

## GRANT OVERVIEW

The goal of the Natrona County Travel & Tourism Council's (NCTTC) Grant program is to assist Natrona County non-profit organizations with events and projects designed to create economic impact and generate overnight stays in Natrona County lodging facilities. VisitCasper is the marketing arm of the Natrona County Travel and Tourism Council, a Joint Powers Board whose mission is to enhance the economic base of Natrona County through tourism. The organization's primary objective is to encourage more and longer visitor stays through marketing programs aimed at the convention, leisure, sports, group and special events markets.

The NCTTC/VisitCasper is funded by a 4% lodging tax collected from guests staying in hotels, motels, bed and breakfasts and campgrounds within the county.

**Eligibility:** Grants are available to non-profit organizations in Natrona County.

## GRANT DECISIONS & FUNDING CRITERIA

All VisitCasper funding requests will be reviewed, analyzed and scored against 5 major criteria:

- **Room Nights:** The event generates overnight stays in Natrona County lodging facilities. The more room nights generated, the higher the score.
- **Seasonality:** The event generates overnight stays during shoulder and off-peak season. (Generally between October and February)
- **Impact:** The event has the high potential of not only offering a positive return on VisitCasper's investment, but it also generates commercial, economic and social benefits that will be realized by the community.
- **Retention:** Points may be awarded to retain and grow the event in the Casper Area.
- **Miscellaneous:** Points may be awarded at the discretion of the Grant Review Committee for criteria such as idea presentation, event history, reporting history, need for VisitCasper staff support, number of funding partners, program sustainability, number of years funding has been requested, etc.

Events held prior to Council review of the corresponding grant application are not eligible for grant funds. The amount of an approved grant may be modified at the Council's discretion.

**Completed grant applications will be accepted twice per year: By October 15 and April 15.** The Council will review the applications at the regular business meeting in November and May. Applicants may be provided an opportunity at the November or May meetings to address the Council during review of the grant request.

Applicants will receive written notification of the Council's decision.

Any application submitted after the deadline will be considered by the Council at the next regularly scheduled grant review meeting. All deadlines are the applicant's responsibility to remember.

## ELIGIBLE/IN-ELIGIBLE EXPENSES

**Eligible advertising mediums include:** Brochures, posters and promotional fliers, billboards, magazine/newspaper advertising, radio/TV advertising, travel trade shows (booth fees, registration fees and materials production), websites and email/digital marketing.

**Eligible event expenses include:** Event invitations/stationary, registration forms, entertainment, speakers/presenters, rental equipment, space/venue rental, programs, brochures, posters and refreshments.

**Exceptions:** Grant funds may NOT be used for the following: Postage/phone, event programs for on-site use only or sold for profit, alcoholic beverages, in-kind contributions and/or sponsorships, capital projects or anything contrary to Federal or State law or local ordinance.

## REQUIRED VISITCASPER RECOGNITION

The Council will require recognition for its financial participation as follows:

- Audible identification as VisitCasper on all radio advertising.
- Logo and/or audible identification as VisitCasper on all TV advertising.
- The VisitCasper logo and website address on all printed materials including print media, brochures, posters, flyers, registration forms, magazine/newspaper advertising, etc.
- Link to [www.VisitCasper.com](http://www.VisitCasper.com) on website.
- Listing on credits for audio-visual presentations.
- VisitCasper logo on billboards.
- VisitCasper banner at event site.
- Advertising in event program relative to investment.



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- Logo and website address on t-shirts if sponsors are recognized this way.
- Recognition in digital and other online marketing as available.

VisitCasper will provide applicants with the appropriate materials for recognition upon request.

*Note: If VisitCasper is a partner or co-promoter of an event, the recipient must be willing to share a participant list (database) prior to the event for audience profiling/targeting. This information will be kept confidential and will only be used in re-targeting to grow event participation and awareness.*

## REPORTING

**Within 60 days of completion of the project/event, the applicant will submit to the satisfaction of the Council:**

- A completed Project Report & Evaluation Form (included with written approval notification)
- A completed Hotel Tracking Form (included with the application)
- Copies of all advertising utilizing the VisitCasper logo and website address
- Copies/photos of recognition given VisitCasper (i.e. website link, banner, reader board, brochures, online marketing, etc.)
- Invoices and proof of payment for all grant fund expenditures
- Other materials produced with the cooperation of Council

*Funds will be disbursed upon completion of the project and receipt of the Project Report & Evaluation Form and the Hotel Tracking Form. In unique instances and at its discretion, the Council may disburse approved funds prior to the event/project upon written agreement to provide follow-up reporting requirements.*

*The Council will consider the Grant Application null and void if the applicant does not submit the Project Report & Evaluation Form and Hotel Tracking Form to VisitCasper within the reporting timeframe. There is no grace period for the final report and VisitCasper does not issue reminders.*



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**GRANT DEADLINES: October 15 and April 15 of each year.**

*Please include the original and four copies of the grant application.*

Date: \_\_\_\_\_

Organization Name\* \_\_\_\_\_

Main Program Contact\* \_\_\_\_\_

Role/Title Within the Organization\* \_\_\_\_\_

Phone\* \_\_\_\_\_

Email\* \_\_\_\_\_

Website\* \_\_\_\_\_

Address\* \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State / Province / Region \_\_\_\_\_

ZIP / Postal Code \_\_\_\_\_

EIN#\* \_\_\_\_\_

Tax Exempt #\* \_\_\_\_\_

What best describes your organization: (Please check one)\*

501(c) 3

Nonprofit Organization Registered with the Secretary of State

## EVENT DETAILS

Event Name\* \_\_\_\_\_

Location\* \_\_\_\_\_

Years in Existence\* \_\_\_\_\_

Date of Event\* \_\_\_\_\_

How many days will the event last?\* \_\_\_\_\_

Total Funds Requested\* \_\_\_\_\_

Has this event been funded by VisitCasper before?\*    Yes    No

Have all the proper permits been awarded?\*    Yes    No



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(If no, please explain:)

Is the event insured?\* Yes No

Please provide the name of the insurance policy provider and policy number

Festival/Event Description\*

Marketing/Action Plan\*

Benefits\*

Describe how the festival/event will enhance tourism in Natrona County. Please be sure to quantify the estimated number of visitors and overnight stays that will be generated specifically by this activity, as well as any other commercial, economic and social benefits that will be realized by the community. Please estimate the percentage of attendees that will come from outside of Natrona County.

Please answer the following questions:

Have you selected a host hotel?\* Yes No If no, please use \$80.00 in the "Room Rate" area of the formula below.

If no, would you like VisitCasper to help find a host hotel? Yes No



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If yes, please list your host hotel here \_\_\_\_\_

What is the contracted daily room rate? \_\_\_\_\_

Will you be receiving a room rebate? Yes No

If yes, what is the rebate amount? \_\_\_\_\_

How many sleeping rooms will be needed to accommodate event attendees?\* \_\_\_\_\_

Will you be receiving any complimentary rooms?\* Yes No If yes, how many? \_\_\_\_\_

How many nights will you need sleeping rooms?\* \_\_\_\_\_

Contracted Room Rate \$ \_\_\_\_\_

- (less room rebate, if applicable) \_\_\_\_\_

x No. of Room Nights (Sleeping rooms less complimentary rooms x number of nights) \_\_\_\_\_

= Total Lodging Revenue \$ \_\_\_\_\_

x .04 = Total Lodging Tax Collected \_\_\_\_\_

BUDGET

ORGANIZATION BUDGET\*: Please attach a financial statement or general operating budget for your organization. (This is not the specific budget for your event.)

SPECIFIC EVENT BUDGET\*: Please attach a specific budget for your event.

EVENT BUDGET HISTORY\*: Please attach an event budget history.

USE OF GRANT FUNDING\*

Please provide details about how you intend to use your grant funding, if approved.

Multiple horizontal lines for providing details on grant funding use.



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Have or will funds be requested elsewhere?

Table with 4 columns: Organization, Amount, and two columns under 'Approved' (Yes, No). It contains five rows of horizontal lines for data entry.

Any other information you'd like to share about your event?
[Five horizontal lines for text entry]

PLEASE SIGN AND DATE

Full Name [horizontal line]

Date [horizontal line]

Please Leave This Section Blank

Received by: [horizontal line]

Date [horizontal line]