

# 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 in April & September.

Current board members are: Gary Howey – Hartington, Brooke Kleinschmit – Hartington, Donna Noecker – Bow Valley, Jacie Burbach – Coleridge, Josh Rayford – Randolph and Christine Rasmussen - Laurel.

- Applicants may be individuals, organizations, municipalities, non-profits or boards applying for grants independently or cooperatively.
- Applicants may apply for funding each calendar year (January 1 – December 31) for
  - one (1) Advertising/Promotional **and/or**
  - one (1) Brick/Mortar project.
- 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 for Event-specific Advertising/Promotional activities project,
- and up to \$2,500 for an Attraction Improvement/Bricks & Mortar, at its discretion.
- Applicants are required to provide 10% match to CCCTB funds. Match may come from other funding or in-kind sources.
- A request for funding for the same project can be made for up to four (4) consecutive years, and then will need to wait two (2) years before submitting a grant application for that project again.

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

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 at [www.co.cedar.ne.us](http://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.
  - Sometimes, organizations will have a significant, unexpected, and required repair or improvement that they must complete, but would like to seek CCCTB funds to help with the expense. The CCCTB will consider funding a completed Attraction Improvement/Bricks and Mortar project if it fits into the mission of the board. Applicants in this category must apply for funding by the application deadline immediately following completion of their project for the project to be considered. So, for example, if someone had to do unforeseen work on a building in October, they would need to apply for funding by our March 31 deadline to be eligible for funding. Applicants should include receipts and supporting information for the project with their application.
- All Event-Specific Advertising/Promotion and Attraction Improvement/Bricks & Mortar applications and supporting materials should be sent to:  
Christine Rasmussen @ [laureled@abbnebraska.com](mailto:laureled@abbnebraska.com)  
or CCCTB 101 W. 2<sup>nd</sup> St., Laurel, NE 68745. (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 days following the event or completion of the improvement. The report needs to include:
  - Brief event/project description
  - How grant funds were used
  - If an event, how many people attended
  - If an attraction improvement, how the improvement will increase Cedar County tourism
  - Actual receipts for costs related to the event or improvement.

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

Revised June 24, 2021