

# Community Connect Program

*Assist with Advertising and Marketing Expenses Only  
Designed for Small Events • Does not require matching funds •  
Maximum Award: \$500 • Special consideration given to events taking  
place outside City of Findlay limits  
Applications are due 30 days prior to the start of the event.*

## Application Timeline

- **Submit Application** - Applications are due 30 days prior to the start of the activity. Limit of 3 Community Connect Awards per year per organization.
- **Notice of Approval** - Within 15 business days of the receipt of a successful application
- **Have a Successful Event** - We want to ensure you have a great event, let us know how we can assist!
- **Submit Request for Reimbursement** - Reimbursement form, related receipts, and proof of logo usage are due within 60 days after the completion of your activity.
- **Reimbursement Processed** - Within 30 days of the receipt of the completed reimbursement request and materials you will receive your reimbursement check

## Application and Reimbursement Checklist

- **Fill out application and budget worksheet** - Complete all sections of the application. Attach extra sheets, if necessary. *We understand this is your projected budget, and may change during the course of event planning. Just give us your best estimate.*
- **Call the CVB or set up a meeting** – The CVB wants to help you have a successful event. Schedule a meeting to create a marketing plan, recommendations for vendors, and any questions you may have. The Community Connect Program is designed to assist organizations in growing their events to utilize the Co Op Advertising for additional funds.
- **Submit application** – Submit at least 30 days before the start of your event. You will be notified within 15 days if your program has been approved.
- **Submit your event to the Visit Findlay Calendar** – Go to [VisitFindlay.com/Events](http://VisitFindlay.com/Events) to fill out the form.
- **Keep copies of all receipts, quotes, and invoices for eligible items** – They must be attached to the Reimbursement Request for payment.
- **Submit reimbursement request** – Submit no more than 60 days after the conclusion of the event or program. Must include your actual financial outcome, copies of receipts, and proof of logo usage on marketing and promotional materials. After review, your check will be processed within 30 days.
- **Watch the mail** – After review, your check will be processed within 30 days.

## Media Release

As part of our grant programs, from time to time we will produce media releases to announce the recipients of grant programs. Please indicate below if you wish to have your information shared with our media partners:

Yes

No

**Complete every page of the application and worksheet! Make sure to read the fine print on page 5 to see if your organization is eligible, priority areas, eligible expenses, documentation and more.**

**Contact Visit Findlay with any questions you may have:  
[info@visitfindlay.com](mailto:info@visitfindlay.com) & 419-422-3315**

# 2019 Community Connect Program

## Application

|  |  |                              |  |
|--|--|------------------------------|--|
| <b>Name of Event/Program:</b>                    |  | <b>2019 Event Date(s):</b>   |  |
| <b>Event Location:</b>                           |  | <b>Organizing Group:</b>     |  |
| <b>Contact Name and Role in Organization:</b>    |  | <b>Contact Phone Number:</b> |  |
| <b>Mailing Address for Grant Correspondence:</b> |  | <b>Contact Email:</b>        |  |

|                                 |  |                                       |  |
|---------------------------------|--|---------------------------------------|--|
| <b>Amount Requested:</b>        |  | <b>Budgeted Advertising Expenses:</b> |  |
| <b>Budgeted Total Expenses:</b> |  | <b>Projected Total Revenue:</b>       |  |

|  |  |
|--|--|
| <p>What would you like the impact of this event or program to be? How will it positively impact the community? How will it support the travel and tourism industry in Hancock County?</p>  |  |
| <p>Who will be enjoying or attending this event or program? How do you plan to reach them? Please detail specific marketing ideas or include your marketing plan.</p>  |  |
| <p>What other events are taking place the same day/weekend as your event? How will this affect your attendance? Are there opportunities for collaboration?</p>   |  |
| <p>How would the involvement of the CVB positively impact this event or program? How will you use the CVB logo in your marketing materials? How can you utilize the CVB's free services (i.e. calendar listing, custom itineraries, event supply rental)</p> |  |

## 2019 Community Connect Program Projected Revenue

*This section is to provide information about what funding has been secured for the event, and projected revenues, if the event is created to make money. We understand that this will be an educated guess, and will be finalized after the event has taken place. A more detailed budget worksheet can be found at VisitFindlay.com*

**(R1) Projected event income from Sales** \$ \_\_\_\_\_  
*Any income expected from ticket, advertising spots or exhibitor spots, etc.*

**Projected income from top 3 Sponsorships and Donations:**

*Any income expected from organizations or individuals in the form of sponsorships or donations – not including this CVB request.*

| Name of sponsor or donor                                      | Amount of Donation |
|---|--------------------|
| 1. _____  | \$ _____           |
| 2. _____  | \$ _____           |
| 3. _____  | \$ _____           |
| 4. <u>Estimated total of other donations and sponsorships</u> | \$ _____           |

**(R2) Sponsorships and Donations:** \_\_\_\_\_

**(R3) Total Expected Income before CVB Grant (R1 + R2)** \$ \_\_\_\_\_

+

**(R4) Amount Requested from CVB Grant:** \$ \_\_\_\_\_

=

**(R5) Total Projected Revenue** \$ \_\_\_\_\_

### Projected General Expenses

*List your top 3 expenses. May include facility costs, contracts/professional fees, equipment, etc. These are expenses not covered by Community Connect funds. A more detailed budget worksheet can be found at VisitFindlay.com*

| Item Description (include if local/non-local)      | Cost     | In-Kind |
|--|----------|---------|
| 1. _____   | \$ _____ | _____   |
| 2. _____   | \$ _____ | _____   |
| 3. _____   | \$ _____ | _____   |
| 4. <u>Estimate total of other general expenses</u> | \$ _____ | _____   |

**(E1) Total General Expenses:** \$ \_\_\_\_\_

## 2019 Community Connect Program Projected Advertising and Marketing Expenses

Download a detailed worksheet to assist with organizing your budget at [VisitFindlay.com](http://VisitFindlay.com)

Signage, advertising and media buys, creative development, postage, website, printed materials, registration bags, etc. Only cash expenses are matched, in-kind monetary amounts do not count toward matched Advertising & Marketing Expenses. Eligible items can be found on Page 5. Additional Pages may be added if necessary. The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials eligible for reimbursement.

| Item Description (include if local/non-local)<br><i>i.e. Blanchard River Broadcasting, On-Site Remote - WKXA, local</i> | Cost     | In-Kind |
|---|----------|---------|
| 1. _____  | \$ _____ | _____   |
| 2. _____  | \$ _____ | _____   |
| 3. _____  | \$ _____ | _____   |
| 4. _____  | \$ _____ | _____   |
| 5. _____  | \$ _____ | _____   |

(E2) Total Advertising and Marketing Expenses: \$ \_\_\_\_\_

**Reminder:** To receive the full amount requested, it must be equal to or greater than the total advertising and marketing expenses (E2)

(E3) Total Projected Expenses (Add E1 and E2): \$ \_\_\_\_\_

| Projected Net Revenue         |          |
|-------------------------------|----------|
| Total Projected Revenue (R5)  | \$ _____ |
|                               | -        |
| Total Projected Expenses (E3) | \$ _____ |
|                               | =        |
| Projected Net Revenue         | \$ _____ |

# 2019 Community Connect Program

## Application Guidelines and Fine Print

**Who May Apply:** Any organization seeking to produce or promote an event or program that has the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Preference will be given to non-profit organizations and special consideration will be given to events taking place outside of the City of Findlay. No more than three Community Connect applications may be submitted by any one organization, per calendar year.

**Amount Requested and Use:** This program is for Marketing and Advertising funds only (See list of eligible expenses below), and requests up to \$500. Award amounts will be based on need and marketing plans outlined in the application. Only cash expenses are matched, in-kind monetary amounts do not count toward matched Advertising & Marketing Expenses. Payment is processed after Reimbursement Request, and copies of receipts and promotional materials are submitted.

Marketing and advertising expenditures covered by this grant may include:

- Radio spots
- Television
- Billboards
- Postage and mailing fees
- Print ads (Newspaper, magazine, newsletter, etc.)
- Website and Social Media advertising
- Event brochures, flyers and posters
- Other expenses as approved by the CVB

**Application:** The application, including the budget worksheet, must be completed at least 30 days before the start of the event or program. Applicants are also required to meet or hold a teleconference with CVB staff to clarify any questions about the grant program, and to increase understanding of other support offered by the CVB. Incomplete or late applications will not be considered for approval.

**Documentation and Payment:** A Reimbursement Request form will be provided to you along with approval notification, and is available at VisitFindlay.com. Within 60 days of the end of the event, please fill out this form with information about its outcome and success. Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement. Email documentation separately if using online form. Payment will be issued once this document is received and processed.

**CVB Logo:** The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at VisitFindlay.com/VisitFindlayLogo or requested by emailing info@visitfindlay.com.

**Special Circumstances:** If the program or event is cancelled for any reason, all unused funds must be returned to the CVB. In the event your organization has special requests outside of the realm of the program guidelines, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau.*

*\*All decisions are final\**

*\*Disbursement of funds is dependent on the receipts collected from the bed tax from year to year\**

**Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*An electronic signature above signifies that this document is complete, and all information within is accurate.*

### Return Completed Application to:

Hancock County Convention & Visitors Bureau, Attn: Community Connect Program

**MAIL:** 123 East Main Cross, Findlay, Ohio 45840, **FAX:** 419.422.9508 or **EMAIL:** info@visitfindlay.com.

Note: Completed application must be submitted no later than 60 days prior to the start of the event.

A complete application consists of: Completed original application form, completed Event Budget, and supporting documents or other pertinent information for consideration, if applicable.

Questions? Contact the CVB at 419.422.3315, or email info@VisitFindlay.com.