

Webster County Visitors Committee Grant Funding Guidelines

Please read these directions in their entirety and complete the application form thoroughly.

Overview: The purpose of this grant is to promote, encourage, and attract an increased number of out-of-region visitors to Webster County and to improve visitor attractions and facilities within the county.

Funds available through this grant program are provided from the lodging revenues collected by motels, bed and breakfasts, guest houses, cabins, and campgrounds.

The Webster County Visitors Committee is a 7-member advisory board to the Webster County Board of Commissioners, and oversees the spending of the promotion and improvement funds.

Grant funding is available in two different categories:

- 1. Promotion Fund:** Used generally to promote, encourage, and attract out-of-region visitors to come to the county and use the travel and tourism facilities within the county.
- 2. Improvement Fund:** Used to make grants for expanding and improving facilities at any existing visitor attraction, acquiring or expanding exhibits for existing visitor attractions, constructing visitor attractions, or planning or developing such expansions, improvements, or construction.

This is a reimbursement grant program. Funds will be available after project or event completion. Copies of paid receipts, advertisements, mailings and a final project report must be turned in to the Webster County Clerk.

This grant is valid for one year from the date of approval. An extension may be requested and will be approved on a case by case basis.

This grant program is administered under the guidance of the Visitors Development Act, found in Nebraska Revised State Statutes Chapter 81, sections 81-1255 through 81-1258.

Criteria for Assistance:

1. Grants are available only to public or not-for-profit organizations. Proof of public ownership or not-for-profit status may be requested.
2. The Grantee is responsible for obtaining any required local and state licenses and permits.
3. To facilitate payment, a final project report and reimbursement request must be submitted to the Visitors Committee no later than 60 days after the event or project completion.
4. A complete project budget must be included in the grant application.
5. Grants are discretionary, based on available funds, anticipated uses, appropriateness, and anticipated effectiveness of proposed use. Higher consideration may be given to new events or projects over repeat projects.

6. All print materials, tv commercials, radio advertising, websites, posters, and other forms of advertisements must use the official credit line: "Produced in part by a grant from the Webster County Visitors Committee." Failure to comply with this guideline will result in partial or complete withdrawal of funding.
7. Promotion grants should focus on bringing people from **outside** the area to Webster County. Higher consideration will be given to grants that use innovative outreach and advertising to accomplish that goal.
8. For improvement grants over \$5,000, a permanent acknowledgement will be placed somewhere within the facility recognizing the Webster County Visitors Committee for assisting with the project.

Allowable expenses for Promotions:

- Event advertising
- Brochure and website creation
- Signage
- Brochure racks and displays

Allowable expenses for Improvement:

- Expansion of Existing Attractions
- New Construction of Visitor Attractions
- Improvements to Existing Attractions
- Creating exhibits
- Planning or development

Expenses Not Eligible for Grant Funding:

- General operating expenses
- Food and lodging
- Mileage and transportation costs
- Purchase or rental of computers
- Projectors or equipment
- Telephone expense
- Membership dues
- Talent/dignitary honorariums
- Items for resale

Review Process: Grant applicants must complete the application form that can be obtained from the Webster County Clerk. Applications will be accepted year round and the Webster County Visitors Committee will review each grant application at its quarterly meeting, generally held in February, May, August, and November.

Webster County Visitors Committee Grant Application

Name of Organization:

Contact Person:

Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Phone: _____ **Email:** _____

Type of Project (*select one*): **Promotion** **Improvement**

Amount Requested: _____ **Estimated Project Cost:** _____

Please provide a brief description of the project:

How will this project increase visitation to or encourage visitors to stay longer in Webster Co.?

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

For improvement grants only, how will this improvement benefit Webster County?

Webster County Visitors Committee Grant Application, cont.

Budget Worksheet:

Activity	Grant Amt Requested	Match (cash)	Match (in-kind)	Source and description of match	Total Funds to be Spent
Example: Advertising in <i>Nebraska Life</i>	\$500	\$500	\$250	ad design time	\$1,250
TOTALS					

(Totals of first three columns must equal the fifth column total)

Signature of Applicant

Date

For each grant application, you must include the two-page completed application, contractor bids (if applicable) and proof of public ownership or not-for-profit status.

Return to: Liz Petsch
 Webster County Clerk
 605 North Webster Street
 Red Cloud, NE 68970

Following notification of award: This is a reimbursement grant program. Funds will be available after project or event completion. A one-page final project report with copies of paid invoices, samples of advertisements or marketing materials, or photos of improvement projects must be turned in to the Webster County Clerk to facilitate payment of grant funds.