



616 Bradford St. • Seward, NE 68434 • 402-643-4189

Visitor Promotion Fund Guidelines

The Seward County Visitors Committee serves as an advisory committee to the Seward County Board of Commissioners. The Committee has as their general purpose, the promotion of Seward County tourism, and Seward County as a site for conventions, events, meetings and other activities which generate visitor spending.

The Seward County Visitors Committee (SCVC) is funded by a 2 % lodging tax on all rooms in Seward County. By law, lodging tax dollars are to be used to promote the county's tourism facilities and encourage visits to the county. Lodging tax funds cannot be used for community development or improvement, or capital construction. The SCVC has allocated available funds to go to local entities in the form of marketing grants to non-profit organizations, civic groups or associations. Funds may also be available to for-profit entities for a first time, new event demonstrating positive tourism potential, and will be allowed as a one-time-only grant. The grants are available on a competitive basis, with applicants demonstrating a need for lodging tax dollars for their project or event. The grants are not meant to be a part of an annual operating budget for any group, but rather to get a project started, or in the case of an existing event, to promote an addition to an event.

SCVC marketing grants can be used ONLY for advertising (radio, TV, web, newspaper, magazine, billboards), production of a promotional brochure or poster, postage to mail fliers or advertising, or attendance to a conference or convention that will market the county's tourism facilities. To qualify for this grant, 50% of the grant amount MUST be spent in advertising outside a 40 mile radius of the event. Lodging tax funds cannot be used for community development or improvement, or capital construction. Grant funds cannot be used for projects completed before the application is submitted.

Any request for funding must be submitted on the official application. The SCVC will review the applications at their monthly meetings (no meeting in December) to consider grant requests. The budget for the proposed event must detail all income and expenses for the event including those from the last time the event was held. Funding will be considered for the portion of the project expenses involving advertising and promoting the use of travel and tourism facilities in Seward County. A signed contract between the SCVC board and the applicant, agreeing to ALL conditions set forth in the grant application form, will be required. All conditions MUST be met in order for the applicant to receive funding for their project.

This grant is on a REIMBURSEMENT basis. You pay your bills and send proof of payment to get reimbursed by the SCVC. Claims for grant dollars MUST be submitted within 90 days of the end of the project or event, or the funds are forfeited. A credit line: PRODUCED IN PART BY A GRANT FROM THE SEWARD COUNTY VISITORS COMMITTEE (SCVC) must appear on ALL print advertising or promotional literature. The same credit line should be heard on radio ads or seen in TV ads. Copies of any posters, ads, et cetera MUST be provided with submitted claims. Failure to include the credit line will cause your reimbursement and future funding to be in jeopardy. There is a maximum limit of \$1,000.00 awarded for each project. A detailed budget for the project must be included with this application, including what the grant money will be used for. Special consideration will be given to those events exceeding the minimum requirements for promotion outside of Seward County.

You may apply for funding two consecutive years for the same project. The first year your project is eligible for up to \$1,000.00. The second year *you must show expansion of the project in order to qualify for funding*. After two years of funding, you must wait a year to submit an application for the *same project*—and your project is eligible for up to \$500.00. Your organization is welcome to submit other applications for different projects.

How to submit your application:

Include a one-page summary of your proposal addressing the following:

**Would this project/event take place in Seward County without funding from the SCVC?*

**Is this project profit-generating? If so where does the profit go?*

**What is the long-term impact of this project/event (annual event, rotating project to onetime only)?*

**How many people are expected to participate in this project? How many will be out-of-town visitors who may stay in local lodging properties?*

**If this is an existing project/event, what's new about it for this year?*

Fill out the official application. Make sure you provide proper documentation and be specific.

The committee meets monthly and needs your completed application 45 days prior to your event or when your project begins. Your application will be reviewed and you may get some suggestions back to make your application stronger. Once your application has been pre-approved, you'll be asked to make a presentation in front of the committee to answer any questions the committee may have. You will be contacted to make arrangements to discuss your application to the group.

Questions regarding the Grant application, contact:

Todd Kirshenbaum, Vice President

Seward County Chamber and Development Partnership

402-710-2840 or toddkbaum@gmail.com

All correspondence should be made to:
SEWARD COUNTY VISITORS COMMITTEE,
Attention: Todd Kirshenbaum
616 BRADFORD ST. • SEWARD, NE 68434

PROMOTIONAL LITERATURE:

Describe the literature you are requesting funding for:

Budget:

What will the SCVC funds cover?

How will this promotional literature be distributed (be specific)?

Other funding sources?

Please note...a draft of the literature must be submitted to the SCVC committee BEFORE it goes to print. You MUST include a credit line of Produced in part by a grant from the Seward County Visitors Committee. If this is not included in the final project, you may forfeit reimbursement from the committee.

AD CAMPAIGN:

Dates of campaign:

List media involved and their locations

Budget:

Explain the reasons for this campaign

How will you respond to responses based on this ad campaign?

Other funding sources?

TRADE SHOW/CONVENTION

Describe the trade show/convention you want funding for and how it will bring visitors back to Seward County:

Budget

What results do you expect to gain from attending this trade show or convention?

Have you or your organization attended this trade show or convention before?

If no—what do you expect to gain from attending?

If yes—why do you need funding to attend again?

You do NOT need letters of support for any of these projects.

Signed: _____

Name

Address

City

State

Zip

Send this application and your one-page summary to:
SEWARD COUNTY VISITORS COMMITTEE
Attention: Todd Kirshenbaum
616 Bradford
Seward, NE 68434