

Tourism Development Grant

OVERVIEW

The Devils Lake Convention & Visitors Bureau (CVB) annually budgets funds dedicated for tourism development projects. The Tourism Development Grant (TDG) has been established to stimulate economic growth by supporting non-profit visitor attractions of Ramsey County and in developing new visitor attractions or enhancing and restoring existing structures or projects.

GENERAL FUNDING CONSIDERATIONS

The Devils Lake CVB accepts grant applications for costs related to the tourism development of Ramsey County visitor attractions and amenities, in accordance with the North Dakota State Century Code 40-57.3

APPLICABLE PROJECTS

Projects that are funded under this program include:

- New capital construction projects
- Upgrades, enhancements, expansions to existing facilities
- Permanent exhibit installations

CRITERIA

When considering an application to the Devils Lake Tourism Development Fund, the Devils Lake Visitors Committee ranks applications on the following criteria:

TOURISM IMPACT CRITERIA

- Is this project consistent with the Devils Lake CVB priorities and objectives or does it support the area brand?
- Will it serve a substantial number of overnight visitors? Will it generate hotel room nights? How many?
- Is the project interactive? Is it unique? What type of experience does it provide for the visitor?
- Is this a new visitor attraction, or is it a substantial expansion of an existing attraction?
- Is it open to the public?
- Is it open year-round or at least 180 days a year?
- Will it be available after 6pm or on Sundays?
- Will it provide a positive economic impact on the community?
- Will it contribute to our ability to attract visitors and improve the overall tourism assets in the Devils Lake area?
- Will this project be covered by media, and/or with the Devils Lake CVB by publicly recognized for participation or support?

OPERATIONAL CRITERIA

- Is it located within the Devils Lake CVB service area?
- Does the organization have not-for-profit status or is a government entity?
- Is this a “bricks and mortar” project?
- Is the project a result of a planning process that has had public involvement? Do others in the community understand and support the project?
- Have the other funds necessary to the project already been raised, or are there well-developed plans for raising them?

- Is there a solid plan to fund the project, ongoing operating costs and maintenance?
- Are there established marketing plans?
- Is there an established management/staffing structure for the project?

GRANT ELIGIBILITY

To be eligible, applicants must be a recognized 501.c3 not-for-profit or a unit of government. Applicants must also be located within the Devils Lake CVB service area. Privately owned for-profit businesses are not eligible.

FUNDS AVAILABLE

- The Devils Lake CVB's Tourism Development Grant will not be more than 50% of the total project cost
- Project cash match can come from the operating budget, or may be secured from other grants, donors, sponsors, or other sources
- Grant funds may not be spent on local marketing or for operational costs that would be incurred even without the project.

FUNDING OVER MULTIPLE YEARS

The Devils Lake CVB reserves the right to fund projects over multiple years (Not to exceed three years) should the need arise. (Example: An approved project is allocated \$30,000. Funds may be disbursed at \$0,000 for a period of three years.)

PLEDGE OF SUPPORT

Should an organization be in the fund-raising stage for any tourism-related capital project, and not ready to start construction in the year of the grant application, it is possible to request a resolution of support from the Devils Lake CVB to assist in securing the necessary funding and/or grants. Grant applicants must show proof with written documentation that 50% of the project funding has been secured by the time an application is submitted to the Devils Lake Convention & Visitors Bureau.

APPLICATION DEADLINES

March 1 | June 1 | September 1 | December 1

Every grant application will be considered on its own merits, and it is within the Visitor Committee's authority to approve or deny any grant for any reason, in accordance with the North Dakota State Century Code 40-57.3.

APPLICATION PROJECT DEFINITIONS

NEW CAPITAL PROJECTS

Brick & Mortar Projects. Funds can be used for:

- Real estate acquisition
- Construction
- Architectural and engineering costs
- Upgrades, enhancements and/or expansions to existing facilities

PERMANENT EXHIBIT INSTALLATIONS

Funds can be used to establish exhibits that may stay for a period of months or years but will continue to be large tourism magnets or have the potential to generate long-term publicity,

bringing new visitors into the area. Generally, these exhibits will be unique to the area or showcase something unique about the area.

HOW TO APPLY

Step 1: Review the Guidelines

Before starting the application process, review the details and guidelines for the grant.

Step 2: Discuss the Potential Grant Project

Schedule a meeting with the Devils Lake CVB, to go over the project details and make sure it is a good fit, before moving forward with the application process.

Step 3: Complete Online Grant Application

Please be aware, grants are reviewed quarterly. Deadlines are March 1, June 1, September 1 and December 1.

Step 4: Review Process

All grant applications will be reviewed based on tourism and operational criteria by the Devils Lake Visitors Committee. During this process, you may be contacted for more information.

Step 5: Grant Decisions are Made

You will be notified by email if your organization received funding, or if funding has been denied.

Need more help?

Contact our office at [701] 662-4957.

DEVILS LAKE CVB TOURISM DEVELOPMENT GRANT ADDITIONAL REQUIRED DOCUMENTATION

Please provide the following required information as an attachment to each application: (Note: incomplete applications will not be considered)

- Proposed budget for project
- Copies of organizations current budget & the past two fiscal years
- Most recent tax audit or copy of IRS 990 form
- List of contributions secured to date (should equal 50% of total project costs)
- List of organizations board members with contact information
- Support letters from governing board, local municipality, and/or community leaders
- Architectural plans, drawings, or renderings

DISBURSEMENT OF FUNDS

At the completion of the project, requests for grant funds shall be submitted to the Devils Lake CVB via a cover letter with summary of expenses, invoices, and copies of checks enclosed.

SCORING SHEET FOR DEVILS LAKE CVB TOURISM DEVELOPMENT GRANT

Scoring sheet for the Devils Lake Tourism Development Grant application is directly related to the grant guidelines and these criteria will be used to assist the Devils Lake CVB in reviewing and ranking applications. (Applicant to also complete using best estimates available. Completing will aid applicant in determining potential scoring.)

Qualification	Response/Potential Points	Points Allotted
Applicant Project is 100% utilized for tourism (check one)	<input type="checkbox"/> Yes, 10 points <input type="checkbox"/> No, at least 50%, 5 points <input type="checkbox"/> No, less than 50%, No points	
Number of Visitors to the Devils Lake area per year is greater than 1,000 and less than 2,499	<input type="checkbox"/> Yes, 5 points	
Number of Visitors to the Devils Lake area per year is greater than 2,500 and less than 4,999	<input type="checkbox"/> Yes, 10 points	
Number of Visitors to the Devils Lake area per year is greater than 5,000	<input type="checkbox"/> Yes, 15 points	
Days open to the public (check one)	<input type="checkbox"/> 7 days, 10 points <input type="checkbox"/> 6 days, 8 points <input type="checkbox"/> 5 days, 6 points <input type="checkbox"/> 4 days, 4 points <input type="checkbox"/> 3 days, 3 points <input type="checkbox"/> 2 days, 2 points <input type="checkbox"/> 1 day, no points	
Estimated number of annual room nights generated by the visitor attraction (check one)	<input type="checkbox"/> 1 to 50, 5 points <input type="checkbox"/> 51 to 100, 10 points <input type="checkbox"/> 101 to 250, 15 points <input type="checkbox"/> 251 & up, 25 points	
First time applicant Second time applicant Third time applicant Applied four or more times (check one)	<input type="checkbox"/> 1 st time, 5 points <input type="checkbox"/> 2 nd time, 3 points <input type="checkbox"/> 3 rd time, 2 points <input type="checkbox"/> 4 or more times, 1 point	
Grant application completed per grant instructions	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, No points	
Percentage of Project Funds raised to date (check one)	<input type="checkbox"/> 76% to 100%, 10 points <input type="checkbox"/> 61% to 75%, 8 points <input type="checkbox"/> 51% to 60%, 5 points <input type="checkbox"/> 41% to 50%, 4 points <input type="checkbox"/> 31% to 40%, 2 points <input type="checkbox"/> Up to 30%, 1 point	
Signature of Applicant: I, _____ have completed this scoring sheet to the best of my ability and that numbers provided are accurate as of the date submitted (Date: _____).		