

Cedar County Convention & Tourism Board Advertising/Promotional & Brick/Mortar Grant Application Directions

The Cedar County Convention & Tourism Board (CCCTB) disburses funds generated from Cedar county lodging taxes. Grant applications will be evaluated twice a year (April & September). Current board members are: Gary Howey - Hartington; Luke Virgil - Laurel, David Chang- Hartington, Leon Pedersen - Crofton, and Julia Kleinschmit - Bow Valley.

- Applicants may be individuals, organizations, municipalities, non-profits or boards applying for grants independently or cooperatively.
- Applicants may apply for funding for only one (1) Advertising/Promotional and one (1) Brick/Mortar project each calendar year (January 1-December 31).
- Applications should be made with the intent to promote tourism within the county and assisting activities in bringing tourists and money into the county.
- Prior CCCTB grant recipients are eligible to apply again, as long as they have turned in timely and complete reports for prior-funded projects. See *if Funded*, below, for more information. Applicants who have not turned in timely, complete reports will not be considered for future funding, effective March 31, 2016.
- The CCCTB may choose to fund all or part of a proposal. CCCTB will fund up to \$1,000/project, at its discretion.
- Applicants are required to provide 10% match to CCCTB funds. Match may come from other funding or in-kind sources.

Grants will be awarded in two categories: 1) Event-Specific Advertising/Promotional Activities and 2) Attraction Improvement/Bricks & Mortar.

Eligible Event Specific Advertising/Promotional Activities include but are not limited to the following:

- Printing pamphlets • Travel/Trade show expenses
- Posters • Mass media advertising (magazines,
- Billboards newspaper, radio, television, video, etc.)
- Web site development

Eligible Attraction Improvement/Bricks & Mortar activities include the expansion or improvement of existing attractions that are:

- Open to the public and not-for-profit, **and**
- Educational, cultural, historical, artistic, or recreational.

Timeline

- Request grant application from Cedar County CTB member, on-line (www.co.cedar.ne.us), or at City business offices.
- Complete grant application using appropriate form.
- Submit grant application, emailed as an attachment or postmarked by midnight of the due date and at least 90 days before your event/project to: juliak5789@gmail.com or CCCTB, 101 S. 564 Ave. BV, Hartington, NE 69739. Email is preferred.

If Funded

- All grant recipients must include the following statement on all printed material, radio ads, television commercials, or any other forms of advertisement: *This (event or attraction) funded in part by a grant from the Cedar County Convention and Tourism Board.*
- A final report must be submitted to the CCCTB (address above) **no more than 60 clays following the event or completion of the improvement.** The report needs to include:
 - o Brief event/project description
 - o How grant funds were used
 - o If an event, how many people attended
 - o if an attraction improvement, how the improvement will increase Cedar County tourism
 - o Actual receipts for costs related to the event or improvement.

Grant Applications Due	Applications Reviewed	Response from Board	<i>If funded: Final Report Due</i>
March 31	Approx April 15	May 1	60 days following event or improvement completed
August 31	Approx Sept 15	October 1	

Revised September 9, 2015