



## 2013 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 2012 are **not eligible for 2013 grant.**

### **Application Process**

1. **Applications must be completed and in the ACCVB office by Wednesday, November 30, 2012.** The applications are reviewed by a panel of county leaders (non-board members) who have 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, 2013 and December 31, 2013.**
  - 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, 2012.** 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, 2013.**
  - 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 Friday, November 30, 2012**



## 2013 COMMUNITY PROMOTIONS APPLICATION

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### ORGANIZATION:

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Name of organization: \_\_\_\_\_

Person completing this form: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

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.

If the ACCVB has questions or requires more information about your request, who should we contact?

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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**EVENT:**

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Name of Event: \_\_\_\_\_

Date(s) of Event (mm/dd/yy): \_\_\_\_\_

Describe Event: \_\_\_\_\_

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:

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**ATTENDANCE:**

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

2010: \_\_\_\_\_ 2011: \_\_\_\_\_ 2012: \_\_\_\_\_

Anticipated attendance at this event/attraction 2013: \_\_\_\_\_

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): \_\_\_\_\_

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**MARKETING AND PROMOTION:**

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Briefly list the marketing strategy for this event/attraction:

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What forms of advertising will be used?

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List any other sponsors of this event:

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If applicable, how will flyers, posters, and/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 yes, 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 area(s) will be targeted?

## 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. NOTE: The total project may be any amount, but the ACCVB support will not exceed \$1,000 or more than 50% of the event/attraction's overall expense.

Descriptions of requested item(s)	Estimated Cost \$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total Cost:</b>	\$

Is your TOTAL COST \$2,000 or more? \_\_\_yes\_\_\_no

If YES, your organization may request \$1,000 grant.

If NO, your organization may request 50% of TOTAL COSTS.

**AMOUNT REQUESTED FROM ACCVB: \$** \_\_\_\_\_

Signature of Fiscal Agent: \_\_\_\_\_ Date: \_\_\_\_\_