



2019 Red Willow County Visitors Committee Universal Grant Guidelines And Application

It is the mission of the Red Willow County Visitors Committee to promote and facilitate the establishment and growth of quality events, attractions and amenities for the enjoyment of residents and visitors alike.

One of the ways the Visitors Committee fulfills this mission is to offer the opportunity to apply for grant funds to businesses and community organizations to assist them in hosting and promoting events and attractions.

There are two types of grants available from the Visitors Committee: Promotion and Facility Rental.

- **PROMOTION** grants shall be used generally to promote, encourage and attract visitors to come to Red Willow County and use the travel and tourism facilities within the county. **All grantees must provide at least a 25% match.** At least half (12.5%) must be cash spent towards the project, the other half (12.5%) can be in-kind services and/or donated materials; however, documentation must be provided for any in-kind match. Volunteer work is valued at \$10/hour and must be documented, including dates and lists of volunteers, the services they provided and their hours of service. Examples include:
 - Radio, TV, Newspaper advertising outside of Red Willow County
 - Brochure, flyer, poster printing
 - Social media marketing campaigns
- **FACILITY RENTAL** grants shall be used to offset qualified expenses and support the sustainability, hosting capacity and expansion of events within Red Willow County. These grants will be available to events the first two (2) times they are held in order to get them established. Examples of facilities include, but are not limited to:
 - Red Willow County Fairgrounds including the Kiplinger Arena Complex
 - City Auditorium
 - Knights of Columbus Hall
 - Peter and Dolores Graff Events Center

These grants are available to both for-profit entities and non-profit organizations. The grants are not meant to be a part of an annual operating budget for any group but rather to get a project started, or in the case of an existing event, to promote an addition to an event. Applying entities can apply for both grants for the same event or marketing campaign.

Both Promotion and Facility Rental grants from the Visitors Committee are reimbursement grants. Organizations must submit invoices and proof of payment to be reimbursed for all expenses approved in the grant award. Upon submission of these forms and documentation, reimbursement will be made.

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. You will be notified by email when your grant application is received. If you do not receive notification, contact the McCook/Red Willow County Visitors Bureau to confirm its receipt.

Purpose of Funds

The purpose of Red Willow County Visitors Committee grants is to provide funding for activities that promote, encourage and attract visitors to Red Willow County. The funds available through this program are provided from the lodging tax revenue fund and are to be use for the sole purpose of promoting, encouraging and attracting visitors to and within Red Willow County Nebraska, as Nebraska Revised Statutes §81-3701 through §81-3724 provides.

Applications

Applications must be filled out completely and on time. The staff of the Visitors Bureau will return all incomplete applications to the applicant for correction of any deficiencies. Staff is available to answer questions and to assist in the application process.

Exclusions

Ineligible events include fundraisers where funds will be passed along to a third party (i.e. American Cancer Society, etc.), political events, and any events not open to the public.

No part of the grant funds may be used for general operating expenses, for additional or current personnel salaries or in any manner that would violate the Nebraska Development Act, Nebraska Revised Statutes §81-3701 through §81-3724. , et seq. (as amended from time to time). All grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use.

Events will be ineligible for funding if not all local and state permits are obtained.

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 McCook/Red Willow County Visitors Bureau", utilize the current logo and website, www.VisitMcCook.com.

Announcement of Grant Award

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.

REPORTING, ACCOUNTING AND PAYMENT PROCEDURES

Reporting

Thirty (30) days after the grant activities are completed, the grantee must submit a report to the Visitors Committee giving final results. The report must outline if the objectives of the event were met. If not, what were the circumstances that lead to the deficiency? No money will be released until the final report and all required documentation is turned into the McCook/Red Willow County Visitors Bureau office. Payment will not be made for unpaid invoices or invoices without proof of payment.

Final reports MUST include paid invoices and copies of proof of payment. Proof of payment may be copies of canceled checks, credit card receipts or copies of bank statements with confidential information redacted.

In regards to Facility Rental Grants, if activities outlined in the Marketing Budget Worksheet are not completed, the amount of the grant funds processed may be reduced accordingly. For example, if 75% of the activities are completed, the possibility exists that only 75% of the grant may be funded.

Final reports are due within thirty (30) days after the end of the event or the completion of the promotion project. The exact calendar date will be included in the Grant Agreement contract.

Accounting

GRANTEES ARE REQUIRED to maintain receipts of expenditures of grant funds for auditing purposes for a period of three (3) years following the event, and to make these records available to the Visitors Committee upon request.

Payment

Upon receipt of the final report and all required accounting documents, the Red Willow County Visitors Committee will submit a claim to the Red Willow County Clerk's office for the grant funds. Checks for Facility Rental grants will be sent directly to the appropriate facility. Checks for Promotion grants will be sent directly to the grantee. The check will come from the Red Willow County Treasurer.

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 §81-3701 through §81-3724. , et seq. (as amended from time to time).

Please note that funding for Promotion Fund Grants is limited. As such, even if your application is approved, funding may not be granted for your event at the full amount requested.

2019 GRANT APPLICATION

Which Grant are you applying for? (Check all that apply)

- Promotion (Must include answers to narrative questions found on page 5)
- Facility Rental (Must include answers to narrative questions found on page 7)

Facility Name _____

Name of Organization _____

Contact Person _____ Title _____

Address/City/State/Zip _____

Name award check should be made out to: _____

Address check should be mailed: _____

Phone _____ Email _____

Name of Event/Project _____

Date of Event _____ OR End Date of Project _____

Amount Requested _____

Please provide a brief description of the project/event

For each grant application, you must include this completed cover sheet, project narrative of not more than three (3) pages answering the following questions and the appropriate Budget Worksheet page.

Return to: McCook/Red Willow Visitors Bureau, P. O. Box 147, McCook, NE 69001 or email to Carol@VisitMcCook.com. For more information call (308) 345-1200 ext. 318

Universal Grant Project Narrative

Please address all sections and bullets that are applicable to your grant request. **You are only required to answer the questions pertaining to the category of grant for which you are applying. If applying for two grant categories, please complete the Project Narrative questions for each category. Additional pages may be added if necessary.**

1. How will your project benefit Red Willow County?

2. What other agencies or groups are co-sponsoring this project?

3. Are you applying to other organizations for grant funds for these activities: If so, name the organizations and indicate the amount you for which you are applying.

4. What are your goals and objectives for your project/event? What is your strategy (or strategies) to ensure project/event success? And how will you measure the success of your project/event?

5. Who is the target market for this event or project?

6. What is your plan for attracting visitors from farther away than 60 miles to your event?

7. If this is for an existing event, what new addition are you planning to bring more people to Red Willow County?

8. Provide a basic preliminary schedule of the activities on each day of the event.

9. Are any of the proceeds of this event donated or passed through to another individual or organization?

10. If this is an annual event, what is your plan to become financially sustainable?

11. What is the number of Participants/Attendees anticipated for current event in each of the following categories?

Origins	Participants	Attendees
Local (from within 60 miles)		
Nebraska		
Neighboring States		
National		
International		

12. If applicable please list the lodging properties that will be utilized by participants or attendees at your event. Indicate the number of rooms that are paid for either by your organization or by the individuals attending your events.

- a. Indicate the rooms that are being provided at no charge by the lodging property (comped rooms).
- b. Estimate the number of nights those attending your events will be staying in our community.

Lodging Property	# Paid Rooms	# Comped Rooms	Length of Stay
Cedar Inn 4-Less			
Cobblestone Inn and Suites			
Econo Lodge (Formerly Chief Motel)			
Economy Inn			
Holiday Inn Express			
Horse Creek Inn			
Quality Inn and Suites (Formerly Days Inn)			
Rodeway Inn (Formerly Chief Motel)			
Campsites			
TOTALS			

13. Has this project received funding through the Red Willow County Visitors Committee in the past? If yes, when and how much?

14. If this application isn't funded fully, will your project still happen?

15. Complete appropriate Budget Worksheet for your grant application.

**RWCVC Budget Worksheet
for PROMOTION GRANT**
(Include Advertising and Contractor bids if applicable)

Be specific regarding types of advertising (for example: magazine, newspaper, radio, TV, visitors guides, rack cards, brochures, web sites, travel show booth, registration fees, digital, etc.). All radio, TV, and print media advertising must be listed separately. Show radio and TV advertising by both call letters and city of origin (for example: KRVN – Lexington). Show magazine and newspaper advertising by individual publications and costs.

You must show how both the grant amount requested and the matches (both cash and in-kind) will be allocated among the activities. Remember that a 25% match is required, and that at least half of the match (or 12.5% of the match amount) must be cash. The other half of the match can be “in-kind,” consisting of volunteer services and donated materials. Volunteer services should be valued at \$10 per hour.

Application/Project _____
(Name of Grant)

Activity	Grant Amount Requested	Cash Match	In Kind Match	Source of Match	Total Funds
Column Totals:					

(Total of Grant Amount Requested + Cash Match + In Kind Match = Final Column Total)

**RWCVC Marketing Budget Worksheet
for FACILITY RENTAL GRANT**

(Include all planned Marketing Activities and their associated costs.)

Activity	Amount
	\$
TOTAL MARKETING COSTS	\$

Red Willow County Visitors Committee Universal Grant Application Checklist

Application

- Completed cover page.
- Narrative answering all questions pertaining to the category of grant you are applying for.
- If Facility Rental application, completed contract from the appropriate facility.
- Completed Budget Worksheet.
- Broadcast and Print media coverage maps and bids for all applicable activities.

Agreement

You will be required to sign a Grant Agreement contract assuring that you will comply with the following requirements:

- To use the grant only for the following purpose: To promote, encourage, and attract visitors to come to Red Willow County and use the travel and tourism facilities within the county, or to offset expenses incurred in creating quality events that attract visitors to come to Red Willow County.
- To submit to the Red Willow County Visitors Committee a final evaluation report within 30 days after the end of the event.
- To maintain records of receipts and expenditures for a period of three years following the end of the event, and to provide the same upon request by the Red Willow County Visitors Committee.
- To include in all printed materials or advertising media the words “sponsored in part by the McCook/Red Willow County Visitors Bureau”.
- To include in any website the words “sponsored in part by the McCook/Red Willow County Visitors Bureau” and link to the McCook/Red Willow County Visitors Bureau website: www.VisitMcCook.com
- Not to use any of the grant funds:
 - For items not included in the Approved Grant Application.
 - For general operating expenses.
 - For additional or current personnel salaries.
 - In any manner that would violate the Nebraska Development Act, Neb. Rev. Stat. §81-3701 through §81-3724. , et seq. (as amended from time to time).

Reporting

- Final reports are due within 30 days following your event.
- Final reports MUST include paid invoices and copies of proof of payment. Proof of payment may be copies of canceled checks, credit card receipts or copies of bank statements with confidential information redacted. No cash receipts will be accepted for reimbursement.