

# 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

<b>Current Program or Event Name:</b>		Program or Event Location:	
<b>Name of Growth Program/ Enhancement:</b>		2020 Program Date(s):	
<b>Brief description of plans to enhance your program:</b>			
Applying Organization:		Year Event Started:	
Contact Name and Role in Organization:		Contact Phone Number:	
Mailing Address for Grant Correspondence:		Contact Email:	
<b>Amount Requested:</b>		Organization Annual Budget:	
Event/Program Budget		Projected Total Revenue:	
Check Payable to:		Application Year (One/Two):	
Do you plan to apply for Co Op Advertising Grant funds for this event or program? If so, please indicate the amount you plan to request.		2020 Estimate	
		Event Attendance 2019 Actual	
		2018 Actual	
		2017 Actual	
Please check the category that best describes your event or project:	<input type="checkbox"/>	Rural Tourism (Occurring outside of the Findlay City Limits, promoting the rural assets of Hancock County)	
	<input type="checkbox"/>	Experiential Tourism (Includes events/festivals/activities that enhance the visitor experience)	
	<input type="checkbox"/>	Sports Tourism (Includes tournaments and meets that promote return business for an annual event)	
	<input type="checkbox"/>	Meeting or Convention (Groups that will promote the area through overnight stays)	
What other events are taking place the same day/weekend as your event? How will affect your attendance? Are there opportunities for collaboration?			
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)			

# 2020 Tourism Growth Program

## Application

The goal of this section is to give the CVB an accurate picture of the history and goals of the applying organization and event, and to allow the applicant the opportunity to demonstrate enhancement need, potential, and community impact. Additional pages & other supplemental materials may also be included.

<p>What are your goals for this enhancement? For what purpose is the addition? Describe in 3-5 sentences:</p>	
<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>What marketing activities are you doing to promote your event and increase new tourism? If available, please include marketing plan. Be specific if there are any areas added to the marketing plan for the enhancements.</p>	
<p>What organizations and / or individuals are currently working together to make this event or program a success?</p>	

### Event Budget Projected Revenue

*This section is to provide information about what funding has been secured for the event, and projected revenues. Use additional pages, if necessary. A more detailed budget worksheet can be found at [VisitFindlay.com](http://VisitFindlay.com)*

(R1) Projected event income from <b>sales</b> :	\$ _____
<i>Any income expected from tickets, merchandise, advertising or exhibitor spots, etc.</i>	+
(R2) Projected event income from <b>sponsorships or donations</b> :	\$ _____
<i>Any income expected from organizations or individuals in the form of sponsorships or donations – not including this CVB request.</i>	=
<b>(R3) Total before CVB Grant</b>	\$ _____
	+
<b>(R4) Amount Requested from CVB</b>	\$ _____
<i>No more than half of budgeted enhancement expenses up to eligible amount</i>	=
<b>(R5) Total Projected Revenue</b>	\$ _____

# 2020 Tourism Growth Program

## Event Budget

### Projected Expenses

(E1) Projected expenses, excluding those associated with the enhancement \$ \_\_\_\_\_  
*Any expenses that are not included in this request.*

### Projected Enhancement Expenses

*This section is to provide information about how funds will be spent. Only include funds related to the enhancement. This grant is for 50% matching funds. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). To receive the full amount of requested funds from the CVB, the expenses must equal twice the amount requested.*

Item Description (include if local/non-local)	Cost	In-Kind
1. _____	\$ _____	_____
2. _____	\$ _____	_____
3. _____	\$ _____	_____
4. _____	\$ _____	_____
5. _____	\$ _____	_____
6. _____	\$ _____	_____
7. _____	\$ _____	_____
8. _____	\$ _____	_____
9. _____	\$ _____	_____
10. _____	\$ _____	_____

(E2) Total Projected Event Enhancement Expenses: \$ \_\_\_\_\_

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

### Projected Net Revenue

Total Projected Revenue (R5) \_\_\_\_\_ - Total Projected Expenses (E3) \_\_\_\_\_ = \$ \_\_\_\_\_

# 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).