MOREHEAD-ROWAN COUNTY TOURISM

GRANT PROGRAM APPLICATION

Overview:

The Morehead-Rowan County Tourism Commission (MRCTC) administers the funds collected from, four percent tourism development tax on occupied transient lodging sales within the city of Morehead, three percent tourism development tax on occupied transient lodging sales in the county of Rowan and three percent restaurant tax in the city of Morehead.

MRCTC has designated a portion of its budget to a grant program designed to aid special events that promote tourism activity in Morehead and Rowan County. The purpose of our grant program is to increase visitation, enhance the visitor experience, contribute to the overall economic impact of the community and increase overnight stays in our area. The number and extent of these sponsorships will be dependent upon the availability of funds. All funds dispersed from MRCTC are <u>strictly</u> for marketing and advertising funding.

Any funds granted will be subject to audit by auditors retained annually by MRCTC.

This grant funding application may be terminated with 24 hours written notice by the MRCTC for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein. If grant funds have already been disbursed, and breach occurs, the applicant will be responsible for full repayment to MRCTC.

Grants are eligible for renewal once a year up to three years. Before the application for year three is submitted, grant recipients must meet with MRCTC staff to discuss future planning and funding of the event. Any funding provided by MRCTC should <u>not</u> be interpreted as an on-going means of funding an event. The ideal scenario is lending more funds to 'new' or 'young' events and gradually decreasing the amount as the event moves toward becoming self-supporting and profit-making.

Applications may be submitted throughout the year.

The MRCTC will consider the following factors regarding grant requests, but shall not be limited to:

- 1. Availability of funds
- 2. The scheduled date(s) and time(s) of the event or project
- 3. Estimated number of out-of-town visitors and their estimated length of stay with supporting documentation.
- 4. Program of work especially plans for promotion
- 5. Detailed marketing plan including descriptions, budget and advertising run dates including per item use of the funding based on the amount of funds requested
- 6. Location the event will be held including a map of the location for better determination of the total impact the event will have on the local economy. (The more businesses involved, the better the event will be and grow.)
- 7. Estimated cost of the event/project and itemized budget
- 8. Revenue estimates if any
- 9. The amount of funds requested
- 10. Probability of the event recurring annually or the project having a long-term effect.

Criteria:

- 1. The event must be an annual event or have the potential to be an annual event.
- 2. The project must have a direct impact on the growth of visitors to Morehead and Rowan County.

- 3. The event/project must have visitor appeal and growth potential.
- 4. The event/project cannot be political in nature.
- 5. Overnight lodging stays give events greater value therefore overnight visitor stays are preferred.
- 6. The <u>following statement must be incorporated on all printed material and/or television/radio marketing</u>, "Funding provided in part by Morehead-Rowan County Tourism". The official Morehead-Rowan County Tourism logo shall also be used on printed and electronic materials (this will be emailed to you in any format needed). Failure to include statement or logo will be noted and evaluated with future grant applications.
- 7. If Morehead-Rowan County Tourism provides a grant we are only assisting your event, not hosting the event. This means you will need to obtain event insurance for your group and/or activity. You will also need to be the coordinator of the event or designate a coordinator for the event and perform all other duties necessary to make the event a success. Please keep in mind, we are a resource for you so please reach out to us for guidance, tips, solutions and ideas.
- 8. All applications must be fully completed when submitted or the application will not be considered.
- 9. This application must be accompanied by a cover letter and additional supporting documents*.
- 10. Media planning is the most crucial piece of planning an event. Our funding is very specific to only be used for marketing and advertising, so we ask you to <u>be as detailed as possible</u> when developing a successful media plan for your event. (If this is your first time hosting the event, we would be happy to assist in the development of a media plan for your organization, please feel free to contact us to set up a meeting). We have included below some helpful pricing "estimates" for a successful media campaign. These numbers are not quoted verbatim by advertisers but are typically in price range.

| Logo design | One-time design fee | \$500 |
|---|--|---------------|
| Website development | One-time design fee | \$1,500-2,000 |
| Website hosting | Annual fee (only if you develop a website specifically | \$100 |
| | for the event) | |
| Poster/flyer design and printing | | \$75-150 |
| Social media development | We suggest a social media event page. You are | Free |
| | welcome to tag @more2morehead with your event | |
| | to receive additional publicity. | |
| Print advertising (magazines, newspapers) | | \$500-2,000 |
| Press releases | | Free |
| Website domain registration | Annual fee | \$100 |
| Radio advertising | | \$100-500 |
| Television advertising | | \$1,500-5,000 |
| Social media advertising fees | | Varies |
| Email blasts | | Varies |

Dates to remember:

- Submit completed grant application: Minimum of 2 months prior to the event.
 - o Our deadlines are to ensure a successful timeline for hosting, planning and marketing the event.
- Submit post event report: 10 days after the event completion.

GRANT APPLICATION

| Today's Date | | | | | |
|--|---|----------------------|-------------------------|--------------|--|
| Contact name | | | | | |
| Have you determined a strong committee to assist with this event? | Yes Please check above. (We recommend 5-7 | people minimum) | No | | |
| Organization name | | | | | |
| Has the above listed Organization ever requested funds in the past? | | | | | |
| Phone number(s) | | | | | |
| Email address(s) | | | | | |
| Mailing address | City | Street or Post State | Office Box Addre | Zip | |
| Name of event | | , | | | |
| Date(s) of event | | | | | |
| Is the above listed event an annual event or do you have plans to make this an annual event? | Yes Please check above. Please describe (please | se describe plans to | No o make this an an | nual event). | |
| Location of event | | | | | |

| Feel free to attached additional sheets if needed. (a minimum of 500 words) | | | | | |
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| List your media plan in <u>detail</u> including how the marketing/advertising will be used to attract visit (a minimum of 500 words) | tors. |
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| If you didn't answer the fol | llowing | questi | ons in details ir | ı your media plan, please answ | ver them below. |
| Did you create a logo specifically for this event? | Yes | No | Other | If yes, what is the esting logo design? | mated fee for the |
| | | | | | |
| Did you create a stand- alone website for this specific event? | Yes | No | Other | If yes, what is the esting website development | |
| Are you planning to design posters, flyers or postcards? | Yes | No | Other | If yes, what is the estin | mated design fee? |
| | | | | If yes, what is the esting fees? | mated printing |
| Are you planning to do any television or other digital | Yes | No | Other | If yes, what television digital advertising plat | |
| advertising? | | | | using? | |
| | | | | If yes, what are the es development and air-t | |
| | | | | | |

| Will you be doing any email advertising? | Yes | No | Other | If yes, will you be using (MailChimp, etc.) or another email list? |
|---|-----|----------|-------|--|
| | | | | If yes, what is the estimated fees? |
| Will you be scheduling radio advertising? | Yes | No | Other | If yes, what stations will you be using? |
| | | | | If yes, what are you estimating the costs to be? |
| Do you anticipate additional advertising? | Yes | No —— | Other | If yes, please list in detail below. |
| | | | | d develop the local economy. Please explain uding an objective. (a minimum of 750 words) |
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| Website address | | | |
| of event/project | | | |
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| Social media | | | |
| handle(s) of | | | |
| event/project | | | |
| | | | |
| Total event budget | | | |

| Tourism grant amount requested | | | | | |
|--------------------------------------|-------------|----|-------------|--|---------------------|
| Is this your organization or | Yes | No | | Lc3 number | application) |
| are you affiliated with a non-profit | | | (<u>Pl</u> | ease include official certificate with | application) |
| with a non-profit | Sponsor nam | e | | In-kind amount/What will the sponsor be taken care of in lieu of a financial contribution? | Financial amount |
| | | | | | \$ |
| | | | | | \$ |
| Additional sponsors | | | | | \$ |
| | | | | | \$ |
| | | | | | \$ |
| Make check payable to | | | | | |
| Mail check to | | | | | |

Statement of Assurances:

- Any funds received under this grant <u>will</u> be used for the purposes described in this application. The figures, facts and representations in this application are true and correct to the best of my knowledge.
- If the amount spent does not equal the approved grant amount, the applicant <u>may be</u> required to return the unused portion to qualify for future funding.

| Applicant Signature/Date | |
|--------------------------|--|
|--------------------------|--|

Drop Off: 111 East First Street Morehead, Ky. 40351

Email: tourism@moreheadtourism.com

Call: 606.780.4342 Option 1

Morehead Tourism Commission does not discriminate and will not tolerate discrimination on the basis of race, color, national origin, ethnic origin, sex, sexual orientation, age, religion or creed, handicap or disability as those terms are defined under applicable law.

| FOR OFFICE USE ONLY | | | |
|--------------------------|-------------------|-----------------|-------|
| Data andication massived | | Described by | |
| | | Received by | |
| MTC action taken | approved declined | | |
| Requested amount | - | Approved amount | |
| Comments: | | | |
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POST EVENT REPORT

PLEASE KEEP THIS DOCUMENT & RETURN COMPLETED, WITH SUPPORTING DOCUMENTS, 10 DAYS AFTER YOUR EVENT

The post event report must include:

- 1. An accounting breakdown/financial statement of the funds received from MRCTC to host the event.
- 2. Tracking statistics regarding out-of-town participants and visitors along with their impact on the local lodging facilities, restaurants and our community.
- 3. Samples of promotional materials
- 4. Failure to return the accounting report and post event report within 10 days of the event disqualifies the applicants for being considered for future grant monies by the MRCTC.

| Name of event | | | |
|--------------------|--|--------------------------------------|-----------------|
| Date of event | | Total Attendance | |
| Hotels/motels/d | ampgrounds used. If applicable, plea | se list the host hotel(s) used | for the event. |
| Establishment Name | | Number of Room Nights | Host Hotel? Y/N |
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| Describe the econ | omic impact this event had on Morehead | d and Rowan County (<i>a minimu</i> | m of 250 words) |
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| | Describe the succes | ss of this event (a minim | num of 500 words) | |
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| Describe any obs | stacles you encountere | d in planning and hostin | g this event. (a minimu | m of 500 words) |
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| Attach the following | g supporting docume | ents (please circle as yo | ou include each item f | rom the list belov |
| any of all invoices | Copy of all | Copy of tear sheet | Copy of brochure, | Final income a |
| opy of all invoices | cancelled checks | for advertisements | flyers, posters, t-shirt etc. | expense statem |
| | | | | |
| ne best of my know cerning the above e | | on given to the Morehe | аа-коwan County Tou | rism Commission |
| <u> </u> | | | | |
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