

Cedar County Convention & Tourism Board
Advertising/Promotional & Brick/Mortar Grant Application Directions

The Cedar County Convention & Tourism Board (CCCTB) disburses funds generated from Cedar county lodging taxes. Grant applications will be evaluated twice a year (April & September). Current board members are: Gloria Anderson – Obert; Sharon Bose – Laurel; Gary Howey – Hartington; Julia Kleinschmit – Bow Valley; and Karen Sudbeck – Hartington.

Applicants may be individuals, organizations, municipalities, non-profits or boards applying for grants independently or cooperatively. Applications should be made with the intent to promote tourism within the county and assisting activities in bringing tourists and money into the county. Prior CCCTB grant recipients are eligible to apply again. The CCCTB may choose to fund all or part of a proposal. **NEW:** Applicants are required to provide 10% match to CCCTB funds. Match may come from other funding or in-kind sources.

Grants will be awarded in two categories: 1) Event-Specific Advertising/Promotional Activities and 2) Attraction Improvement/Bricks & Mortar.

Eligible Event Specific Advertising/Promotional Activities include but are not limited to the following:

- Printing pamphlets
- Posters
- Billboards
- Web site development
- Travel/Trade show expenses
- Mass media advertising (magazines, newspaper, radio, television, video, etc.)

Eligible Attraction Improvement/Bricks & Mortar activities include the expansion or improvement of existing attractions that are:

- Open to the public and not-for-profit, and
- Educational, cultural, historical, artistic, or recreational.

Timeline

- Request grant application from Cedar County CTB member, on-line (www.co.cedar.ne.us) , or at City business offices.
- Complete grant application using appropriate form.
- Submit grant application by review deadline and at least 90 days before your event/project to: Sharon Bose, CCCTB, 87360 Hwy 15, Laurel, NE 68745.

If Funded

- All grant recipients must include the following statement on all printed material, radio ads, television commercials, or any other forms of advertisement: *This (event or attraction) funded in part by a grant from the Cedar County Convention and Tourism Board.*
- A final report must be submitted to Sharon Bose (address above) **no more than 60 days following the event or completion of the improvement.** The report needs to include:
 - Brief event/project description
 - How grant funds were used
 - If an event, how many people attended
 - If an attraction improvement, how the improvement will increase Cedar County tourism
 - *Actual receipts* for costs related to the event or improvement. (CCCTB funding is reimbursement-based. The applicant will be reimbursed for expended funds as long as a receipt is included in the final report, and the expense is in accord with the approved grant proposal.)
- Once the report and final expenses are approved by the CCCTB, County Commissioners will disburse grant funds to the contact person for the applicant.

<u>Grant Applications Due</u>	<u>Applications Reviewed</u>	<u>Response from Board</u>	<u>If funded: Final Report Due</u>
March 31	Approx April 15	May 1	60 days following event or
August 31	Approx Sept 15	October 1	improvement completed

Cedar County Convention and Tourism Board
Event Specific Advertising/Promotional Activities Grant Application

Type or print clearly – Attach additional pages as needed to complete this application.

Date: _____ Entity Applying for the Grant _____

Tax ID # _____ Contact Person _____ Title _____

Address: _____ City: _____ Zip: _____

Phone _____ Cell _____ Email: _____

Applying entity is a 501 (c)3: Yes No

If no, what type of not-for-profit is the applicant? _____

Name, date(s) and location of event:

Briefly describe your event/activity:

How many visitors do you anticipate that your event/activity will bring to Cedar County?

What is your estimate of the number of nights of lodging this attraction will generate?

Please explain how you will use these grant funds:

List vendors/laborers/contractors, etc. this project will employ. The CCCTB prefers that grant funds be used to support Cedar County businesses. If this is not possible, please describe why not.

Please provide a detailed overall budget of the improvement project using form on the next page.

Total amount of money requested from CCCTB: _____ Total project cost: _____

Cedar County Convention and Tourism Board
Attraction Improvement/Bricks & Mortar Grant Application
Type or print clearly – Attach additional pages as needed to complete this application.

Date: _____ Entity Applying for the Grant _____

Tax ID # _____ Contact Person _____ Title _____

Address: _____ City: _____ Zip: _____

Phone _____ Cell _____ Email: _____

Applying entity is a 501 (c)3: Yes No

If no, what type of not-for-profit is the applicant? _____

What is your yearly attendance?

How does your attraction bring visitors to Cedar County?

What is your estimation of the number of nights of lodging this attraction generates each year?

Name, date(s) and location of improvement:

Describe improvement :

List vendors/laborers/contractors, etc. this project will employ. The CCCTB prefers that grant funds be used to support Cedar County businesses. If this is not possible, please describe why not.

Please provide a detailed overall budget of the improvement project using form on the next page.

Total amount of money requested from CCCTB: _____ **Total project cost:** _____

Cedar County Convention and Tourism Board Budget Form

Please use this form to detail costs for your project and other funding sources. See the example below to build your own budget. Here are some tips for making your application more successful:

- Be sure to include all items necessary, with as much specificity as possible.
- Make sure your math adds correctly for each row, and each column.
- Attach bids or estimates to your application if possible.
- Indicate by name, other sources of funding for this project.

EXAMPLE

<i>Items/Work Necessary (be as specific as possible)</i>	<i>Funds requested from the CCTB</i>	<i>Other Source 1: Chamber of Commerce</i>	<i>Other Source 2: In-kind labor</i>	<i>Total</i>
Sign				
- Design fee (Graphics, Inc.)	\$75	\$50	\$0	\$125
- Sign production (15' x 12')	\$200	\$100	\$50	\$350
- Sign installation	\$0	\$0	\$100	\$100
- Poles for sign	\$100	\$0	\$0	\$100
- Concrete for pole footings	\$50	\$50	\$0	\$100
	<i>Total funds requested from the CCTB</i>	<i>Total funds from Source 1</i>	<i>Total fund from Source 2</i>	<i>Total funds for project</i>
	\$425	\$200	\$150	\$775

YOUR BUDGET. Project Name: _____

<i>Items/Work Necessary (be as specific as possible)</i>	<i>Funds requested from the CCTB</i>	<i>Other Source 1:</i> _____	<i>Other Source 2:</i> _____	<i>Total</i>
	<i>Total funds requested from the CCTB</i>	<i>Total funds from Source 1</i>	<i>Total fund from Source 2</i>	<i>Total funds for project</i>
	\$	\$	\$	\$