



616 Bradford Street
Seward, NE 68434
402-643-4189

VISITOR PROMOTION FUND GRANT GUIDELINES FOR TOURISM ENTITIES

– MARKETING GRANTS –

*Application due **30** days prior to event*

*In addition, all written applications are due **5** working days prior to SCVB meeting.*

The Seward County Visitors Bureau (SCVB) serves as an all volunteer advisory committee to the Seward County Board of Commissioners. The Committee has as their general purpose, the promotion of Seward County tourism, and Seward County as a site for conventions, events, meetings and other activities which generate visitor spending.

SCVB marketing grants can be used ONLY for advertising, such as radio, TV, web, newspaper, magazine, social media, billboards, production of a promotional brochure or poster, postage to mail fliers or advertising, or attendance to a conference or convention that will market the county's tourism facilities. To qualify for this grant, 50% of the grant amount MUST be spent in advertising outside Seward County. Lodging tax funds cannot be used for community development or improvement, or capital construction. Grant funds cannot be used for projects completed before the application is submitted.

FUNDING SOURCE:

The SCVB is funded by a 2% lodging tax on all rooms in Seward County. By law, lodging tax dollars are to be used to promote the county's tourism facilities and encourage visits to the county. The SCVB has allocated available funds to go to local entities in the form of marketing grants to non-profit organizations, for profit entities, civic groups or associations. The grants are available on a competitive basis, with applicants demonstrating a need for lodging tax dollars for their project or event. The grants are not meant to be a part of an annual operating budget for any group.

- Any request for funding must be submitted on the official application.
- The SCVB will review the applications at their monthly meetings (no meeting in December) to consider grant requests. The SCVB meets the third Tuesday of each month.
- All conditions MUST be met in order for the applicant to receive funding for their projects.
- Grants are discretionary.
- This grant is on a REIMBURSEMENT basis. You pay your bills and send proof of payment to get reimbursed by the SCVB.
- Claims for grant dollars MUST be submitted within 90 days of the end of the project or event, or the funds are forfeited.
- **A detailed budget for the grant must be included** with this application, including how you will use grant funds.
- A credit line: PRODUCED IN PART BY A GRANT FROM THE SEWARD COUNTY VISITORS BUREAU (SCVB) must appear on ALL print advertising or promotional literature. The same credit line should be heard on radio ads or seen in TV ads.
- Failure to include the credit line will cause your reimbursement and future funding to be in jeopardy.

- The application due 30 days prior to event. Written application due 5 working days prior to the SCVB monthly meeting.

For Tourism Entities - Visitor Promotion Grant - Encouraging guests from beyond Seward County

- The Visitor Promotion Grant is funded by lodging tax dollars and should be used to promote the county's tourism facilities and encourage visits to the county. Lodging tax funds cannot be used for community development or improvement, or capital construction. The SCVB has allocated available funds to go to local entities in the form of marketing grants to non-profit organizations, civic groups or associations. Funds may also be available to for-profit entities for a first time, new event demonstrating positive tourism potential, and will be allowed as a one-time-only grant. The grants are available on a competitive basis, with applicants demonstrating a need for lodging tax dollars for their project or event. 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.
- There is a maximum limit of \$1,000.00 awarded for each grant.
- You may apply for funding two consecutive years for the same project. The first year your project is eligible for up to \$1,000.00. The second year *you must show expansion of the project in order to qualify for funding*.
- After two years of funding, you must wait a year to submit an application for the *same project* – and your project is eligible for up to \$500.00 annually.
- Your organization is welcome to submit other applications for different grants.

HOW TO SUBMIT YOUR APPLICATION:

Fill out the official application. Make sure you provide proper documentation and be specific. Check your time frame!

- The SCVB meets monthly and needs your completed application 30 days prior to your event or when your project begins.
- Your application will be reviewed and you may get some suggestions back to make your application stronger.
- Once your application has been pre-approved, you may be asked to make a presentation in front of the SCVB to answer any questions the SCVB may have.

Questions regarding the Grant application, contact:

SCVB, c/o Seward County Chamber and Development Partnership

Meetings held every third Tuesday of the month at 4:00 p.m., at the Civic Center. (No December meeting)

All correspondence should be made to:
SEWARD COUNTY VISITORS BUREAU
616 Bradford St., Seward, NE 68434



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SCVB MARKETING APPLICATION FOR TOURISM ENTITIES

Include this application with your one-page summary.

Application due 30 days prior to event. Written application due 5 working days prior to the SCVB meeting.

Date of application: _____

Name of organization: _____

Contact person: _____

Mailing address: _____

Phone: _____ Project web site: _____

Email address (required) _____

Organization status: non-profit organization civic group for profit

Include tax ID number _____

Feel free to use additional sheets of paper to properly explain your request.

NAME OF PROJECT: _____

Type of marketing (check appropriate category)

Event Promotional Materials Ad Campaign

Trade Show/Convention Social Media

• All projects require to least one bid/quote for expenses.

EVENT:

Date(s) of event: _____

Is this an annual event? _____

Changes if an annual event? _____

How many years has this event been held? _____

Number of attendees estimated: _____

Number of attendees estimated from Seward County: _____ NE _____ US

Projected advertising budget for the event (ATTACHED): _____

Amount requested from SCVB: _____

What will SCVB funds be used for (be specific) _____

Other sources of funding: _____

Detailed description of the event: (description should include the time frame, media used, event or activities to be promoted, methods used to determine effectiveness of the project, sample brochures, et cetera.) _____

PRINT AD CAMPAIGN, SOCIAL MEDIA CAMPAIGN, TV CAMPAIGN OR RADIO CAMPAIGN:

Dates of campaign? _____

List media involved and their locations: _____

Describe your anticipated method/media of presentation (website, video, media campaign): _____

Other funding sources? _____

You do NOT need letters of support for any of these projects.

Project Representative: _____

Address: _____

City, State, Zip _____

Send this application and your one-page summary to:

SEWARD COUNTY VISITORS BUREAU

616 Bradford

Seward, NE 68434

Written application due 5 working days prior to the SCVB meeting.

Signed: _____