

MOREHEAD-ROWAN COUNTY TOURISM COMMISSION
GRANT PROGRAM APPLICATION

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Morehead-Rowan 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.

Overview:

The Morehead-Rowan County Tourism Commission (MRTC) administers the funds collected from a three percent tourism development tax on occupied transient lodging sales and three percent restaurant tax.

MRTC 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 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 MRTC are strictly for marketing and advertising funding.

Any funds granted will be subject to audit by auditors retained by MRTC. This grant funding application may be terminated with 24 hours written notice by the MRTC 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.

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 MRTC staff to discuss future planning and funding of the event. Any funding provided by MRTC 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. Grants requests totaling \$2,500 and over must submit annually on February 15 by close of business. Late applications will not be accepted and will be placed on hold until the following cycle.

The MRTC 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. Estimated cost of the event/project and itemized budget
6. Revenue estimates, if any
7. The amount of funds requested
8. Probability of the event recurring annually or the project having a long-term effect.

Dates to remember:

SUBMIT GRANT APPLICATION \$2,499 and less	SUBMIT GRANT APPLICATION \$2,500 and more	SUBMIT POST EVENT REPORT
Minimum of 3 months prior to the event	By close of business on February 15	10 days after the event/project completion.

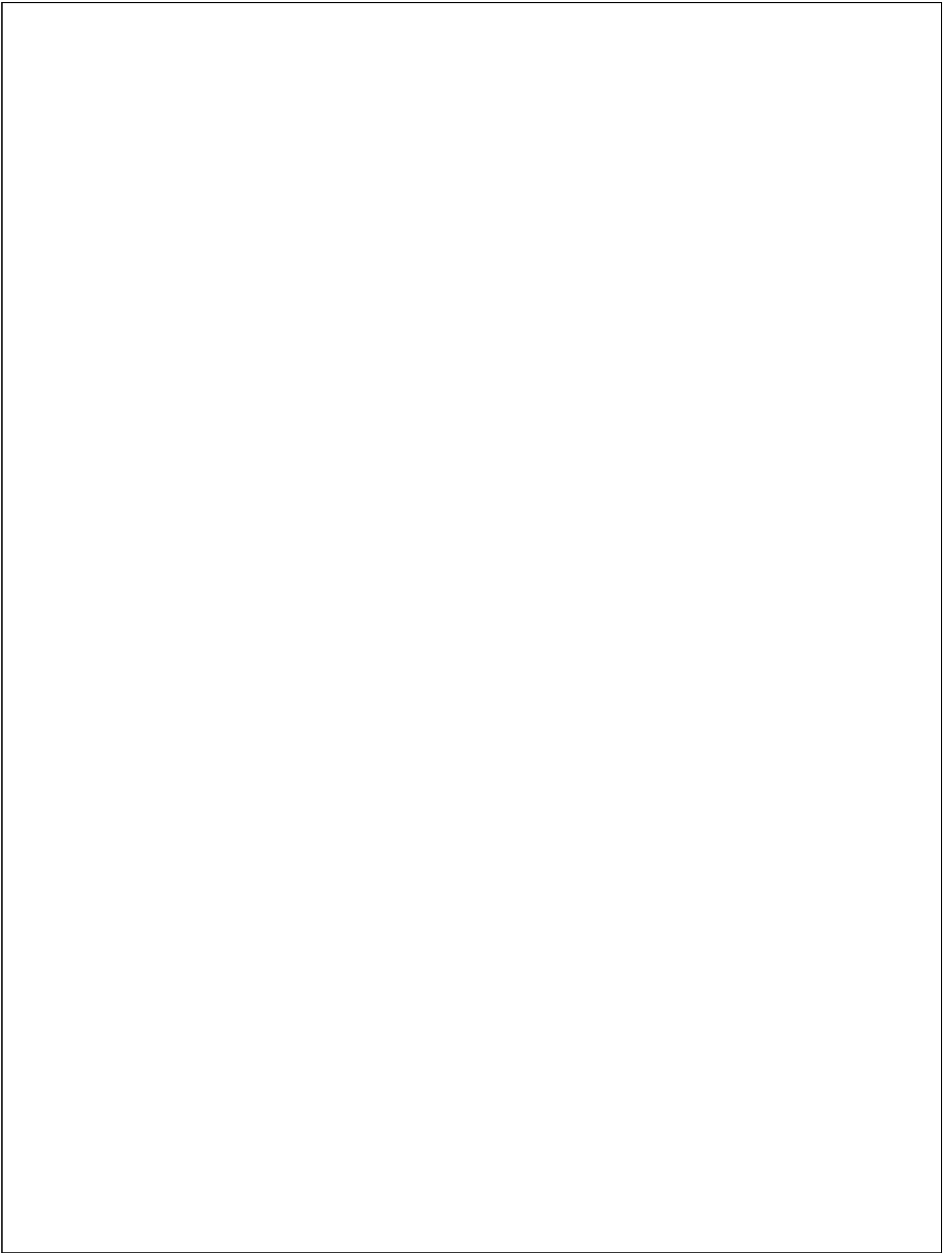
Criteria:

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 hotel/camping 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 Commission". The official Morehead-Rowan County Tourism Commission logo shall also be used on printed and electronic materials (this will be emailed to you). 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.
8. All applications must be submitted completed or the application will not be considered.
9. The deadline for this application is dependent on the dollar amount as referenced above. Our deadlines are to ensure a successful timeline for hosting, planning and marketing the event.
10. This application must be accompanied by a cover letter and additional supporting documents*.
11. 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 campaigns.

Logo design	One-time design fee	\$500
Website development	One-time design fee	\$1,500-2,000
Website hosting	Annual fee	\$100
Poster/flyer design and printing		\$75-150
Social media development		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

Grant Application

Contact name	
Organization name	
Phone number(s)	
Email address(s)	
Mailing address	
Name of event	
Date(s) of event	
Location of event	
Provide a <u>detailed</u> event description (this description must be as clear and concise as possible). Feel free to attached additional sheets if needed.	



List your media plan in detail including how the marketing/advertising will be used to attract visitors.

MRTC must use the grant funds to increase visitation and develop the local economy. Please explain how this event/project will benefit the local economy including an objective.

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Website address of event/project			
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Social media handle(s) of event/project			
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Total event budget			
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Tourism grant amount requested			
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Is this your organization or are you affiliated with a non-profit	Yes	No	501c3 number (please include certificate with application)

	Sponsor name	In-kind amount	Financial amount
Additional sponsors			
		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.*

Applicant Signature/Date	
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FOR OFFICE USE ONLY			
Date application received	_____	Received by	_____
MTC action taken	___ approved ___ declined		
Requested amount	_____	Approved amount	_____
Comments: _____			

Post Event Report

Post Event Reports are due 10 days after the event or project completion.

The post event report must include:

1. An accounting breakdown/financial statement of the funds received from MTC 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 MTC.

Name of event		
Date of event		
Total attendance		
Hotels/motels/campgrounds used. If applicable, please list the host hotel(s) used for the event.		
Describe the economic impact this event had on Morehead and Rowan County		
Describe the success of this event		

Describe any obstacles you encountered in planning and hosting this event.

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Attach the following supporting documents

Copy of all invoices	Copy of all cancelled checks	Copy of tear sheet for advertisements	Copy of brochure, flyers, posters, t-shirt and 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