

# Cedar County Tourism Board

## Lodging Tax Grant Application Directions

### Grants: Event Specific Advertising/Promotional and/or Attraction Improvement/Brick/Mortar

The Cedar County Tourism Board (CCTB) disburses funds generated from Cedar County Lodging taxes. Grant applications will be evaluated twice a year in April and September.

Current Board members include: Gary Howey, Donna Noecker, Brooke Kleinschmit, Jacie Burbach, Josh Rayford, Dawn Casey and Christine Rasmussen.

- Applicants may be individuals, organizations, municipalities, non-profits or Boards applying for grants independently or cooperatively.
- Applicants may apply for funding each calendar year (Jan. 1 – Dec. 31) for:
  - One (1) Advertising/Promotional activities and/or
  - One (1) Brick/Mortar project.
- Applications should be made with the intent to promote tourism within the county and assisting activities in bringing tourists and money into the county.
- Prior CCTB grant recipients are eligible to apply again, provided they have turned in timely and complete reports for prior-funded projects. (See ***If funded*** on page 2 for more information).
  - Applicants who have not turned in timely, complete reports will not be considered for future funding, effective March 31, 2016.

The CCTB may choose to fund all or part of a proposal. At its discretion, the CCTB will fund up to

- \$1,000 for Event-specific Advertising/Promotional activities/project.
- \$2,500 for an Attraction Improvement/Bricks/Mortar project.
- Applicants are required to provide a 10% match to CCTB funds. Match may come from Other Sources or In-Kind sources.
- A request for funding for the same project can be made for up to four (4) consecutive years, and then will need to wait two (2) years before submitting a grant application for that project again.

Grants will be awarded in two categories:

- Event-specific Advertising/Promotional activities.
  - Eligible Event-Specific Advertising/Promotional activities include, but are not limited to:
    - Printing pamphlets
    - Posters
    - Billboards
    - Website development
    - Travel/Tradeshaw expenses
    - Mass Media advertising (magazines/newspapers/radio/television/video/etc.)
- Attraction Improvement /Bricks and Mortar.
  - Eligible Attraction Improvement/Bricks and Mortar include, but are not limited to:
    - Open to the public and not-for-profit
    - Educational, cultural, historical, artistic or recreational.

**TIMELINE:**

- Request Grant Applications from Cedar County Tourism Board member (listed on page 1), or on-line at <https://co.cedar.ne.us/> under *Lodging Tax Grant Application*.
- Complete grant application using appropriate form.
- Submit grant application, emailed as an attachment or postmarked by midnight of the due date (Spring Due Date is March 31<sup>st</sup> and Fall Due Date is August 31<sup>st</sup>).
  - Sometimes, organizations will have a significant, unexpected, and required repair or improvement that they must complete, but would like to seek CCCTB funds to help with the expense. The CCCTB will consider funding a completed Attraction Improvement/Bricks and Mortar project if it fits into the mission of the board. Applicants in this category must apply for funding by the application deadline immediately following completion of their project for the project to be considered.

For example, if someone had to do unforeseen work on a building in October, they would need to apply for funding by our March 31 deadline to be eligible for funding. Applicants should include receipts and supporting information for the project with their application.

All Event-Specific Advertising/Promotional and Attraction Improvement Bricks & Mortar applications and supporting materials should be sent to:

- Email: CCTB Chairperson @ [CedarCoTB@gmail.com](mailto:CedarCoTB@gmail.com) , OR
- Mail: CCTB Chairperson  
PO Box 322  
Randolph, NE 68771

**IF FUNDED:**

- All grant recipients must include the following statement on all printed material, radio ads, television ads, or any other forms of advertisement: This (Event or Attraction) was funded in part by a grant from the Cedar County Tourism Board.
- A final report must be submitted to the CCTB (address above) no more than 60 days following the event or completion of the improvement. The report needs to include:
  - Brief Event/Project Description.
  - How grant funds were used.
  - If an event, how many people attended?
  - If an Attraction Improvement, how the improvement will increase Cedar County Tourism.
  - Actual receipts for the costs related to the Event/Project or Improvement.
  - Pictures of the Improvement or samples of the promotional materials or list of the advertising used.

<u>Grant Applications Due</u>	<u>Applications reviewed</u>	<u>Response from Board if funded</u>	<u>Final Report Due</u>
March 31	Approx. April 15	May 1	60 days following event or
August 31	Approx. Sept. 15	October 15	improvement completed