

# Keith County Visitors Committee Grant Funding Guidelines

**Please read these directions in their entirety and complete the application as thoroughly as possible.**

## Overview:

The purpose of the Keith County Visitors Committee Grant Funds is to provide funding that improves/creates and promotes visitor attractions to Keith County. The funds are available on a grant basis and provided from lodging tax revenue funds. Lodging tax funds are collected based on Nebraska Visitors Development Act Statute 81-3701 through 81-3724. These funds are for promotion, capital improvements to attractions or recreational facilities to attract visitors to and within Keith County that are owned by the public or any nonprofit organization.

Grant funding is available in two different categories:

1. Improvement Fund: Used for expanding and improving facilities at any existing visitor attraction, acquiring or expanding exhibits at existing visitor attractions, constructing, expanding, or improving visitor attractions. Improvement grant requests are available in two categories: Minor Grants under \$5,000 and Major Grants of \$5,000 and over.
2. Promotion Fund: Used generally to promote, encourage, and attract visitors to Keith County and use the travel and tourism facilities within the county.

**This is a reimbursement grant program.** Funds will be available after project or event completion. Copies of paid receipts, advertisements, mailings and completed final project report must be turned in to the Visitors Committee's administrative contractor, the Keith County Chamber of Commerce, P.O. Box 628, Ogallala, NE 69153 or hand delivered to 119 E. 2<sup>nd</sup> Street, Ogallala, NE 69153.

*This grant is valid for one year from date of approval. An extension may be requested and may be approved on a case by case basis.*

## Criteria for Assistance:

1. Grants are available only to public or non-profit organizations. Proof of non-profit status may be requested.
2. The Grantee is responsible for obtaining any required local and state licenses and permits.
3. Final project report must be submitted to the contractor no later than 60 days after the event or completion of the project.
4. A complete project budget must be included in the grant application along with contractor bids if necessary.
5. Grants are discretionary, based on available funds, anticipated uses, appropriateness, and anticipated effectiveness of proposed use. Higher consideration may be given to new events or projects over repeat projects.

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6. All print material, TV commercials, radio advertising, websites, posters, and other forms of advertisements must use the credit line, "Produced in part by a grant from the Keith County Visitors Committee." Failure to comply with this guideline will result in partial or complete withdrawal of funding. Design concepts will be included with application for printed material or posters.
7. Promotion grants should focus on bringing people from **outside** the area to Keith County. Higher consideration will be given to grants that use innovative outreach and advertising to accomplish that goal.
8. For improvement grants over \$5,000, a permanent acknowledgement will be placed somewhere within the facility recognizing the Keith County Visitors Improvement Fund for assisting with the project.
9. If lodging information is sent out, all lodging facilities in Keith County must be listed. A complete listing of lodging facilities is available at the Ogallala/Keith County Chamber of Commerce.

**See attached chart for application guidelines and deadlines**

### **Review Process:**

The Keith County Visitors Committee will review each grant application at its monthly meeting, generally held the third Wednesday of each month. Applicants (or a representative of the organization) will attend the meeting and be allotted time for their presentation. Applicants may be asked to provide the committee additional information in order to approve the grant request.

**NOTE: Incomplete applications will not be considered for review by the Keith County Visitors Committee.**

Grant candidates must complete the application found at [www.ilovelakemac.com](http://www.ilovelakemac.com) and attach letters of support from entities that will benefit from the event or project.

Once approved by the Visitor's Committee, all grant applications must receive final approval from the Keith County Board of Commissioners, typically at their weekly meeting the week following the Visitor's Committee meeting.

Application forms are available at [www.ilovelakemac.com](http://www.ilovelakemac.com)

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	<b>Suggested Allowable Use of Funds</b>	<b>Exclusions</b>	<b>Matching Funds</b>	<b>Application Deadline</b>
<b>Promotion Fund</b>	<ul style="list-style-type: none"> <li>-Event Advertising</li> <li>-Brochure &amp; Website Creation</li> <li>-Brochure Rack &amp; Display</li> <li>-Expenses related to delivery of promotional material</li> </ul>	<ul style="list-style-type: none"> <li>General Operating Expenses (including food, travel, lodging, office equipment, dues, etc.)</li> <li>-Additional or current personnel salaries</li> <li>-Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3724 (as amended)</li> </ul>		<p>7 business days before scheduled monthly meeting</p> <p>AND at least 45 days prior to the event. (if applicable)</p>
<b>Minor Improvement Grant Requests (under \$5,000)</b>	<ul style="list-style-type: none"> <li>-Signage</li> <li>-Expansion of existing facilities</li> <li>-New Construction of Visitor Attractions</li> <li>-Improvement of Existing Attractions</li> <li>-Acquiring exhibits at Visitor Attractions</li> </ul>	<ul style="list-style-type: none"> <li>-General Operating Expenses (including food, travel, lodging, office equipment, dues, etc.)</li> <li>-Additional or current personnel salaries</li> <li>-Items not included in the grant request</li> <li>-Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3724 (as amended)</li> </ul>	Grant funds will not exceed 50% of total project.	7 business days before scheduled monthly meeting
<b>Major Improvement Grant Request (\$5,000 and up)</b>	<ul style="list-style-type: none"> <li>-Signage</li> <li>-Expansion of existing facilities</li> <li>-New Construction of Visitor Attractions</li> <li>-Improvement of Existing Attractions</li> <li>-Acquiring exhibits at Visitor Attractions</li> </ul>	<ul style="list-style-type: none"> <li>-General Operating Expenses (including food, travel, lodging, office equipment, dues, etc.)</li> <li>-Additional or current personnel salaries</li> <li>-Items not included in the grant request</li> <li>-Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3724 (as amended)</li> </ul>	Grant funds will not exceed 50% of total project.	February 1 and September 1