

# Tourism Growth Program

*Aid in the growth of an established event • Award 50% of total event enhancement budget, up to \$5,000 • Eligible for half of awarded amount in second year • Current application is for events taking place January 1, 2020 - December 31, 2020 • Applications due December 16, 2019*

## Application Timeline

### First Year Applicant

- **Submit Application** - Applications are due no later than Monday, December 16, 2019
- **Notice of Approval and 50% Payment** - To be received by January 22, 2020
- **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 no later than 60 days post event.
- **Reimbursement Processed and Final 50% Reimbursement Processed** - Within 30 days of the receipt of the completed reimbursement request and materials you will receive your reimbursement check.

### Second Year Applicant

- **Meet with CVB to review event summary** - Six months prior to the event (or earlier)
- **Submit Application** - Applications are due no later than Monday, December 16, 2019. Applicants are eligible to apply for up to half of the amount awarded in Year One.
- **Notice of Approval and 50% Payment** - To be received by January 22, 2020
- **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 no later than 60 days post event.
- **Reimbursement Processed and Final 50% Reimbursement Processed** - Within 30 days of the receipt of the completed reimbursement request and materials you will receive your reimbursement check.

## Application Checklist

- **Tourism Growth Program Application** - Complete all sections of the application, including narrative sections. Attach extra sheets, if necessary.
- **Budget Worksheet** - Complete all sections of the Budget Worksheet with explanations. Up to 50% of the total Event Enhancement budget may be matched by CVB Tourism Growth funds, at a maximum of \$5,000. (Example: Total budget \$10,000 could be matched with \$5,000 of CVB funds). Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). In-kind contributions must be clearly marked on the budget worksheet.
- **Supporting Materials** - If deemed appropriate by the applicant, include narrative of previous event history, attendance, hotel rooms occupied and financial recap (exhibitors, admissions, advertisement placement). References and other relevant information may also be submitted.
- **Submit application** – Submit application no later than the deadline - December 16, 2019.
- **Submit your event to the Visit Findlay Calendar** – Go to [VisitFindlay.com/Events](http://VisitFindlay.com/Events) to fill out the form.

## 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**

# 2020 Tourism Growth Program

## Application Guidelines and Funding Restrictions

**Who May Apply:** Any organization seeking to produce or promote a new 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.

**Priority Areas:** Applications meeting at least one of the four priority areas (Overnight Accommodations, Signature Events, Community Image Building and Hospitality Partnership Growth) will be considered. However, greater weight will be given to the applicants meeting multiple areas.

**Timeliness:** In order to be considered for funding, applicants must complete and submit the Tourism Development Program Application and any supporting materials to the Hancock County Convention & Visitors Bureau prior to the stated deadline. Incomplete or late applications will not be considered.

**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](http://VisitFindlay.com/VisitFindlayLogo) or requested by emailing [info@visitfindlay.com](mailto:info@visitfindlay.com).

**Documentation and payment:** A Reimbursement Request form will be provided to you along with approval notification, and is available at [VisitFindlay.com](http://VisitFindlay.com). Please fill out this form with information about your event's outcome and success within 60 days post-event. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested. **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.** Final payment will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and require the organization to return the initial award disbursement.

**Event Cancellation, Inclement Weather, etc.:** Should the event be rendered not feasible or impossible to execute, then the applicant must return all funding received within 30 days from the planned event date. Should inclement weather or other force majeure cause an unexpected event cancellation, the applicant may retain funding only for applicable expenses incurred by submitting a written report explaining the details of the cancellation and an accounting of funds received, which must then be reviewed and approved by the CVB.

**Use and In-Kind Funding Restrictions:** Funds granted through the Tourism Growth Program must be used for the enhancement of an existing event or program. Funding may not be used for administrative fees or salaries, alcohol, alcohol or event permits, awards, food/catering costs, raffle items, or prize money. The amount of CVB funds requested may be up to 50% of the total event enhancement budget to a maximum of \$5,000. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). No more than one Tourism Growth application may be submitted by any one organization, per calendar year.

**Combination, Future Funding:** Up to \$3,000 of CVB Co-Op Advertising funds are also available to Tourism Growth Program recipients, but cannot be used as matching funds for Tourism Growth funds. The Tourism Growth Program gives the ability for projects to be funded for two years, with up to 50% of the year one award funded in year two. A new application must be completed for year two by the stated deadline.

**Special Circumstances:** In the event the application has special requests outside of the realm of Tourism Growth Program guidelines, including the need to receive 100% of grant funds before the conclusion of the event instead of the standard 50%, 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: Tourism Growth Program  
**MAIL:** 123 East Main Cross, Findlay, Ohio 45840, **FAX:** 419.422.9508 or **EMAIL:** [info@visitfindlay.com](mailto:info@visitfindlay.com).

Note: Completed application must be submitted by December 16, 2019

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](mailto:info@VisitFindlay.com).