

CHEYENNE COUNTY VISITORS COMMITTEE

SIDNEY - DALTON - LODGEPole - GURLEY - POTTER

Public Meetings every 1st Wednesday, 5pm
658 Glover Rd., Sidney, NE 69162
Phone: (308) 254-4030
info@VisitSidneyNE.com

IMPROVEMENT GRANT FUNDING GUIDELINES

PLEASE READ THESE GUIDELINES IN THEIR ENTIRETY AND THEN COMPLETE THE APPLICATION.

The purpose of the Cheyenne County Visitors Committee Grant Program is to provide funding that improves, creates, and promotes visitor attractions in Cheyenne County. The funds are available on a reimbursable grant basis and provided from lodging tax revenue funds. Lodging tax funds are collected based on Nebraska Visitors Development Act Statute 81-3701 through 81-3727. These funds are to be used for promotion and capital improvements of attractions or recreational facilities that attract visitors to Cheyenne County.

Improvement Grant funding is available in two different categories:

Promotion Grant: Used generally to promote, encourage, and attract visitors to Cheyenne County and use the travel and tourism facilities within the county. These grant funds are also used to encourage and support multi-day sporting events that bring visitors to Cheyenne County that have a likelihood of producing overnight stays as well as time to shop in the community.

Improvement Grants: Used for expanding and improving public or non-profit visitor attraction, acquiring or expanding exhibits, constructing, expanding, or improving visitor attractions with the express goal of increasing visitation to that facility.

This is a reimbursement grant program. Funds will be available after event completion or project is substantially completed (as determined by the CCVC). Copies of paid receipts, advertisings, mailings and completed final project report must be submitted to the Cheyenne County Visitors Committee at the Visitors Center. A Promotion Grant is valid for 60 days after completion of the event or marketing project and an Improvement Grant is valid for one year from date of approval. An extension may be requested and may be approved on a case-by-case basis.

All grants are subject to available funds.

CRITERIA FOR ASSISTANCE:

- Grants are available only to public or non-profit organizations. Current proof of non-profit status must be submitted with the application.
- The grant recipient is responsible for obtaining any required local and state licenses and permits as well as collecting applicable taxes.
- A complete project budget must be included in the grant application along with contractor bids, if necessary, as determined by the Visitors Committee.

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- 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.
- If lodging information is advertised, all lodging facilities in Cheyenne County must be listed. A complete listing of lodging facilities is available at the Cheyenne County Visitors Center or at VisitSidneyNE.com/lodging
- A final project report must be submitted to Sidney/Cheyenne County Tourism no later than 60 days after the event or completion of the project. The report form must be complete and outline if project objectives were met. If objectives were not met, explain the circumstances. The report must include copies of all paid receipts (a statement of account will not be accepted). No money will be released until the final report is presented and approved; funds will not be released beyond those expenses documented by paid receipts.

REVIEW PROCESS:

The Cheyenne County Visitors Committee will review all grant applications at its scheduled monthly meeting. Applicants are required to attend the meeting and will be allotted time for their presentation. A complete budget for the project will be expected at this time. Applicants may be asked to provide the committee additional information in order to fully understand the grant request.

The Visitors Committee will make a recommendation to the Cheyenne County Board of Commissioners, as soon as practical following the Visitors Committee meeting. Applicants may be requested to appear before the County Commissioners. Applicants will be notified of grant approval by the Commissioners within 3 days.

REIMBURSEMENT

Within the allotted time after the event or project completed the applicant must provide all required documentation and attend a Visitors Committee Meeting to report on the event/project and use of funds. Upon receipt and acceptance of the final project report or the annual progress report and paid receipts, the Visitors Committee will review all materials and will request payment from the Cheyenne County Commissioners for the reimbursement of grant funds. This check will be made out to, and mailed to, the grantee organization.

All applications must be submitted by noon on the Wednesday preceding the scheduled meeting to be included on that month's agenda. Meetings are generally held on the first Wednesday of each month at 5pm, at the Visitors Center. Applications and questions about grants can be sent to info@VisitSidneyNE.com

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SUMMARY

	Suggested Use of Funds	Exclusions	Matching Funds	Application Deadline
Promotion Grant Request	<ul style="list-style-type: none"> * Event or Attraction advertising to include radio/TV ads and social media ads * Brochure and Website Creation * Brochure/Poster printing * Advertising signage 	<ul style="list-style-type: none"> * General Operating Expenses (including food, travel, lodging, office equipment, fuel, dues, etc.) 	<ul style="list-style-type: none"> * Complete budget * Statement of Volunteer hours 	<ul style="list-style-type: none"> * At least two months prior to event date. * Submitted a minimum of 14 business days prior to a scheduled monthly meeting.
Sporting Event Grant Request	<ul style="list-style-type: none"> * Trophies * Officiating costs * Promotional costs 	<ul style="list-style-type: none"> * Additional or current personnel salaries * Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3727 (as amended) 	<ul style="list-style-type: none"> * Complete budget * Statement of Volunteer hours 	<ul style="list-style-type: none"> * During planning stages at least two months prior to event date. * Submitted a minimum of 14 days prior to a scheduled monthly meeting.
Improvement Grant Request	<ul style="list-style-type: none"> * On premise Signage * Directional Signage * Expansion of existing facilities * New Construction of Visitor Attractions * Improvement of Existing Attractions 	<ul style="list-style-type: none"> * Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3727 (as amended) 	<ul style="list-style-type: none"> * Grant funds may be approved for up to, and cannot exceed, 60% of total project. 	<ul style="list-style-type: none"> * At least 6 months prior to project start date. * Submitted a minimum of 14 days prior to a scheduled monthly meeting