

CHEYENNE COUNTY VISITORS COMMITTEE

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

SIDNEY - DALTON - LODGEPOLE - GURLEY - POTTER

TOURISM ATTRACTION PROMOTIONAL GRANT APPLICATION

The Cheyenne County Lodging Tax is a sales tax on motel/hotel/campground lodging in Cheyenne County.

According to the Nebraska Visitors Development Act,

- 81-3717: Lodging Tax funds "shall be used generally to promote, encourage, and attract visitors to come to the county and use the travel and tourism facilities within the county." or, with the advice of the visitors committee, make grants to organizations to promote, encourage, and attract visitors to the county to use the county's travel and tourism facilities,..."
- 81-3720: "Grants are available for any visitor attraction in the county owned by the public or non-profit organization which has a primary purpose of operating the attraction". "visitor attraction means a defined location open to the public, which location is of educational, cultural, historical, artistic, or recreational significance or provides entertainment or in which are exhibits, displays, or performances of educational, cultural, historic, artistic, or entertainment value."

The Cheyenne County Visitor's Committee has the duty of advising the Cheyenne County Commissioners on the use of the Lodging Tax Funds.

Funding Guidelines:

- Funds may be used for advertising (radio, TV, newspaper, social media, etc.), printing posters or brochures, imprinting promotional items, developing a website, billboards/signage, or other forms of promotion that will inform and encourage visitors to attend the attraction.
- Funds are not available for operating costs such as entertainment, utilities, mileage, rent, prizes, wages, etc.
- Preference will be given to organizations that are actively promoting and growing the attraction.
- You will be asked to make a presentation to the Visitors Committee who will then make a recommendation to the Cheyenne County Board of Commissioners. You may be asked to make an additional presentation to the Board of Commissioners. The Commissioners' decision is final.
- Submission date for all projects is a minimum of 30 days prior to the promotional project. Submission less than 30 days prior may result in rejection of your grant application. Meetings are generally held on the 1st Wednesday of each month and applications must be submitted by noon on the Wednesday preceding the meeting. See *"Grant Funding Guidelines"* document for more details.
- The funding, if awarded, will be reimbursed to the organization upon submission of an itemized list of approved paid promotional expenditures, with proof of payment, along with a formal report to the Visitors Committee. See *"Grant Reimbursement Report"* document for more information.

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Please attach a detailed promotion plan and budget, a listing all other funding sources, proof of current non-profit status, and any supporting documents to this application.

Proof of nonprofit status must be submitted by private nonprofit organizations with the application. Any of the following is acceptable evidence of nonprofit status: (a) a reference to the applicant organization's listing in the Internal Revenue Service's (IRS) most recent list of tax-exempt organizations described in section 501(c)(3) of the IRS Code; (b) a copy of a currently valid IRS tax exemption certificate; (c) a statement from a State taxing body, State Attorney General, or other appropriate State Official certifying that the applicant organization has a nonprofit status and that none of the net earnings accrue to any private shareholders or individuals; (d) a certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; (e) any of the above proof for a State or national parent organization and a statement signed by the parent organization that the applicant organization is a local nonprofit affiliate. If prior proof is on file, a printout of current status from the Secretary of State website at <https://www.nebraska.gov/sos/corp/corpsearch.cgi?nav=search> will suffice.

Submit completed applications to:

Cheyenne County Visitors Committee
658 Glover Rd., Sidney, NE 69162
Submissions by e-mail: info@VisitSidneyNE.com
Email or call (308) 254-4030 with questions

Name of Event/Attraction:	
Date Submitted	Date Presented to Visitors Committee:
Event Dates:	Event Location:
Organization:	
Organization Mailing Address:	Contact Name:
	Phone:
	Email:
Who will attend the attraction?	
Approximate number of people attending?	Percent from outside of Cheyenne County?

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How do you plan to develop this attraction into the future to grow and reach more visitors?

The Visitor's Committee's goals are to promote new attractions and to assist in the growth of existing attractions within Cheyenne County, thus bringing new business to the county. We welcome any suggestions or comments.

How will the CCVC's grant support be recognized at an event? All Grant recipients must acknowledge Cheyenne County Visitors Committee on all forms of promotion for which the grant is being utilized, (i.e. "funded by (or partially funded) the Cheyenne County Visitors Committee". In addition, the current Visitor's Committee logo shall be included where appropriate. Banner provided by the committee shall be displayed at event in prominent location.

- The attraction's organization and their vendors will be responsible for obtaining all necessary local and state permits and shall collect any applicable taxes.
- Any funds generated from the use of Lodging Tax Funding shall only be utilized by a qualifying non-profit organization.
- All grants are subject to available funds.

Organization Authorized Signature: I read, understand, and accept the terms and conditions pertaining to this Grant Application as outlined and explained above.

Printed Name:

Date:

Signature: