

**CLAY COUNTY CONVENTION AND VISITORS BUREAU
TOURISM GRANT PROGRAM**

Procedure: Applications for funding will be received at the Office of the Clay County Convention and Visitors Bureau, located inside the Clay County Heritage Center at 7 Grand Avenue, Spencer, Iowa. There is currently \$40,000 that may be awarded yearly. Awards are made at the discretion of the CCCVB Selection Committee and, based on the number and quality of applications received, the Committee may fund one project or multiple projects in a given grant cycle. Two rounds of funding will be held each calendar year, with applications due on August 1 and February 1. \$20,000 will be available for awards during each round of funding. If the full \$20,000 in grant funds is not awarded within a grant cycle, that money will be carried forward into the next cycle. All funds awarded must be expended within 12 months of the award date. A typical award will be between \$500 and \$5,000. Applications will be as follows:

Application deadlines: No later than 4:00 pm on February 1 and August 1. *(If either of these dates falls on a Saturday or Sunday, applications are due at the Heritage Center on the following Tuesday.)*

Application format: Application narrative pages should be submitted in 12 point font and with 1" margins. The application form is available on the CCCVB website at exploreclaycounty.org

Application review: The CCCVB Selection Committee will review the applications which have been duly submitted and funding decisions will be made within the month applications are received.

Funding notification: Award notification will be made in writing no later than March 1 and September 1.

Funding expenditure and reporting: Funds awarded must be expended within 12 months of the award date. No project expenses funded by the grant may be incurred prior to award approval. A final report must be submitted within 30 days following the event. A photo of the event should be submitted with the final report. Completion of this application, final report and submission of photo constitute the applicant's permission for CCCVB to use that photo for publication in marketing and informational pieces.

Clay County Convention and Visitors Bureau Tourism Grant Application Guidelines

1. Completeness of the application and degree to which the grant criteria are addressed will be top priorities.
2. Eligible applicants will include any business, organization, governmental entity or individual who plans to host a public event that occurs within Clay County.
3. Written notification of award will be made no later than March 1 and September 1. Funds must be expended within 12 months of the award date.
4. An itemized project budget is required. This is not the organization/company budget; rather the CCCVB Selection Committee requires an itemized budget for the proposed event for which funds are requested.
5. The CCCVB Selection Committee reserves the right to adjust funding requests.
6. The CCCVB requires of all grantees a follow-up report at the event's conclusion as to accountability of funds spent, and a report on the event's outcome. This follow-up report must be received from grantees within 30 days of the conclusion of the event. The report will include the following:
 1. Attendance figures
 2. Profit/Loss statement for the event
 3. Estimate of attendees from outside Clay County
 4. Overall evaluation of the success of the event
 5. A photo of the event should be included. Submission of the application form constitutes the applicant's consent for CCCVB to use the photo for publication in marketing or informational pieces.
7. Eligible events include: Festivals, performances, sporting events/tournaments or exhibits that occur within Clay County and are designed to attract participants from both within and outside of Clay County. Ideally, the event will reinforce Clay County as a tourist destination, and will serve a large segment of the population or contribute to the quality of life for those who attend.
8. Non-eligible activities include on-going operations expenses of the business or organization applying, sustaining of events after start-up funds are provided, or brick and mortar projects. Bonus scoring points will be awarded to new or multi-day events, those requiring an overnight stay for participants and newly developed events. If an event has been previously funded by this grant, applicant must show how the event will be improved or expanded by additional funding through this program.
9. The CCCVB requires grant recipients to recognize the CCCVB Tourism Grant Program in an appropriate manner when possible (for example: organizational brochure, newsletters, media coverage, event programs, etc.)
10. In making the awards, the CCCVB shall take into consideration the following factors:
 - a. Evidence of need
 - b. Expected outcomes of the event and the impact on the county
 - c. Sources of funding or support available to the proposed event
 - d. Capability of applicant to manage the funds and successfully complete the event
 - e. The degree to which this award will leverage or access support from other sources
 - f. The degree to which this event could be accomplished without grant revenue

Applicant should submit the original application and 9 copies no later than 4:00 pm on February 1 or August 1 (*or the following Tuesday, if those dates fall on Saturday or Sunday*) to the CCCVB Office in the Clay County Heritage Center. One copy of supporting materials may be submitted with the original application, i.e., anything providing more detailed information on items in the application narrative.

Scoring for sections of application is as follows:

1. Purpose – 5 points
2. Timeline/Activities – 30 points
3. Expected Outcomes – 5 points
4. Budget – 10 points
5. 2 Bonus points awarded if event includes overnight stay for participants during dates of the event
6. 3 Bonus points will be awarded if the event is newly created OR if the applicant is submitting for the first time.

Clay County Convention and Visitors Bureau Grant Application

Date of Application _____ (month/day/year)

Name of Applicant (Business, Organization, etc.) _____

Street Address _____ City _____ Zip _____

Mailing Address: (if different from above) _____

Contact Person _____

Phone _____ Fax _____ Email _____

Name of Event _____

Date/s of Event _____

Total Event Budget \$ _____

Other Sources of Funding \$ _____

CCCVB Tourism Grant Funds Requested \$ _____

List previous funding received from CCCVB (Include event title, date(s) and amount of grant:

By signing below I certify that all information contained herein is accurate and complete to the best of my knowledge.

Signature of Applicant _____

(Print Name) _____

*Please attach a descriptive summary of your proposed event including the **Purpose, Timeline, Activities and Expected Outcomes.** (Maximum length – 2 pages) Also complete the detailed event budget page for this proposal.*

BUDGET

In filling out this budget template, please consider: How much is being requested from CCCVB for this project? What is the total cost of the event? What are the sources of other funds being provided for this event? Is the budget realistic? Is the funding amount requested appropriate?

INCOME *(List ALL sources of income)*

<u>Source</u>	<u>Amount</u>
Ticket Sales/Registrations	\$ _____
Souvenir Sales	\$ _____
In-kind Donations	\$ _____
Raffles/Auctions	\$ _____
Donations/Sponsorships	\$ _____
Other Grants	\$ _____
CCCVB Grant Request	\$ _____
TOTAL income	\$ _____

EXPENSES

<u>Source</u>	<u>Amount</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL expense	\$ _____

Clay County Convention and Visitors Bureau Tourism Grant Application Checklist

1. Is your request for funds/proposal considered an eligible event within the guidelines of this grant?
2. Does your proposal meet the criteria established by the CCCVB?
3. If this event has been previously funded by the CCCVB, have you explained how the event will be improved or expanded with this grant?
4. Did you attach a summary which includes the **purpose, a timeline, activities and expected outcomes?** (Discuss the anticipated impact of your event.)
5. Did you complete a budget for the event for which you are requesting funds? *(Include all costs and other sources of funds – this will help the CCCVB see how you maximize this funding. Matching dollars are not required, but other sources show you are leveraging these dollars.)*
6. Is your proposal clear – with enough background information to clarify your project objectives to the CCCVB?