

# **2018-2019 COMMUNITY IMPACT GRANT PROGRAM**

## **National/International-Caliber Event Assistance**

### **Description of Program**

The Nebraska Tourism Commission administers this grant program, per Nebraska Revised Statute 81-3725, to provide marketing assistance grants to communities and organizations hosting national or international-caliber events held in Nebraska that have the potential to attract a significant percentage of out-of-state visitors and to generate favorable national or international press coverage for Nebraska. A community or organization applying for a grant shall provide: (a) documentation that the event will attract out-of-state visitors; (b) details regarding the type of marketing that would be carried out with state funds; (c) methodologies used to track the impact of marketing efforts and the number of out-of-state visitors attending the event; and (d) details regarding the potential national or international press coverage that will be generated by the event.

### **Grant Amounts**

An individual grant will be awarded for an amount no higher than \$250,000 and no lower than \$25,000. The grant amount awarded must be matched by at least an equal amount by the grant applicant. In other words, a dollar-for-dollar match is required. The minimum required match must be cash spent by the awardee towards the project; in-kind services are not eligible.

### **Grant Program Schedule**

October 16, 2018	Grant guidelines made available
December 14, 2018	Completed grant applications due
February 1, 2019	Grant awards announced

Grant recipients must complete projects and pay in full all items (grant and match) prior to reimbursement. Grant recipients are required to submit only one (1) reimbursement request within 90 days after the completion of the event or no later than May 31, 2020 (whichever occurs first).

### **Eligible Applicants**

Grants are available for both for-profit and nonprofit organizations, including municipal, county, and other sub-State governments in Nebraska, applying for grants independently or cooperatively with other organizations and/or other sub-State governments. Ineligible applicants are Federal and State government agencies. A federal identification number is required in the submittal of an application. No more than one grant will be awarded in the grant period to any grantee applying for a grant independently, but the same grantee can participate in a cooperative activity awarded a grant. For example, a convention and visitors bureau can receive a grant by itself and additionally be in a group of convention and visitor bureaus jointly applying for, and receiving, a grant.

**Notice:** This guidance document is advisory in nature but is binding on an agency until amended by such agency. A guidance document does not include internal procedural documents that only affect the internal operations of the agency and does not impose additional requirements or penalties on regulated parties or include confidential information or rules and regulations made in accordance with the Administrative Procedure Act. If you believe that this guidance document imposes additional requirements or penalties on regulated parties, you may request a review of the document.

## **Recommended Directed-Marketing Participation**

Increased promotion of national and international-caliber events within the Commission's marketing channels can increase exposure, draw attendees, and benefit the state as a whole. Applicants requesting grant funding through this program are encouraged to direct a portion of the marketing efforts towards at least one of the following exclusive Directed-Marketing projects, offered only through this program:

- **Exclusive one-time promotion to the Nebraska Tourism Commission's 30,000 + e-newsletter subscribers prior to your event.** Get help with content creation and promote your event to visitors already interested in Nebraska travel looking for a new destination.  
**Cost: \$2,500 sent out on the date of your choice**
- **Exclusive event advertising on the home page of VisitNebraska.com.** Showcase your event in a prominent location to site visitors as they begin their search on VisitNebraska.com.  
**Cost: \$5,000 for 3 months leading up to the event**
- **Exclusive event advertising spread in the 2020 Official Nebraska Travel Guide.** Showcase your event in a prominent location within the primary advertising response piece of the Nebraska Tourism Commission, a cost-effective way to increase exposure to an audience interested in Nebraska travel. (Distribution 200,000 guides which become available beginning in January 2020).  
**Cost: \$10,000**

## **Eligible Activities**

*In addition to the Directed-Marketing recommendations above,* communities and organizations hosting national or international-caliber events can apply for eligible activities including, but not limited to, the following:

- 1) National or international broadcasting promotions of an event
- 2) Marketing efforts of events with the intention to draw national or international visitors (such as music/film/art festivals, large scale sporting events, etc.)
- 3) Production and placement of mass media advertising directed outside of Nebraska including magazine, newspaper, radio, television, or website development/online promotions for an event
- 4) Community and regional promotional ventures/efforts to secure event bids (Nebraska must be confirmed as the event host location prior to submitting grant application)

Successful applicants will utilize creative marketing strategies to generally promote, encourage and attract visitors to the state, focusing on the use of media sources to promote their event on a nationwide or international scale and, in turn, gain national and international press coverage of their event and Nebraska. Examples of projects previously funded by this grant program are:

- NEBRASKAland Days in North Platte received funding to promote the Great American Wild West Show featuring the original historic Buffalo Bill performance format
- Scotts Bluff Area Visitors Bureau received funding to promote the Old West Balloon Fest...Re-Inflated, reinventing a beloved regional event and drawing exposure for Scotts Bluff National Monument, Western Nebraska and the state of Nebraska

## **Ineligible activities**

Items not eligible for funding include, but are not limited to, capital facility development or improvements, construction of attractions and other travel-related facilities; administrative expenses for salaries, newsletters, stationery, etc.; bumper stickers, t-shirts, placemats, and other specialty items; talent/dignitary honorariums or awards; purchase of computers, projectors, and other equipment; association or organization dues. Also ineligible are activities directed at moving tourism-related events already held in Nebraska, including sporting events, from one location in the state to another.

## **Grant Procedures**

All grant applicants must complete and return grant application forms developed by the Commission plus supportive information. Each grant application must contain the following components:

- 1) A completed grant application cover page** (see attached form), including applicant's administrator of funds and Federal Employer Identification Number.
- 2) A completed grant budget worksheet** (see attached form) including a detailed budget, showing line item costs, broken down by the proposed funding (grant and match), plus the total amounts.
- 3) A description of the event** for which a grant is sought, including the relationship of the event to the applicant's existing marketing activities and overall tourism marketing plan. Applicant must identify the target market for the event and outline the anticipated positive effects of the event including documentation of:
  - a. How will the event attract out-of-state visitors?**
  - b. Details regarding the type of marketing that will be carried out with grant funds.**
  - c. Methodologies that will be/have been used to track the impact of marketing efforts and the number of out-of-state visitors attending the event.**
  - d. Details regarding the potential national or international press coverage that will be generated by the event.**
- 4) Letters of support** from organizations directly affected by the event applying for funding (include a minimum of two (2) or up to a maximum of five (5) letters of support).

**Four (4) complete copies of all the application components must be submitted (including cover page, budget worksheet, description of activities and any supporting material).**

**DEADLINE:** If submitting via US Postal Service, the application must be postmarked no later than December 14, 2018. If delivering application by hand, the application must be turned into the Tourism Commission office no later than 5:00pm on December 14, 2018.

**NOTE:** Applications cannot be modified or accepted after deadline has passed.

**NO EXCEPTIONS.**

If awarded a grant, the grantee must provide the Tourism Commission opportunity for sponsorship involvement and event participation at no additional cost.

## **Reimbursement Requirements**

If awarded a grant, the applicant will receive grant funds via reimbursement. It is the responsibility of the applicant to initially pay all expenses to complete the project. The Tourism Commission will disburse funds to the grantee following the receipt of a submitted reimbursement request including the following components:

- 1) A completed Reimbursement Request Form.
- 2) Copies of original vendor invoices as well as proof of payment: copies of cleared checks and/or paid invoices showing the actual costs incurred, obligated and paid for both grant expenses and match.
- 3) Final Project Report that includes event attendance counts, how grant funds were used, and marketing impact information. The report should also outline the positive effects of the event including:
  - a. How did the event attract out-of-state visitors?
  - b. Details regarding the type of marketing carried out with grant funds.
  - c. Methodologies used to track the impact of marketing efforts and the number of out-of-state visitors which attended the event.
  - d. Details regarding the national and international press coverage that was generated by the event.

**The grant reimbursement request can be submitted one time only, and must be submitted within 90-days after the completion date of the event, or no later than May 31, 2020, whichever occurs first – EXTENSIONS WILL NOT BE GRANTED. NO EXCEPTIONS.**

<p><b><u>If the event being funded takes place after May 31, 2020, that is acceptable as long as all funds (grant and match) are expended and the reimbursement request is submitted by the May 31, 2020 deadline. An event taking place after May 31, 2020 must provide all items outlined in #3 Final Project Report (above) within 90 days of completion of the event for which grant funds were awarded.</u></b></p>
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### **Grant Program Questions? Please contact:**

Heather Hogue, Grant Administrator  
Nebraska Tourism Commission  
301 Centennial Mall South, 1st Floor  
P.O. Box 98907  
Lincoln, NE 68509-8907  
[heather.hogue@nebraska.gov](mailto:heather.hogue@nebraska.gov) or 402-471-3774

## Community Impact Grant Application Cover Page

Name of event for which grant funds are being requested

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Date of event for which grant funds are being requested \_\_\_\_\_

Applicant government(s) and/or organization(s) \_\_\_\_\_

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Applicant contact person \_\_\_\_\_

Title of contact person \_\_\_\_\_

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

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

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Applicant government/organization Federal ID number \_\_\_\_\_

If tax-exempt organization, IRS classification: ☐ 501(c)(3) ☐ 501(c)(6) ☐ Other \_\_\_\_\_

Total grant request \$ \_\_\_\_\_ Total match \$ \_\_\_\_\_

Signature of person preparing grant application \_\_\_\_\_

Date \_\_\_\_\_

**Four (4) complete copies of all the grant application components (including cover page, budget worksheet, description of activity(ies) and any supporting material) must be submitted by the DEADLINE: If submitting via US Postal Service, the application must be postmarked no later than December 14, 2018. If delivering application by hand, the application must be turned into the Tourism Commission office no later than 5:00pm on December 14, 2018. NOTE: Applications cannot be modified or accepted after deadline has passed. NO EXCEPTIONS.**

**Office mailing and delivery address:**

**Heather Hogue, Grant Administrator  
Nebraska Tourism Commission  
301 Centennial Mall South, 1<sup>st</sup> Floor  
P.O. Box 98907  
Lincoln, NE 68509-8907**

## Community Impact Grant Budget Worksheet

Specify the activities for which grant assistance is sought, the grant amount and match for each activity, the match source, and the total funds (grant plus match).

Activity	Grant Amount Requested	Match	Source of Match	Total
Totals				