



PROMOTION FUND GRANT GUIDELINES

A. Eligible Applicants

Eligible applicants are non-profit organizations or public entities promoting tourism in Dodge County, Nebraska. Grants will be awarded for advertising, marketing and promotional activities for tourism attractions, events, conferences/conventions which draw 300 or more visitors from origins of at least 50 miles away. Examples of tourist attractions include but are not limited to: historic restorations; scientific and interpretive educational sites and facilities such as museums; participatory sports facilities; convention centers; cultural and heritage recreational sites and facilities which are open to the public.

B. Types of Activities

Eligible activities include but are not limited to: 1) production and placement of mass media advertising (magazine, newspaper, radio, television, etc.) that is directed outside a 50 mile radius from the attraction/event being promoted; 2) internet web site development; 3) production and printing of travel-related brochures typically used as fulfillment for advertising placed over 50 miles away; 4) direct mail advertising; 5) travel/trade/sports show booth space rental, registration fees and transportation expenses; 6) convention sales printed materials and displays; 7) rental of billboard space and production of billboard messages; 8) prizes and costs involved in hosting sporting events, tournaments, conferences, concerts, etc. drawing visitors from over 50 miles away.

C. Maximum Size of Grants

No single project will be awarded more than \$10,000 in a single year. The minimum amount an applicant may apply for is \$250.

D. Funding Requirements for Advertising

Application accompanied with copy of the ad material must be submitted and approved prior to advertisement run date. Contracts initiated prior to approval and award of funding risk not being funded. Grant applications for advertising may be submitted no more than four times per year by one applicant.

E. Application and Award Process

Grant requests are reviewed quarterly and due to the FDCVB by January 1, April 1, July 1, & October 1. Requests will be reviewed by the FDCVB Grants Review committee and considered by the FDCVB Board the same month. Funding is not guaranteed as funds are limited. All applications will be reviewed by the CVB Advisory Board on a competitive basis according to the selection criteria listed in section E. Applications recommended for approval through this process will be presented to the Dodge County Board of Supervisors for final approval. Within 30 days of the awards, grantees will be contacted to review regulations and to report requirements and payment procedures. Projects are expected to be completed by the grantees within 12 months following the award.

F. Selection Criteria

All grant applications will be reviewed and scored based on the following selection criteria:

1. Project Impact – the project's potential for long-term positive impacts on local economy
2. Sustainability – the potential of the attraction or event, etc. to have long-term sustainability
3. Benefit – how the project will benefit the tourism industry in Fremont and Dodge County
4. Readiness – the project's readiness to proceed and complete the promotion in a timely manner

APPLICATION FOR FREMONT & DODGE COUNTY CVB PROMOTION FUND

TYPE OR PRINT ALL INFORMATION

1. APPLICANT IDENTIFICATION

Applicant Name

Mailing Address

City/State/Zip

Telephone Number

Fax Number

Contact Person

Federal Tax ID

Email Address

2. PROJECT NAME AND LOCATION

3. SERVICE AREA

Area to be served (City, County, Region)

4. FUNDING SOURCES

CVB Funding Request \$

Other Funding \$

Total Project Funds \$

5. PROGRAM SUMMARY

Brief narrative description of the project for which CVB funds are requested – please specifically describe visitor traffic and target audience. Include project budget. Please attach additional documentation if needed.

6. CERTIFYING OFFICIALS

To the best of my knowledge and belief, data and information in this application are true and correct, including any commitment of local or other resources.

| Signature | Title | Date |
|-----------|-------|------|
|-----------|-------|------|

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SUBMIT THE ORIGINAL AND TWO COPIES OF THE ENTIRE APPLICATION TO:

Fremont & Dodge County Convention & Visitors Bureau
605 N. Broad Street, Fremont, NE 68025
(402) 753-6414 Fax (402) 721-9359