

SHERMAN COUNTY CONVENTION & VISITORS BUREAU

2016 MARKETING GRANT PROGRAM

Sherman County Convention and Visitors Bureau (ShCVB) is a non-profit destination marketing organization. It champions efforts to promote and further develop Sherman County as a preferred convention and visitors destination through strategic promotion of tourism marketing to generate positive economic impact for the county. The vision of the ShCVB is to attract visitors into the county through marketing efforts, including advertising.

The ShCVB 2016 Marketing Grant Program is designed to assist destination events in the development of brochures and advertising. It is intended to assist in the promotion of attractions and established events to visitors from outside the community/county.

Program Budget:

The total budget available for this program for 2016 is \$3,000.00. (maximum request \$500.00) There are no guarantees that the requested funds will be awarded.

Eligibility :

Who can apply (includes but not limited to):

Any established destination event located within Sherman County, attracting people from a minimum of a 100 mile radius. Preference will be given to multi-day events.

Who cannot apply (includes but not limited to): Political parties, events outside of Sherman County, lobbying advocacy/related activities, projects that have already occurred or requests that seek money for reimbursement of expenses already incurred. Only (1) one application per organization will be considered each year.

Funding Priorities:

Overnight Accommodations - The highest priority of the ShCVB Grant Program is to increase transient guest tax and sales tax in Sherman County. Applicants should provide an estimate of out-of-town attendance, and lodging occupancy, both per day and total.

Application Guidelines:

- Applications that demonstrate the highest potential for increasing the transient guest tax and/or local sales tax will be given the highest priority.
- In order to be considered for funding, all applicants must complete and submit the 2016 Marketing Grant Application, Revenue/Expense Worksheet, and any supporting materials to the ShCVB no later than 4:00 PM, June 1, 2016.
- **The Sherman County Convention & Visitors Bureau logo and visitgoodland.com website must be clearly presented in all marketing materials, advertising, press releases, and presentations.** Failure to comply will limit the organization's ability to apply for future funding.
- Upon completion of project/advertising, a full report must be submitted to the ShCVB along with 14 copies within 60 days of the project completion.
- The ShCVB reserves the right to deny any or all funding requests.

2016 Marketing Grant Program continued:

Allocation of Funds:

Funds granted through the Marketing Grant program must be used only for the purposes listed on the application.

Funding may not be used for: salaries/administrative fees, equipment purchase, items for re-sale, membership solicitation literature, donations, alcohol and anything contrary to the law.

The ShCVB Marketing Grant funds will be distributed within 60 days of the project start. The Project Summary form and receipts must be submitted to the ShCVB within 60 days from completion of project. **Failure to submit receipts and the completed Project Summary form may disqualify the organization from future funding from the ShCVB.**

The following phrase must appear in all printed and online materials and/or read in all radio/TV/advertising funded through the Marketing Grant program:

***Funded by a grant from the Sherman County Convention & Visitors Bureau
www.visitgoodland.com***

Application Procedures

Complete all sections (required) of the application, all sections of the Expense/Revenue Worksheet and explain your request in full detail to include advertisement placement and brochure distribution.

Application Submission Deadline

- Submit Application – by 4:00 PM, June 1, 2016.

Application Review:

Applications will be reviewed and notification of approval will be given within 60 days. All requests are reviewed by a ShCVB Grant Committee and presented to the ShCVB Board for review and approval/disapproval.

Project Cancellation

- Should the project be rendered not feasible or impossible to execute, the applicant must return all funding received within 45 days of cancellation to the ShCVB.

The Sherman County Convention & Visitors Bureau Grant Review Committee has the right to refuse any or all applications. Disbursement of funds is dependent on the transient guest tax receipts collected from the lodging industry from year to year.

Complete the application and return it to the Sherman County Convention & Visitors Bureau. If more space is needed, additional pages may be attached to the application. Applications must be e-mailed or postmarked no later than 4:00 PM, June 1, 2016 to the following address:

Sherman County Convention & Visitors Bureau
Attn: Marketing Grant
cvb@goodlandnet.com
P.O. Box 927 925 Main Street
Goodland, KS 67735 Phone: 785-890-3515

**SHERMAN COUNTY CONVENTION & VISITORS BUREAU
2016 MARKETING GRANT APPLICATION**

Eligible applicants: Destination Attractions, and Events

Applications are due by 4:00 PM, June 1, 2016 for review

Date of Request _____ Amount Requested (\$500 max) \$ _____

Marketing Grant Application Information

Organization Name _____

Contact Person _____ Title _____

Address _____

Work # _____ Home # _____ Email _____

Project Information: Please Print

Name _____

How will you use the ShCVB Marketing dollars? Check what areas apply.

_____ Brochure Development

_____ Advertising

_____ Other, Please explain _____

Purpose _____

How will you distribute your brochures, advertising or other promotional materials?

Has this marketing project/event previously been funded with an ShCVB Marketing Grant? _____YES_____NO

If yes, which year and the amount awarded, please describe _____

Is there an admission charge to your event/attraction? _____YES _____NO

If yes, how are those dollars used? _____

What is your estimated event/attraction visitation count? Local _____ Out of town _____

What is your estimated attendance? Local _____ Out of town _____

How many lodging rooms will be booked? _____

How many lodging rooms have you projected to book as a result of this event? _____

If you receive a marketing grant, the Sherman County Convention & Visitors Bureau logo and website must appear on all brochures, online media as well as be mentioned in all radio, and/or television spots.

Please complete the attached BUDGET FORM

And Mail with APPLICATION to:

Sherman County Convention & Visitors Bureau

PO Box 927

Goodland, KS 67735

Phone: 785-890-3515 fax: 785-890-6980

cvb@visitgoodland.com

PROJECT COMPLETION REPORT must be submitted within 60 days

after the Project/Event completion.

Marketing Grant Application - Budget Form

PROJECT NAME _____

REVENUE SOURCES

AMOUNT

1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____

TOTAL \$ _____

EXPENSES

1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____

TOTAL \$ _____

REVENUE OVER EXPENSES \$ _____

PLEASE EXPLAIN YOUR PROJECT IN DETAIL

Project Director Signature

Date: