



Red Willow County Visitors Committee Marketing Grant Application Form

CRITERIA

For marketing an event that targets visitors from beyond 100-mile radius of McCook and that encourages an overnight stay. Decisions on funding will be made within 60 days of receipt of the application by the Red Willow County Visitors Committee. **This grant is for reimbursement of marketing expenses.**

APPLICATION PROCESS

Required Information

- Completed Grant Application
- Completed Budget Worksheet

Deadlines

The Red Willow County Visitors Committee meets on the first Tuesday of every month. Applications must be submitted ten (10) days prior to the meeting to be considered. Applications failing to meet the monthly deadline will be placed on the following month's agenda. Exceptions to the deadline rule will be considered only if the applicant can show good cause for the exception.

Review Process

Grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use all in compliance with the Nebraska Revised Statutes §81-1252 and §81-1245.

Announcement of Grant

All applicants will be notified in writing within ten (10) working days after the review of the application by the Red Willow County Visitors Committee with the decision.

CREDITING REQUIREMENTS

If you are awarded this grant, included on all printed material or advertising media shall be the words "Sponsored in part by a grant from Red Willow County Tourism", utilize the current logo and website, www.VisitMcCook.com.

REPORTING AND PAYMENT PROCEDURES

Reporting

- Between one and thirty days after the event a report must be submitted to the Visitors Committee giving final results. The report must outline the following:

- If the objectives of the event were met, if not what were the circumstances that lead to the deficiency.
- A detailed profit and loss statement.
- All examples of fulfilling the crediting requirements, such as programs utilizing the current Red Willow County Tourism logo, etc.
- No money will be released until the report is turned into the McCook/ Red Willow County Tourism office and reviewed by the Visitors Committee.

Payment

- Upon receipt of the final event report, the Red Willow County Visitors Committee will request a check from the Red Willow County Clerk for grant funds.

For more information or if you have questions:
McCook / Red Willow County Visitors Bureau
Carol Schlegel
Director
402 Norris Avenue, Room 318
P. O. Box 147
McCook, NE 69001
308.345.1200, Ext 318
Carol@VisitMcCook.com

RED WILLOW COUNTY VISITORS COMMITTEE GRANT APPLICATION

Name of Organization

Contact Person

Title

Address

City

State

Zip

Telephone

FAX

Email

Name of Event or Attraction

Date of Event

Amount Requested

Please provide a brief description of the project. *(if you need additional space, please attach one page)*

What kind of economic impact will this have on Red Willow County?

How do you plan to promote your event or facility so that it attracts visitors from beyond a 100 mile radius of McCook? Please be specific

Admission: (Is it free, if not what are the fees.)

Performance Times: (Attach schedule if necessary.)

Number of year's event or attraction in existence: _____

Number of years assisted financially by Visitors Committee: _____

If a repeat application, please explain your need for continued financial assistance. What is your plan to become self sufficient? *(if you need additional space, please attach one page)*

Signature of Applicant _____ **Date** _____

Each grant request must include completed application and budget worksheet. Return to: Red Willow County Visitors Committee, P. O. Box 147, McCook, NE 69901

FOR INTERNAL USE ONLY BY RED WILLOW COUNTY VISITORS COMMITTEE

Date Received _____ Date Reviewed by Committee _____

Amount Approved _____

