



2010 COMMUNITY PROMOTIONS PROGRAM

To assist county [non-profit] tourism oriented groups and organizations, the ACCVB has allocated a portion of its collected transient lodging tax monies for a competitive community promotions program.

These funds will be awarded on a COMPETITIVE basis to local non-profit organization, which sponsor special events or conferences or to non-profit visitor tourism attractions. The Community Promotions Program awards are presented by the ACCVB on the conditions outlined in the program applications. Specific conditions as to the use of funds are outlined on the enclosed materials.

Funding may be requested for one or more of the following purposes:

- **Promotion/draw attendance and overnight lodging.** Special consideration will be given to those events and activities, which promote overnight visitors activities in Ashtabula County. However, other attractions and events will not be excluded from consideration if they do not involve overnight opportunities or fall-winter activities.
- **Printing of promotional materials and advertising design dedicated to drawing attendance or attract overnight lodging.**
- **Development of permanent signage, displays, interpretive program development**
- **Costs of renting equipment associated with an event, or permanent improvements of a structure or item of national tourism draw.**
- Funding may NOT be requested for administrative purposes or real estate (no rental of property).
- All events or organizations that received grants in 2009 are **not eligible for 2010 grant.**

Application Process

1. **Applications must be completed and in the ACCVB office by November 30, 2009.** The applications are reviewed by a panel of county leaders (non-board members) who have a knowledge of tourism and its economic impact in our community.
 - a. **Applications will be rated on the following criteria**
 - *-Projected increase in tourism traffic
 - *-Projected impact to local economy
 - *-Opportunities for overnight stays
 - Projected administration capabilities excluding operating expenses, salaries, or office equipment purchases. Administrative costs, including management fees, insurance or telephone bills are not permitted; real estate costs, including purchase of land or rental property, are also not eligible for these funds.
 - Matching dollars and/or in-kind services from the sponsoring group/event
 - Membership status with the ACCVB
 - *Indicates the most important criteria.*
 - b. **Events must occur between January 1, 2010 and December 31, 2010.**
 - c. **The maximum grant amount per applicant is \$1,000.00** (not more than 50% of event or attraction's overall budget).
2. **Notice of acceptance or denial will be sent via mail by December 31, 2009.** Incomplete applications will be rejected. Applications may be rejected if information requested by the ACCVB office is not provided within 48 hours of the request for additional data, information, clarification, etc.
3. **Reimbursement –**
 - a. A complete fiscal report must be submitted to the Board of the ACCVB within 30 days of the completion of the event, or activity or payment will be withheld.
 - b. Receipts and invoices must be included.
 - c. Samples or proof of credit to the ACCVB must be submitted. For this purpose the ACCVB shall provide the appropriate logo.
 - d. The recipient may accumulate all bills up to the total of the award, and then submit those to the Ashtabula County Convention and Visitors Bureau (ACCVB) for payment. If cash flow is restricted, the recipient may submit bills as they arrive. However, it is up to the recipient to track these bills and total the bills as we pay. The ACCVB will not accept direct bills from vendors; the bills must go to the recipient first.
 - e. All awarded amounts are subject to audit. Failure to comply with any terms of the award may cause the ACCVB to recover improperly used funds from the recipient.
 - f. **Requests for reimbursement must be made by December 1, 2010.**
 - g. Funds not requested or used by this date will not be dispersed.
 - h. Applicants not using funds prior to the end of the year will not carry over to the next year, and are not eligible to apply for the next year's program.
 - i. The ACCVB will then issue a check for the bill or bills up to the total award amount to the recipient.

Grant application deadline is November 30, 2009



2010 COMMUNITY PROMOTIONS APPLICATION

Organization

Name of organization: _____

Person completing this form: _____

Mailing address: _____

City/State/Zip: _____ State: _____ Zip Code: _____

Phone number: _____ Fax number: _____

Is this organization unincorporated incorporated
 not-for-profit for profit

Date when organization was formed: _____

Is this organization based in Ashtabula County? yes no

Are you a member of the ACCVB? yes no

Describe the mission of this organization:

Attach a list of organization's governing body and officers, including both name and address.

Attach a copy of most recent financial statement of explanation if there is no annual financial statement available.

Attendance Figures

Attendance at this event/attraction, based on ticket sales or gate counts if possible in:

2007: _____ 2008: _____ 2009: _____

Anticipated attendance at this event/attraction 2010: _____

Grant application deadline is November 30, 2009

Estimate the number of people who will come from more than 100 miles to participate in or visit this event or attraction: _____

How many overnight stays are anticipated for participants/visitors? (Number of people multiplied by number of night each will stay): _____

Marketing and Promotion Strategies

Briefly list the marketing strategy for this event/attraction:

What forms of advertising will be used?

If applicable, how will flyers or brochures be distributed?

Explain how & where ACCVB would be credited for its contributions if this event/attraction were to receive funds: _____

Is there a mailing list that will be used for distribution of printed information? ___yes ___no If so, how many names are on the list(s)? _____

If applicable, how has marketing been done for event/attraction in the past? (Include samples of past publicity, brochures, etc.) _____

What geographical areas will be targeted?

Event

Name of event: _____

Describe event: _____

Date(s) of event (mm/dd/yy): _____

Where will this event take place? _____

Has this event been held previously? ___yes ___no

List any other sponsors of this event/attraction. Use additional pages if necessary:

BUDGET

Attach overall budget for event/attraction.

Provide an itemized list of what will be purchased (and cost) with the support from ACCVB. Be as specific as possible. Also include a total of the amount requested in the space provided. The total project may be any amount. ACCVB support will not exceed \$1,000 or more than 50% of the event/attraction's overall budget.

Description of requested item	Total cost	Amount requested from ACCVB (not to exceed 50% of overall budget)
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Total amount requested from ACCVB (not to exceed \$1,000 or 50% of event/attraction's overall budget)

Signature of Fiscal Agent: _____ Date: _____

Grant application deadline is November 30, 2009