$2,500.00 maximum.** Only one marketing grant may be submitted for each 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 (501C3), or other non-profit 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 events that encourage visitors from outside our area. **All printed material or advertising media must include the words "Funded in part by Cass County Tourism". 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 Tourism web site (visitcasscounty.com).**

Grant projects must be completed within the 2012 calendar year.

EXPENSES – CONSIDERED FOR REIMBURSEMENT:

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

*** Preference will be given to applicants who utilize Cass County businesses and services for the project**

EXPENSES - NOT CONSIDERED FOR REIMBURSEMENT:

- 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

Please submit eight (8) paper clipped copies delivered or post marked no later than March 1, 2012 to the following address:

***Cass County Tourism
918 Washington Avenue
Plattsmouth NE 68048***

No electronic or faxed submissions will be accepted.

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 Tourism within 60 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.

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MARKETING GRANT
GRANT APPLICATION – 2012**

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

Applicant: _____

Contact Person: _____

Address: _____ City _____ St _____ ZIP _____

Phone: _____ E-mail address: _____

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>() Event or project budget attached</p> <p>() Copy of your proof of nonprofit status attached.</p>

For Office Use	Rev110511	
Date received: _____		
Budget attached:	Yes	No
Nonprofit attached:	Yes	No