



North Platte

North Platte/Lincoln County Visitors Bureau

2021-2022 Universal Grant Guidelines And Application

Deadlines

Beginning on January 1, 2021, Incentive and Promotion fund grant applications will only be reviewed on a quarterly basis: at the monthly meetings in January, April, July and October.

- January 1 – For events occurring in April, May and June;
- April 1 – For events occurring in July, August and September;
- July 1 – For events occurring in October, November and December;
- October 1 - For events occurring in January, February and March;



2021-2022 Universal Grant Guidelines And Application

It is the mission of the North Platte/Lincoln County Visitors Bureau to enhance and promote a positive image of the communities in Lincoln County, Nebraska to assist in the development, continuation and promotion of quality events, attractions and amenities for the enjoyment of residents and visitors alike, and to help ensure that the highest standards of customer service are practiced in our establishments.

One of the ways the Visitors Bureau fulfills this mission is to offer grant applications to businesses and community organizations to assist them in hosting and promoting events and attractions. Grants will only be reviewed on a quarterly basis: at the monthly meetings in January, April, July and October.

There are three types of grants available from the Visitors Bureau: Promotion, Event Incentive and Sports Incentive.

- **PROMOTION** grants shall be used generally to promote, encourage, and attract visitors to come to Lincoln County and use the travel and tourism facilities within the county. Examples include:
 - **Radio, TV, Newspaper advertising reaching visitors outside of a hundred mile radius of North Platte.**
 - Brochure, flyer, poster printing
 - Social media marketing campaigns
- **EVENT INCENTIVE** grants shall be used generally to offset qualified expenses and support the sustainability, hosting capacity and expansion of local festivals and events within Lincoln County. Examples include:
 - Rental of Audio/Visual or other equipment
 - Speaker or entertainment honoraria
 - Added prize money
- **SPORT INCENTIVE** grants shall be used generally to offset qualified expenses and support the sustainability, hosting capacity and expansion of local competitive events within Lincoln County. Examples include:
 - Referee or official fees, lodging & mileage for officials
 - Event bid fees
 - Facility rental fees

These grants are available to both for-profit entities and non-profit organizations. Grants from the Visitors Bureau are reimbursement grants. Organizations must submit invoices and proof of payment to be reimbursed for all expenses approved in the grant award. Upon submission of these forms and documentation, reimbursement will be made.

Deadlines

Deadlines for applications will be no later than the first day of the month three months prior to the month in which the event occurs. Beginning on January 1, 2019, Incentive and Promotion fund grant applications will only be reviewed on a quarterly basis: at the monthly meetings in January, April, July and October.

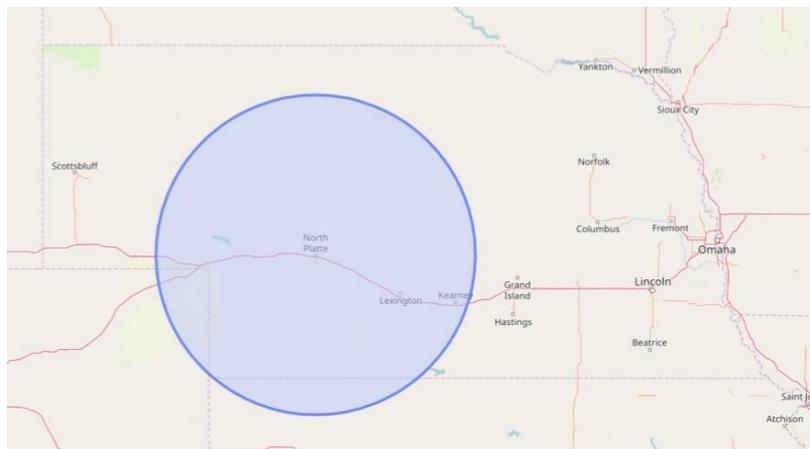
- January 1 – For events occurring in April, May and June;
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- July 1 – For events occurring in October, November and December;
- October 1 - For events occurring in January, February and March;

Purpose of Funds

The purpose of North Platte/Lincoln County Visitors Bureau grants is to provide funding for activities that promote, encourage and attract visitors to Lincoln County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Lincoln County Nebraska, as the state statute §81-3701 through 81-3729 provides.

Applicants for Event and Sports Incentive Funds must show that they have committed to marketing activities totaling at least 10% of the amount of funds requested.

Below is a map showing a 100 mile radius around North Platte. Because grant funds are to be used to attract visitors to Lincoln County, funds will only be granted toward promotional activities reaching individuals outside of this circle.



Generation of room nights

The purpose of North Platte/Lincoln County Visitors Bureau grants is to provide funding for activities that promote, encourage and attract visitors to Lincoln County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Lincoln County Nebraska, as the state statute §81-3701 through 81-3729 provides.

Though tourism spending benefits all segments of the economy of Lincoln County, lodging taxes are only generated through overnight stays at the lodging properties located within the county. Applicants are encouraged to show how their project will generate additional room nights within the county.

Stronger applications will include a mechanism for capturing the home zip codes of visitors to the attraction or event. A zip code report or license plate survey should accompany the application and final report.

Applications

Applications must be filled out completely and on time. The staff of the Visitors Bureau will return all incomplete applications to the applicant for correction of any deficiencies. Staff is always available to answer questions and to assist in the application process.

Applicants must be present at the Advisory Board meeting at which their application is reviewed. Board meetings generally occur on the 4th Wednesday of the scheduled month at 8:30 am. Each applicant will be asked to attend and present their grant application. Applicants will be contacted on the Friday prior to the Board meeting with presentation times. Presentations will begin at 8:30 am and will include a five minute break between presentations.

Applicants must limit their presentation to 10 minutes, allowing time for additional questions from the Advisory Committee. It is strongly suggested that the presentations be divided into five minutes for an overview of the project, including past and projected attendance numbers and a brief synopsis of the activities of the event, and five minutes for details of the budget and how any money awarded will be spent.

Exclusions

No part of the grant funds may be used for general operating expenses, for additional or current personnel salaries or in any manner that would violate the Nebraska Development Act, Neb. Rev. Stat. §81-3701 through 81-3724, et seq. (as amended from time to time). All grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use.

Events will be ineligible for funding if not all local and state permits are obtained.

Crediting Requirements

Included on all printed material, or advertising media shall be the words “sponsored in part by the North Platte/Lincoln County Visitors Bureau”. Logos are available for download from VisitNorthPlatte.com and PlayNorthPlatte.com. Applicants will be directed to the appropriate logo.

Announcement of Award

All applicants will be notified in writing within ten working days after the review of the application with the decision as to their application.

REPORTING, ACCOUNTING AND PAYMENT PROCEDURES

Reporting

Forty-five days after the grant activities are completed the grantee must submit a report to the Visitors Bureau giving final results. The report must outline if the objectives of the event were met, if not, what were the circumstances that lead to the deficiency. No money will be released until the final report and all required documentation is turned into the North Platte/Lincoln County Visitors Bureau office. Payment will NOT be made for unpaid invoices or invoices without proof of payment.

Final reports MUST include paid invoices and copies of proof of payment. Proof of payment may be copies of canceled checks, credit card receipts or copies of bank statements with confidential information redacted.

No cash receipts will be accepted for reimbursement

EVENT and SPORTS Incentive applications are required to show at least 10% of the award amount dedicated toward promotional activities. The Final Report must show invoices and proof of payment of promotional activities in the amount of at least 10% of the award amount.

Final reports are due within 45 days after the end of the event or the completion of the promotion project. **Per the policy set by the Lincoln County Board of Commissioners, final reports and documentation not submitted within 90 days after the end of the event or the completion of the promotion project will be considered delinquent and the grant award will be forfeited.** The exact calendar date will be included in the Grant Agreement contract.

Accounting

GRANTEES ARE REQUIRED to maintain receipts of expenditures of grant funds for auditing purposes for a period of three years following the event, and to make these records available to the Visitors Bureau upon request.

Payment

Upon receipt of the final report and all required accounting documents, the North Platte/Lincoln County Visitors Bureau will request a check from the Lincoln County Treasurer for the grant funds. This check will be sent by the Treasurer directly to the grantee. The check will come from the Lincoln County Treasurer.

Review Process

Grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use all in compliance with the Nebraska Revised Statute §81-3701 through 81-3724.

GRANT APPLICATION

Which Grant are you applying for? (Check all that apply)

- Promotion (Must include answers to narrative questions found on page 7)
- Event Incentive (Must include answers to narrative questions found on page 8)
- Sports Incentive (Must include answers to narrative questions found on page 10)

Name of Organization _____

Contact Person _____ Title _____

Address/City/State/Zip _____

Name award check should be made out to: _____

Address check should be mailed: _____

Phone _____ Mobile _____ Email _____

Name of Event _____ Date of Event _____

Please provide a brief description of the project:

For each grant application you must include this completed cover sheet, project narrative of no more than 3 pages answering the following questions, and a budget page. Return to: North Platte/Lincoln County Visitors Bureau, 101 Halligan Drive, North Platte, NE 69101. For more information call (458) 532-4729.

Project Narrative

The narrative should not exceed 3 pages in length. Please address all sections and bullets that are applicable to your grant request. **You are only required to answer the questions pertaining to the category of grant for which you are applying. If applying for two grant categories, please complete the Project Narrative questions for each category.**

Promotion Grant

The Board evaluates grant applications on how well the projects fulfill the purpose of the North Platte/Lincoln County Visitors Bureau grant program, which is to provide funding for activities that promote, encourage and attract visitors to Lincoln County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Lincoln County Nebraska.

Please use a separate sheet of paper to provide brief answers to the following questions:

1. How will your project benefit Lincoln County?
2. What other agencies or groups are co-sponsoring this project?
3. Are you applying to other organizations for grant funds for these activities? If so, please name the organizations and indicate the amount you are applying for.
4. Who is the target market for this event or project?
5. Do you have a mechanism in place for capturing home zip codes of your visitors? If so, please include a list of home zip codes of your visitors for your most recent event. Please note, this will be required for future applications.
6. If applicable, please list the lodging properties that will be utilized by participants or attendees at your event. Indicate the number of rooms that are paid for either by your organization or by the individuals attending your event.
 - a. Indicate the rooms that are being provided at no charge to you by the lodging property (comped rooms).
 - b. Estimate the number of nights those attending your event will be staying in our community.
7. Has this project received funding through the North Platte / Lincoln County Visitors Bureau in the past? If yes, when and how much?
 - a. Did you complete your final report within 45 days of the end of your event or promotional project?
 - b. Did you submit all of the required accounting documents in a timely manner?
8. If this application isn't funded fully, will your project still happen?

Please complete the budget worksheet found on page 11.

Project Narrative

Event Incentive Grant

The Board evaluates grant applications on how well the projects fulfill the purpose of the North Platte/Lincoln County Visitors Bureau grant program, which is to provide funding for activities that promote, encourage and attract visitors to Lincoln County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Lincoln County Nebraska.

Please use a separate sheet of paper to provide brief answers to the following questions:

1. What other agencies or groups are co-sponsoring the project?
2. Are you applying to other organizations for grant funds for these activities? If so, please name the organizations and indicate the amount you are applying for.
3. How will this event benefit Lincoln County?
4. What are your goals and objectives for your event? What is your strategy (or strategies) to ensure event success? And how will you measure the success of your event?
5. Is this a multi-day event? If so, please provide a basic preliminary schedule of the activities on each day of the event.
6. Please provide a list of the individuals involved with hosting this event, and their roles in the organization.
7. If this is an annual event, what is the historic attendance for the past two events?
8. What is the number of Participants/Attendees anticipated for current event in each of the following categories?
 - a. Local Participants/Attendees (From within 60 miles)
 - b. Nebraska Participants/Attendees
 - c. Neighboring States Participants/Attendees
 - d. National Participants/Attendees
 - e. International Participants/Attendees
9. Do you have a mechanism in place for capturing home zip codes of your visitors? If so, please include a list of home zip codes of your visitors for your most recent event. Please note, this will be required for future applications.
10. If this is an annual event, what is your plan to become financially sustainable?
11. Who is the target market for this event or project?
12. What is your plan for attracting visitors from farther away than 60 miles to your event?
13. What is your marketing budget? Please note that this application must indicate a commitment to spend at least 10% of the grant request in marketing activities.
14. Are any of the proceeds of this event donated or passed through to another individual or organization?
15. Please list the lodging properties that will be utilized by participants or attendees at your event. Indicate the number of rooms that are paid for either by your organization or by the individuals attending your event.
 - a. Indicate the rooms that are being provided at no charge to you by the lodging property (comped rooms).
 - b. Estimate the number of nights those attending your event will be staying in our community.

16. Has this event received funding through the North Platte / Lincoln County Visitors Bureau in the past? If yes, when and how much?
 - a. Did you complete your final report within 45 days of the end of your event?
 - b. Did you submit all of the required accounting documents in a timely manner?
17. If this application isn't funded fully, will your event still happen?

Please complete the budget worksheet found on page 11.

Project Narrative

Sports Incentive Grant

The Board evaluates grant applications on how well the projects fulfill the purpose of the North Platte/Lincoln County Visitors Bureau grant program, which is to provide funding for activities that promote, encourage and attract visitors to Lincoln County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Lincoln County Nebraska.

Please use a separate sheet of paper to provide brief answers to the following questions:

1. How will your event benefit Lincoln County?
2. What other agencies or groups are co-sponsoring your event?
3. Are you applying to other organizations for grant funds for these activities? If so, please name the organizations and indicate the amount you are applying for.
4. If applicable, what is the national governing body for your event?
5. Who is the target market for this event?
6. Number of Competitors/Spectators anticipated for current event
 - a. Local Competitors/Spectators (From within 60 miles)
 - b. Nebraska Participants/Attendees
 - c. Neighboring States Competitors/Spectators
 - d. National Competitors/Spectators
 - e. International Competitors/Spectators
7. Do you have a mechanism in place for capturing home zip codes of your visitors? If so, please include a list of home zip codes of your visitors for your most recent event. Please note, this will be required for future applications.
8. If this is a team event, how many teams are you expecting, and how many competitors make up each team?
9. Please list the lodging properties that will be utilized by participants or attendees at your event. Indicate the number of rooms that are paid for either by your organization or by the individuals attending your event.
 - a. Indicate the rooms that are being provided at no charge to you by the lodging property (comped rooms).
 - b. Estimate the number of nights those attending your event will be staying in our community.
10. Has this event received funding through the North Platte / Lincoln County Visitors Bureau in the past? If yes, when and how much?
 - a. Did you complete your final report within 45 days of the end of your event?
 - b. Did you submit all of the required accounting documents in a timely manner?
11. If this application isn't funded fully, will your event still happen?
12. What is your marketing budget? Please note that this application must indicate a commitment to spend at least 10% of the grant request in marketing activities.

Please complete the budget worksheet found on page 11.

North Platte / Lincoln County Visitors Bureau Universal Grant Application Checklist

Application

- Fully completed cover page
- Narrative of up to three pages fully answering all questions pertaining to the category of grant you are applying for.
- If Event Incentive or Sports Incentive application, showing 10% of grant request committed to marketing activities
- Fully completed budget sheet, insuring that Grant Request and Match columns equal Total Spend column, and that all columns are totaled at the bottom.
- Broadcast and Print media coverage maps and bids for all applicable activities
- Bids or estimates for all line items included in the grant request column

Agreement

You will be required to sign a Grant Agreement contract assuring that you will comply with the following requirements:

- To use the grant only for the following purpose: To promote, encourage, and attract visitors to come to Lincoln County and use the travel and tourism facilities within the county, or to offset expenses incurred in creating quality events that attract visitors to come to Lincoln County and use the travel and tourism facilities within the county.
- To submit to the North Platte/Lincoln County Visitors Bureau a final evaluation report within 45 days after the end of the event.
- To maintain records of receipts and expenditures for a period of three years following the end of the event, and to provide the same upon request by the North Platte Visitors Bureau Advisory Board.
- To include in all printed materials or advertng media the words “sponsored in part by the North Platte/Lincoln County Visitors Bureau”, or in the case of sports events “sponsored in part by the North Platte Area Sports Commission.
- To include in any website the words “sponsored in part by the North Platte/Lincoln County Visitors Bureau” and a link to the North Platte/Lincoln County Visitors Bureau website: www.VisitNorthPlatte.com
- To include in your final report a report showing the home zip codes of your attendees.
- Not to use any of the grant funds:
 - For items not included in the Approved Grant Application.
 - For general operating expenses.
 - For additional or current personnel salaries.
 - For items not included in the Approved Grant Application.
 - In any manner that would violate the Nebraska Development Act, Neb. Rev. Stat. §81-3701 through 81-3724, et. Seq. (as amended from time to time).

Reporting

- Final reports are due within 45 days following your event or activity. Grant awards will be forfeited if final reports and all accounting documentation is not received within 90 days following your event.
- Final reports MUST include paid invoices and copies of proof of payment. Proof of payment may be copies of canceled checks, credit card receipts or copies of bank statements with confidential information redacted. No cash receipts will be accepted for reimbursement.