

# CHEYENNE COUNTY VISITORS COMMITTEE

SIDNEY - DALTON - LODGEPOLE - GURLEY - POTTER

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

## TOURISM PROMOTIONAL GRANT APPLICATION

**PLEASE READ THE GRANT FUNDING GUIDELINES IN THEIR ENTIRETY AND THEN COMPLETE THE 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 event or attraction. *Promotional items such as t-shirts, cups, etc. may not exceed more than 10% of the total grant request.*
- 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 event or 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 the rejection of your grant application. Meetings are generally held on the 1<sup>st</sup> Wednesday of each month and applications must be submitted by noon on the Wednesday preceding the meeting. *See the “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 the “Grant Reimbursement Report” document for more information.*

**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> 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

<b>Name of Event/Attraction:</b>	
<b>Date Submitted:</b>	<b>Date Presented to Visitors Committee:</b>
<b>Event Dates:</b>	<b>Event Location:</b>
<b>Organization:</b>	
<b>Organization Mailing Address:</b>	<b>Contact Name:</b>
	<b>Phone:</b>
	<b>Email:</b>
<b>Total Budget Costs:</b>	<b>Grant Amount Requested:</b>
<b>Who will attend the attraction?</b>	
<b>Approximate number of people attending?</b>	<b>Percent from outside of Cheyenne County?</b>
<b>How do you plan to develop this attraction into the future to grow and reach more visitors?</b>	

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:	

**Marketing/Promotion Budget**

Example: Posters – ABC Printing  <b>Expense</b>	Printed xxx posters distributed in _____  <b>Brief Description:</b>	\$XXX.XX  <b>Total Cost</b>
<b>Total:</b>		

**Other Funding Sources:**

**CHEYENNE COUNTY**  
**VISITORS COMMITTEE**  
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**PROMOTION**  
**GRANT REIMBURSEMENT REPORT**

Submit within 60 days of event/project completion as well as a report at the Visitors Committee Meeting

Name of Event/Attraction:	
Approved Grant Amount:	Event Dates:
Organization:	
Organization Mailing Address:	Contact Name:
	Phone:
	Email:
Did the promotion grant help the event/attraction meet its goals?	
How did you recognize the grant support from the Visitors Committee at your event? Banners, listing on advertisements, etc.	
List any changes to the event/attraction, or any situations that came up, that influenced attendance:	

Attendance this year:

Attendance last year:

Approximate % of attendees from

Cheyenne County \_\_\_\_\_ Panhandle Area \_\_\_\_\_ Eastern NE or Out-of-State \_\_\_\_\_

Demographics of participants/attendees (average age range, interests, reason for attending)?

Changes or future plans to make this event/attraction grow:

Please tell us how the Cheyenne County Visitors Committee can help you in the future:

Expenses for reimbursement: **COPY OF PAID INVOICES REQUIRED**

Example: Posters – ABC Printing  <b>Expense</b>	<b>Paid Invoice</b> Y/N	Printed xxx posters distributed in _____  <b>Brief Description:</b>	\$XXX.XX  <b>Total:</b>
<b>Grand Total:</b>			

*For Official Use Only*

Date report received:  
 Date of meeting attended:  
 Amount recommended for reimbursement by the Visitors Committee: \$  
 By: \_\_\_\_\_