



## Keith County Visitors Committee

119 E 2<sup>nd</sup> Street  
Ogallala, Nebraska 69153  
800.658.4390  
[info@explorekeithcounty.com](mailto:info@explorekeithcounty.com)

### Keith County Visitors Committee Grant Funding Guidelines (2022)

*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 are 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 with an itemized list of expenses must be turned into the Visitors Committee's Administrative Contractor, the Keith County Chamber of Commerce, 119 East 2nd Street, Ogallala, NE 69153 or hand delivered to the same address.

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

**Criteria for Assistance:**

1. Grants are available only to public or nonprofit organizations. Proof of nonprofit status may be requested.
2. The Grantee is responsible for obtaining any required local and state licenses and permits. There will be no liability to Keith County.
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(s) 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.
6. All print material, TV commercials, radio advertising, websites, posters and other forms of advertisements must use the credit line of "Produced in part by a grant from the Keith County Visitors Committee". Failure to comply with these guidelines 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 Funds 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 Keith County Chamber of Commerce location.

**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 sharing the outcome and presentation of the funded opportunity. 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) (Keith County > Keith County Visitors Committee) and attach letters of support from entities that will benefit from the event or project. All grant documents must be received to the Admin Office 7 Business Days before the KC VC monthly meeting with a time deadline of no later than noon. (Email or hard copy are approved forms, but must meet the deadline for day and time. Email to [info@explorekeithcounty.com](mailto:info@explorekeithcounty.com) or send hard copy to 119 East 2<sup>nd</sup>, Ogallala, NE 69153. If emailed, please call 308-284-4066 to confirm receipt.)

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

*Grant Funding Guidelines, cont.*

<b>Keith County Visitors Committee Grant Funding Guidelines Chart</b>				
<b>Fund Type</b>	<b>Suggested Allowable Uses of Funds</b>	<b>Exclusions</b>	<b>Matching Funds Deadline</b>	<b>Application</b>
<b>Promotion Fund</b>	<ul style="list-style-type: none"> <li>● Event Advertising</li> <li>● Brochures &amp; Website Creation</li> <li>● Brochures 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 Dev. NE Stat 81-3701 through 81-3724 (as amended).</li> </ul>	N/A	Application must be sent in at least 45 days before the event. Send application to Visitors Committee by 12 PM noon, 7 Business Days before the KC VC scheduled monthly meetings.
<b>Minor Improvement Fund (Under \$5000)</b>	<ul style="list-style-type: none"> <li>● Signage</li> <li>● Expansion of existing facilities.</li> <li>● New construction of visitors' attraction.</li> <li>● Acquiring exhibits at visitors' 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>● Used in any manner that would violate the Nebraska Visitors Dev. NE Stat 81-3701 through 81-3724 (as amended).</li> </ul>	Grant funds will not exceed 50% of the total project.	Send application to Visitors Committee by 12 PM noon, 7 Business Days before the KC VC scheduled monthly meetings.
<b>Major Improvement Fund (\$5000 and above)</b>	<ul style="list-style-type: none"> <li>● Signage</li> <li>● Expansion of existing facilities.</li> <li>● New construction of visitors' attraction.</li> <li>● Improvement of existing attractions.</li> <li>● Acquiring exhibits at Visitors' 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 original Grant Request.</li> <li>● Used in any manner that would violate the Nebraska Visitors Dev. NE Stat 81-3701 through 81-3724 (as amended).</li> </ul>	Grant funds will not exceed 50% of the total project.	February 1 <sup>st</sup> , and September 1 <sup>st</sup> by 12 PM noon, or earlier the day of.

Keith County Visitors Committee  
Promotion Grant Application

*Please be sure to read the Grant Guidelines Document before completing this application.*

**Date of Submission:** \_\_\_\_\_

**Name of Entity Applying for Grant:** \_\_\_\_\_

**Project Contact Person and Title:** \_\_\_\_\_

**Contact E-mail and Phone #:** \_\_\_\_\_

**Building & Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Non-Profit Type of the Applicant:** \_\_\_\_\_

**Tax Identification Number:** \_\_\_\_\_

**Name of Event (if applicable):** \_\_\_\_\_

**Date of Event (if applicable):** \_\_\_\_\_

**New Project:** \_\_\_\_\_ **Repeat Project:** \_\_\_\_\_

**Total Project Budget:** \_\_\_\_\_ **Total Grant (amount) Request:** \_\_\_\_\_

**Grant Checklist:**

*For office use only included with application*

Completed Application Y / N

Completed Budget of full project Y / N

Breakdown of budget for Grant funds	Y / N
Letter(s) of Recommendation (if desired)	Y / N
Detailed Advertising Plan	Y / N
Conceptual Design of Brochure or other advertising media	Y / N

I have read, understand, and accept the terms and conditions pertaining to this Promotion Grant application as outlined and explained under the Grant Application Guidelines of the Keith County Visitors Committee.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

**Please Answer the Following Questions (if applicable)**

**What is the objective and/or overall outcome for your project or event?**

**Where will the project or event take place?**

(Location, address, date and time)

**Describe your target audience:**

(Consider age range and demographics within your response)

**What other agencies, groups and/or individuals are sponsoring this project or event?**

**What forms of advertising do you plan to use to achieve your objective and attract your target audience?**

- Digital -
- Social Media -
- Radio -
- Hard copy -

**Share your distribution plan for any hard copy advertising you plan?**

**How do you plan to achieve “Heads in Beds” lodging opportunities during your project or event?** (list forms of tracking methods you plan to use for overnight guest tracking and how you plan to encourage the overnight stay)

**\*Please provide a full project or event detailed budget, list funding from other sources and in-kind contributions.**

**\*You may attach additional pages as needed to complete this application. Reminder to refer to Grant Guidelines for delivery requirements to the Administrative Contractor, the Keith County Chamber of Commerce.**

*Promotion Grant, cont.*

\*This Grant application can be emailed to [info@explorekeithcounty.com](mailto:info@explorekeithcounty.com) or mailed/hand delivered to 119 East 2nd Street, Ogallala, NE 69153 on or before the date and time requirements. All grants documents must be received to the Admin Office 7 Business Days before the KC VC monthly meeting with a time deadline of no later than noon. If emailed, please call 308-284-4066 to confirm receipt.

**Received date of Application:** \_\_\_\_\_ **Received time of Application:** \_\_\_\_\_

**Date on KC VC agenda:** \_\_\_\_\_ **Date on KC Commissioners agenda:** \_\_\_\_\_

**Approved by KC Commissioners:** Y / N **Date Letter sent to Applicant:** \_\_\_\_\_



Promotion Grant, cont.



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Keith County Visitors Committee  
Improvement Grant Application

*Please be sure to read the Grant Guidelines Document before completing this application.*

**Date of Submission:** \_\_\_\_\_

**Name of Entity Applying for Grant:** \_\_\_\_\_

**Project Contact Person and Title:** \_\_\_\_\_

**Contact E-mail and Phone #:** \_\_\_\_\_

**Building & Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Non-Profit Type of the Applicant:** \_\_\_\_\_

**Tax Identification Number:** \_\_\_\_\_

**Name of Event (if applicable):** \_\_\_\_\_

**Date of Event (if applicable):** \_\_\_\_\_

**New Project:** \_\_\_\_\_ **Repeat Project:** \_\_\_\_\_

**Total Project Budget:** \_\_\_\_\_ **Total Grant (amount) Request:** \_\_\_\_\_

**Grant Checklist:**

*For office use only included with application*

Completed Application	Y / N
Completed Budget of full project	Y / N
Breakdown of budget for Grant funds	Y / N
Letter(s) of Recommendation (if desired)	Y / N
Detailed Advertising Plan	Y / N
Conceptual Design of Brochure or other advertising media	Y / N

I have read, understand, and accept the terms and conditions pertaining to this Promotion Grant application as outlined and explained under the Grant Application Guidelines of the Keith County Visitors Committee.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

*Improvement Grant Application, cont.*

**Please Answer the Following Questions (if applicable)**

**What is the objective and/or overall outcome for your project or event?**

**Where will the project or event take place?**

(Location, address)

**Provide a detail timeline for your project or event:**

(Provide for us the target completion date)

**Describe your target audience:**

(Consider age range and demographics within your response)

**What other agencies, groups and/or individuals are sponsoring this project or event?:**

**How will this project or event help to increase “Heads in Beds” lodging opportunities?**

(list forms of tracking methods you plan to use for overnight guest tracking)

**What will be your marketing attempt/plan for tourism awareness for the new feature?**

**Please provide a full project or event detailed budget, list funding from other sources and in-kind contributions.**

**You may attach additional pages as needed to complete this application. Reminder to refer to Grant Guidelines for delivery requirements to the Administrative Contractor, the Keith County Chamber of Commerce.**

*Improvement Grant Application, cont.*

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**Received date of Application:** \_\_\_\_\_ **Received time of Application:** \_\_\_\_\_

**Date on KC VC agenda:** \_\_\_\_\_ **Date on KC Commissioners agenda:** \_\_\_\_\_

**Approved by KC Commissioners: Y / N** **Date Letter sent to Applicant:** \_\_\_\_\_