

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 strictly 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 not 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 following statement must be incorporated on all printed material and/or television/radio marketing, “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 be as detailed as possible 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 for the event)	\$100
Poster/flyer design and printing		\$75-150
Social media development	We suggest a social media event page. You are welcome to tag @more2morehead with your event to receive additional publicity.	Free
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.
 - 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

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

List your media plan in detail including how the marketing/advertising will be used to attract visitors.
(a minimum of 500 words)

Description	Amount

If you didn't answer the following questions in details in your media plan, please answer them below.

Did you create a logo specifically for this event? _____	Yes _____	No _____	Other _____	If yes, what is the estimated fee for the logo design? _____
Did you create a stand-alone website for this specific event? _____	Yes _____	No _____	Other _____	If yes, what is the estimated fee for the website development? _____
Are you planning to design posters, flyers or postcards? _____	Yes _____	No _____	Other _____	If yes, what is the estimated design fee? _____ If yes, what is the estimated printing fees? _____
Are you planning to do any television or other digital advertising? _____	Yes _____	No _____	Other _____	If yes, what television stations or other digital advertising platforms will you be using? _____ If yes, what are the estimated development and air-time fees? _____

Tourism grant amount requested				
Is this your organization or are you affiliated with a non-profit	Yes	No	501c3 number _____ (Please include official certificate with application)	
Additional sponsors	Sponsor name		In-kind amount/What will the sponsor be taken care of in lieu of a financial contribution?	Financial amount
				\$
				\$
				\$
				\$
				\$
Make check payable to				
Mail check to				

Statement of Assurances:

- Any funds received under this grant will 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 may be required to return the unused portion to qualify for future funding.

Describe the success of this event (*a minimum of 500 words*)

Describe any obstacles you encountered in planning and hosting this event. (*a minimum of 500 words*)

Attach the following supporting documents (please circle as you include each item from the list below)

Copy of all invoices	Copy of all cancelled checks	Copy of tear sheet for advertisements	Copy of brochure, flyers, posters, t-shirt etc.	Final income and expense statement
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To the best of my knowledge, the information given to the Morehead-Rowan County Tourism Commission concerning the above event is factual.

Signature

Date