



616 Bradford Street  
Seward, NE 68434  
402-643-4189

# VISITOR PROMOTION FUND GRANT GUIDELINES

## – MARKETING GRANTS – *Application due 45 days prior to event*

The Seward County Visitors Committee (SCVC) 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.

SCVC marketing grants can be used ONLY for advertising, such as 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.

### FUNDING SOURCE:

The 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.

- 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 SCVC meets the third Tuesday of each month (no December meeting).
- The budget for the proposed event must detail all income and expenses for the event.
- 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 projects.
- Grants are discretionary.
- 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.
- Failure to include the credit line will cause your reimbursement and future funding to be in jeopardy.
- Copies of any posters, ads, et cetera MUST be provided with submitted claims.
- 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 how you will use grant funds.
- 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 annually.
- 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 with the group.

Questions regarding the Grant application, contact:

SCVC, c/o Seward County Chamber and Development Partnership

Meetings held every third Tuesday of the month at 4:00 p.m., at the Civic Center. (No December meeting)

All correspondence should be made to:  
SEWARD COUNTY VISITORS COMMITTEE  
616 Bradford St., Seward, NE 68434



# SCVC MARKETING APPLICATION

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Include this application with your one-page summary.

Date of application: \_\_\_\_\_

Name of organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_ Project web site: \_\_\_\_\_

Email address (required) \_\_\_\_\_

Organization status:  non-profit  organization  civic group  for profit

Include tax ID number \_\_\_\_\_

Feel free to use additional sheets of paper to properly explain your request.

NAME OF PROJECT: \_\_\_\_\_

Type of marketing (check appropriate category)

- Event  Promotional Materials  Ad Campaign  
 Trade Show/Convention  Social Media

- **Fill out information only for the category you are applying for.**
- All projects require to least one bid/quote for expenses.

**EVENT:**

Date(s) of event: \_\_\_\_\_

Is this an annual event? \_\_\_\_\_

Changes if an annual event? \_\_\_\_\_

How many years has this event been held? \_\_\_\_\_

Number of attendees estimated: \_\_\_\_\_

Number of attendees estimated from Seward County: \_\_\_\_\_ NE \_\_\_\_\_ US

Projected budget for the event (ATTACHED): \_\_\_\_\_

Amount requested from SCVC: \_\_\_\_\_

What will SCVC funds be used for (be specific) \_\_\_\_\_

Other sources of funding: \_\_\_\_\_

Detailed description of the event: (description should include the time frame, media used, event or activities to be promoted, methods used to determine effectiveness of the project, sample brochures, et cetera.) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROMOTIONAL LITERATURE:**

Describe the literature you are requesting for funding: \_\_\_\_\_

\_\_\_\_\_

What will the SCVC funds cover? \_\_\_\_\_

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

\_\_\_\_\_

Other funding sources? \_\_\_\_\_

*Please note: 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.*

**PRINT AD CAMPAIGN OR SOCIAL MEDIA CAMPAIGN:**

Dates of campaign? \_\_\_\_\_

List media involved and their locations: \_\_\_\_\_

Describe your anticipated method/media of presentation (website, video, media campaign): \_\_

\_\_\_\_\_

Project budget for campaign (Attached): \_\_\_\_\_

Explain the reason for this campaign \_\_\_\_\_

\_\_\_\_\_

Other funding sources? \_\_\_\_\_

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

Project Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Send this application and your one-page summary to:

SEWARD COUNTY VISITORS COMMITTEE

616 Bradford

Seward, NE 68434

Signed: \_\_\_\_\_